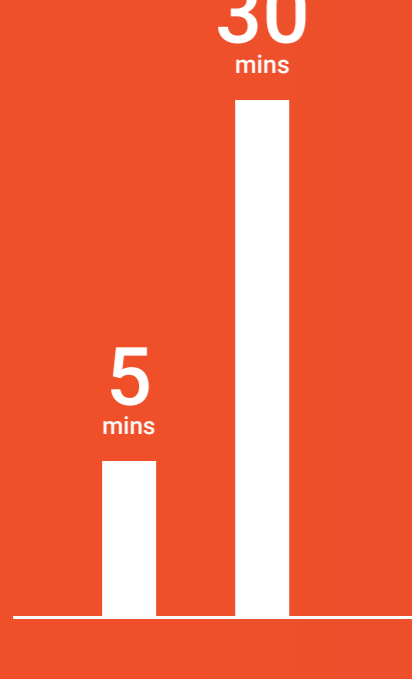


Facts & fiction in sales and marketing

# 10 most common beliefs around lead management



**Sales leaders may think...**  
Higher lead contact rate results in more sales

**But in reality...**  
The odds of contacting a lead in 5 minutes vs. 30 minutes drops 100 times. The odds of qualifying a lead in 5 minutes vs. 30 minutes drops 21 times.

(Source: Dr. James Oldroyd, PhD., Professor of MIT)

**Sales leaders may think...**

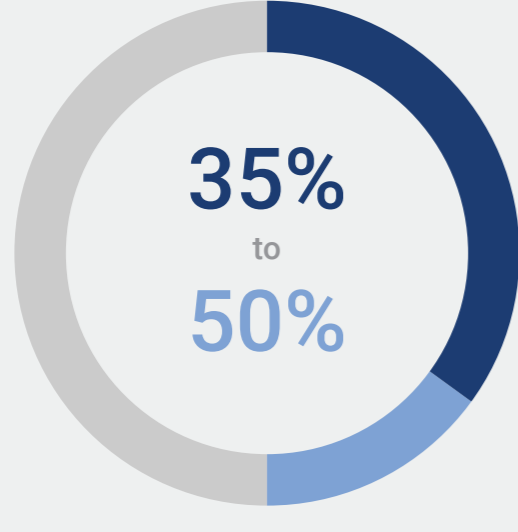
Increased lead volume and higher average lead value results in more sales

**But in reality...**

**50%** of qualified leads are not yet ready to buy

**25%** of leads are legitimate and should advance to sales

(Source: Gleanster Research)



**Sales leaders may think...**  
Higher average response rate results in more sales

**But in reality...**  
35% to 50% of sales go to the vendor that responds first.

(Source: InsideSales.com)

**Sales leaders may think...**

Increased initial acceptance rate results in more sales

**But in reality...**

**79%** of marketing leads never convert into sales. Lack of lead nurturing is the most common cause of this poor performance.  
(Source: MarketingSherpa)

**50%** Companies that excel at lead nurturing generate 50% more sales-ready leads  
(Source: Forrester Report)

**33%** lower cost of sales-ready leads  
(Source: Forrester Report)

**Sales leaders may think...**

Increased sales pass-through rate results in more sales

**But in reality...**



**61%** of B2B marketers send all leads directly to sales; however, only **27%** of those leads are qualified



**65%** of B2B companies have not established any lead-nurturing process  
(Source: MarketingSherpa)

**Sales leaders may think...**

More contextual data availability results in more sales

**But in reality...**

**52%** of all data currently stored by organizations is of unknown value  
(Source: Veritas Report)

**33%** of all data is redundant, obsolete or trivial and known to be of absolutely no use  
(Source: Veritas Report)

**15%** of all stored data is actually considered business critical  
(Source: Veritas Report)



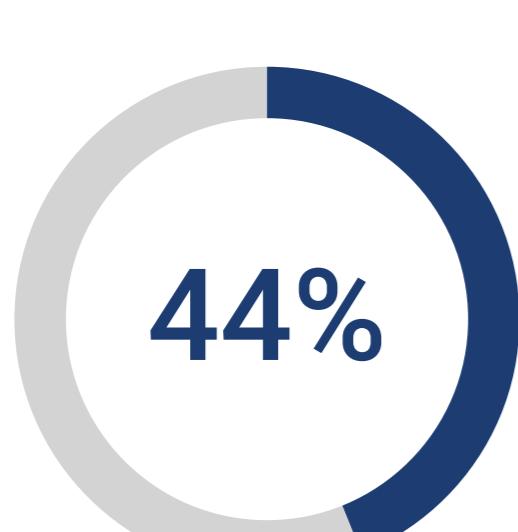
**Sales leaders may think...**  
Higher lead capture rate results in more sales

**But in reality...**  
Companies that automate lead management see a 10% or greater increase in revenue in 6 to 9 months.  
(Source: Gartner Research)



**Sales leaders may think...**  
Higher lead handling rate results in more sales

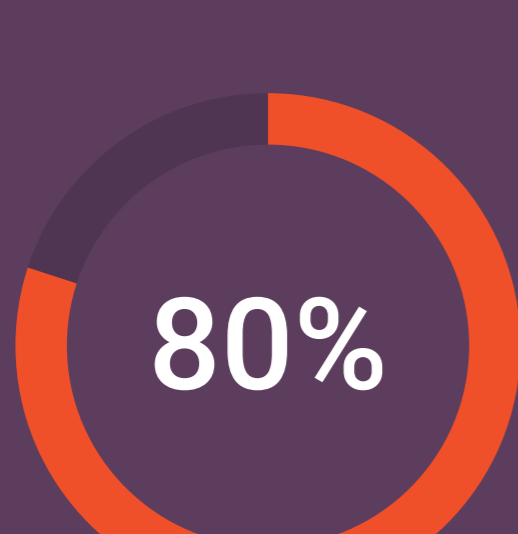
**But in reality...**  
Companies with mature lead generation and management practices have a 9.3% higher sales quota achievement rate.  
(Source: Gartner Research)



**Sales leaders may think...**  
Better trained and incentivized sales staff result in more sales

**But in reality...**  
44% of salespeople give up after one follow-up. An average salesperson only makes 2 attempts to reach a prospect.

(Source: Scripted & Sirius Decisions)



**Sales leaders may think...**  
Increased campaign activity results in more sales

**But in reality...**  
Event-triggered marketing can potentially save 80% of a direct mail budget.

(Source: Gartner Research)

## Connect the dots, and boost your sales with an automated journey event-triggered lead management solution from Genesys

Genesys Prospect Conversion solution enables businesses to score and predict a consumer's journey in real time across channels, while they are live on a website, using a mobile app or in a conversation with an employee. This is achieved through artificial intelligence and machine learning, which use pre-defined personas and past behavior analysis to automatically predict consumer outcomes and give context to the customer journey. As a result, your organization can deliver the next best action by the right employee for improved success rates.