

Text Messaging For Sales

Ignoring A Sales Tool?

Sales teams have been hesitant to give serious consideration to integrating text messaging into their sales process. Research suggests that this application channel is the most heavily used communication tool now used. It may be time to reconsider building strategy, gathering lead information and engaging with prospects by leveraging texting. Here are some current market realities to consider.

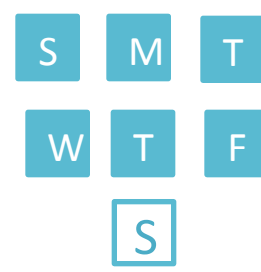
Ubiquitous

97%



Of smartphone owners use text messaging

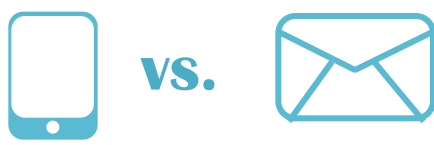
Invested



The Average American spends

23 hours a week texting

Better Open Rate Than E-Mail



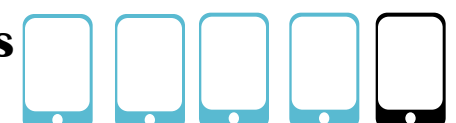
98% of all texts messages are opened compared to 22% for email.

Immediacy

9 of 10 texts are read



within 3 minutes of delivery



Responsive

90

Minutes

vs.

90

Seconds

It takes the average person 90 minutes to respond to email and 90 seconds to respond to a text.

Cadence Catalyst

= 112%

A text sent alone converts at 4.8%. Same message, sent after a call increases conversion by 112.6%

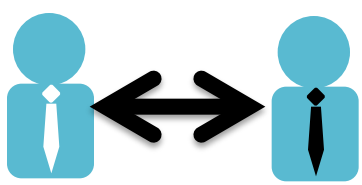
Doubled Conversion

2x

Prospects Sent Text messages after 1st contact, converted 2x the rate of average contacted lead.

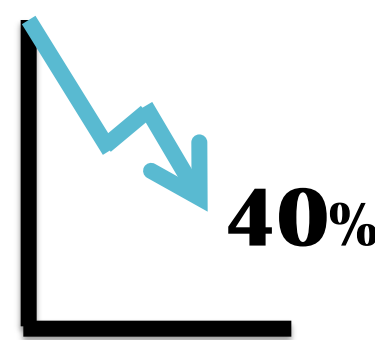
DON'T INTRUDE

Meeting Funnel



20% of texts to businesses

LEAD TO CALLS OR FACE-TO-FACE Conversations



Texting a prospect before a rep has connected with them decreases likelihood they'll ever connect with prospect by 40%



Pro

The personal nature of texting and mobile phones make instant messaging a powerful sales tool. People tend to ignore phone calls, junk mail, spam, or advertising, yet people tend to read virtually every text they get. Sales teams that offer the option for prospects to text when they already have the option of email or the phone, generally increase prospect engagement.



Con

Text messaging is a very personal medium. As a matter of practice, ask for permission from the prospect to text them. Be aware that some conservative or heavily regulated industries may frown on texting. In a complex selling environment, it may be more difficult to communicate in SMS format, which in some platforms are limited to 160 characters. Thus, messages must be inherently short. If you can't be brief, you may want to avoid texting. Avoid using emailing to "hound" prospects or to discuss features and benefits.

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Barry Rothschild, barry@marketing-engine.net, 216.219.5753