



**5 INSIDE SALES GAPS
NEARLY EVERY BUSINESS
HAS AND HOW TO FIX THEM**

20+ YEARS
BUSINESS DEVELOPMENT

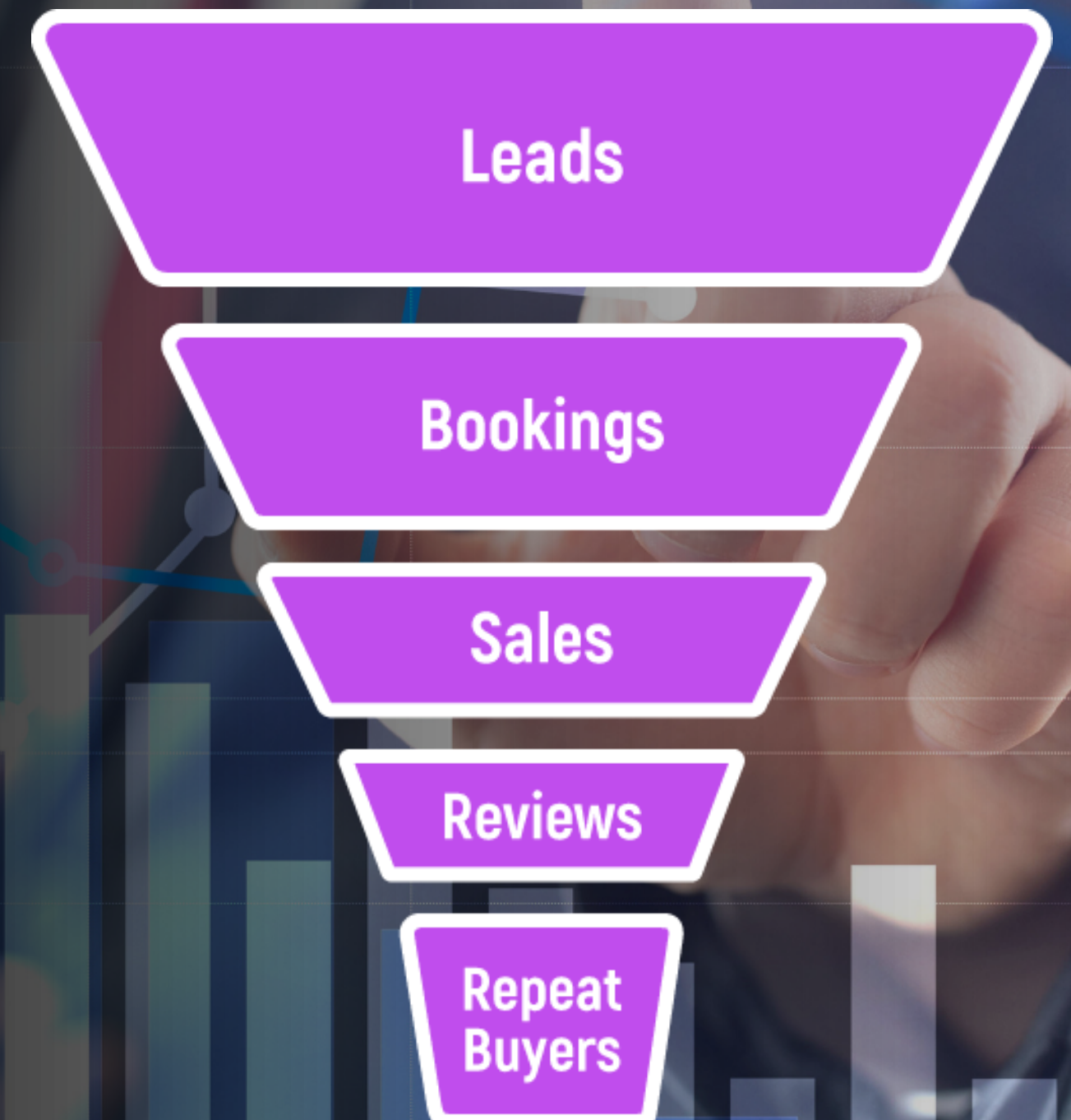
ORIGN8
INSIDE SALES MANAGER



The
Fernandez
Group

HOW BUSINESSES SUCCEED ONLINE IN 2024

- Consistently generate **Leads**
- Consistently nurture leads into **Bookings**
- Consistently turn bookings into **Sales**
- Consistently turn sales into **Reviews**
- Consistently turn sales into **Repeat Buyers**



MOST BUSINESSES ARE LEAVING LEADS ON THE TABLE

Most local businesses still don't have SMS capability


- SMS is the most preferred method of communication
- Average SMS open rates are 98% compared to email (16%)

Have a question?

Enter your question below and a representative will get right back to you.

Name

Mobile Phone

 (201) 555-0123

Message

By submitting you agree to receive SMS or e-mails for the provided channel. Rates may be applied.

Send



MOST BUSINESSES ARE LEAVING LEADS ON THE TABLE

Most local businesses don't have a Missed-Call Text-Back in place

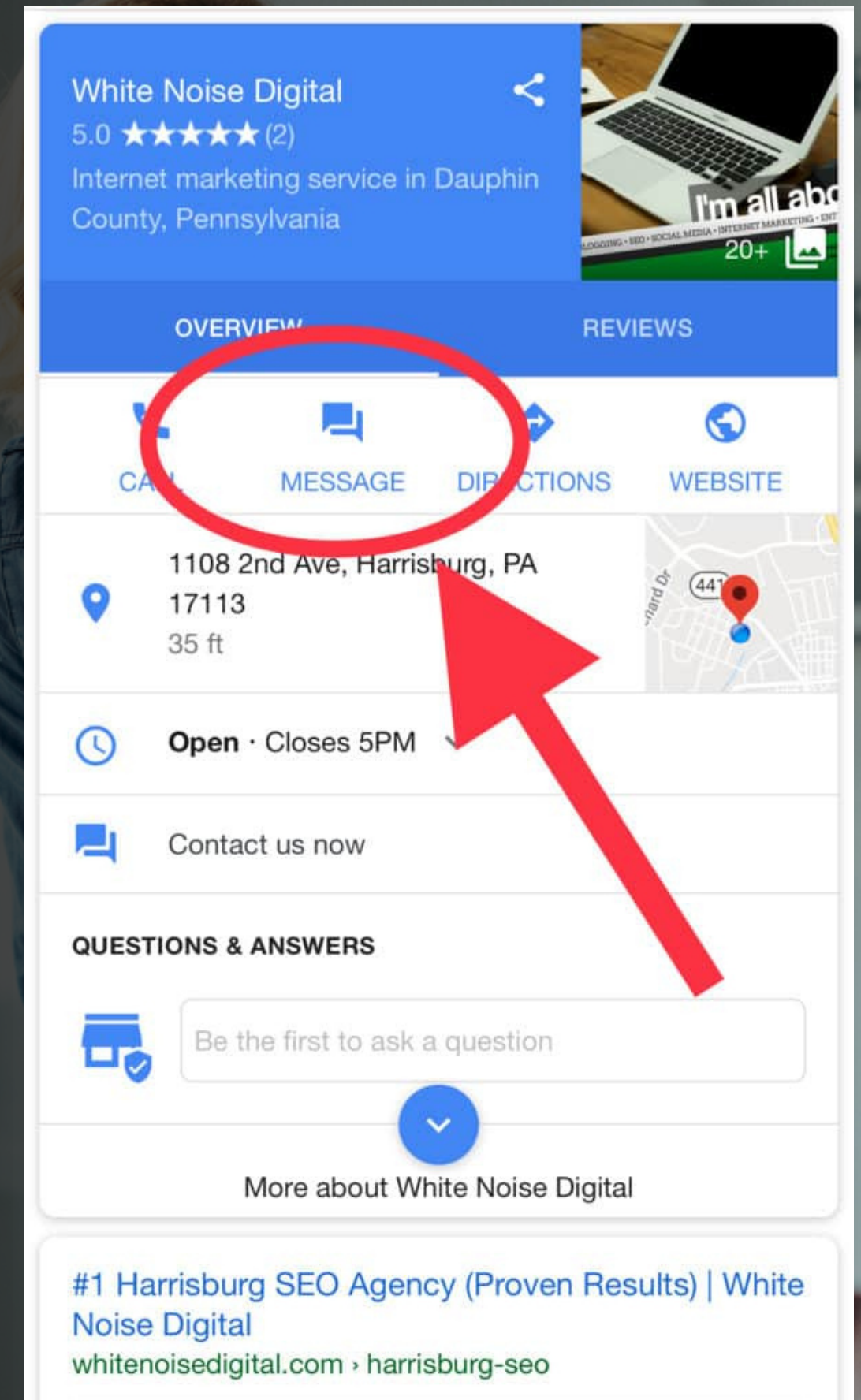
- 64% of inbound calls to SMBs go unanswered every day!



MOST BUSINESSES ARE LEAVING LEADS ON THE TABLE

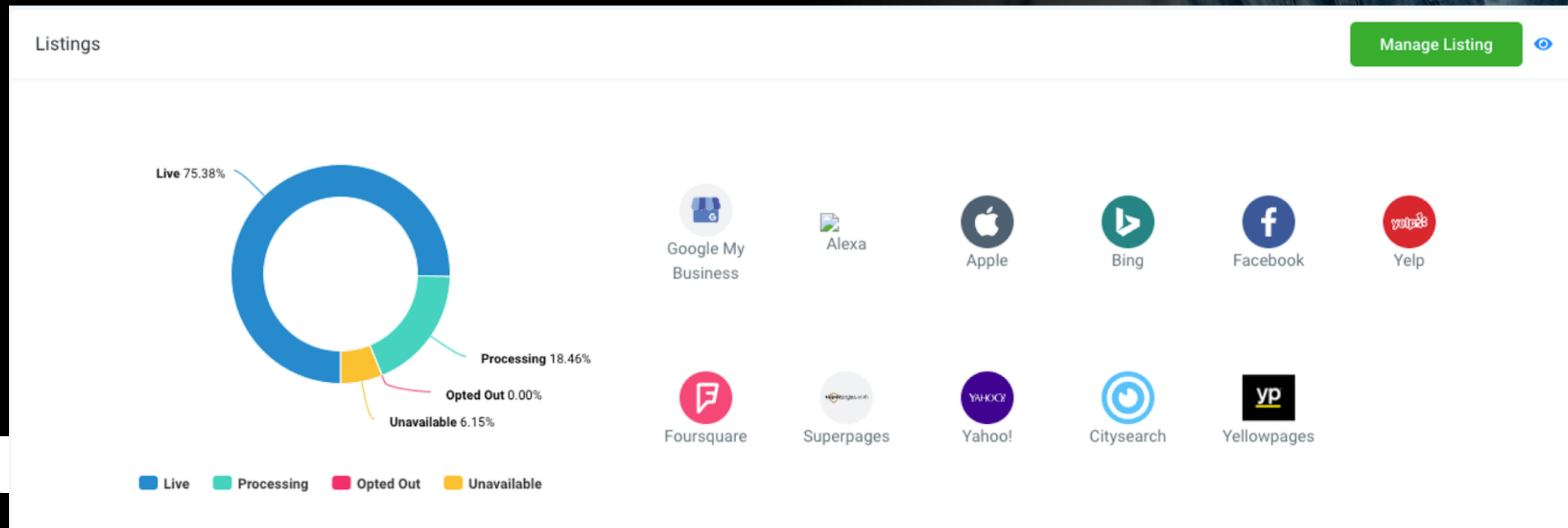
Most local businesses don't have Google Chat activated

- The average business receives over 1000 visits per month to their Google Business Profile



MOST BUSINESSES ARE LEAVING LEADS ON THE TABLE

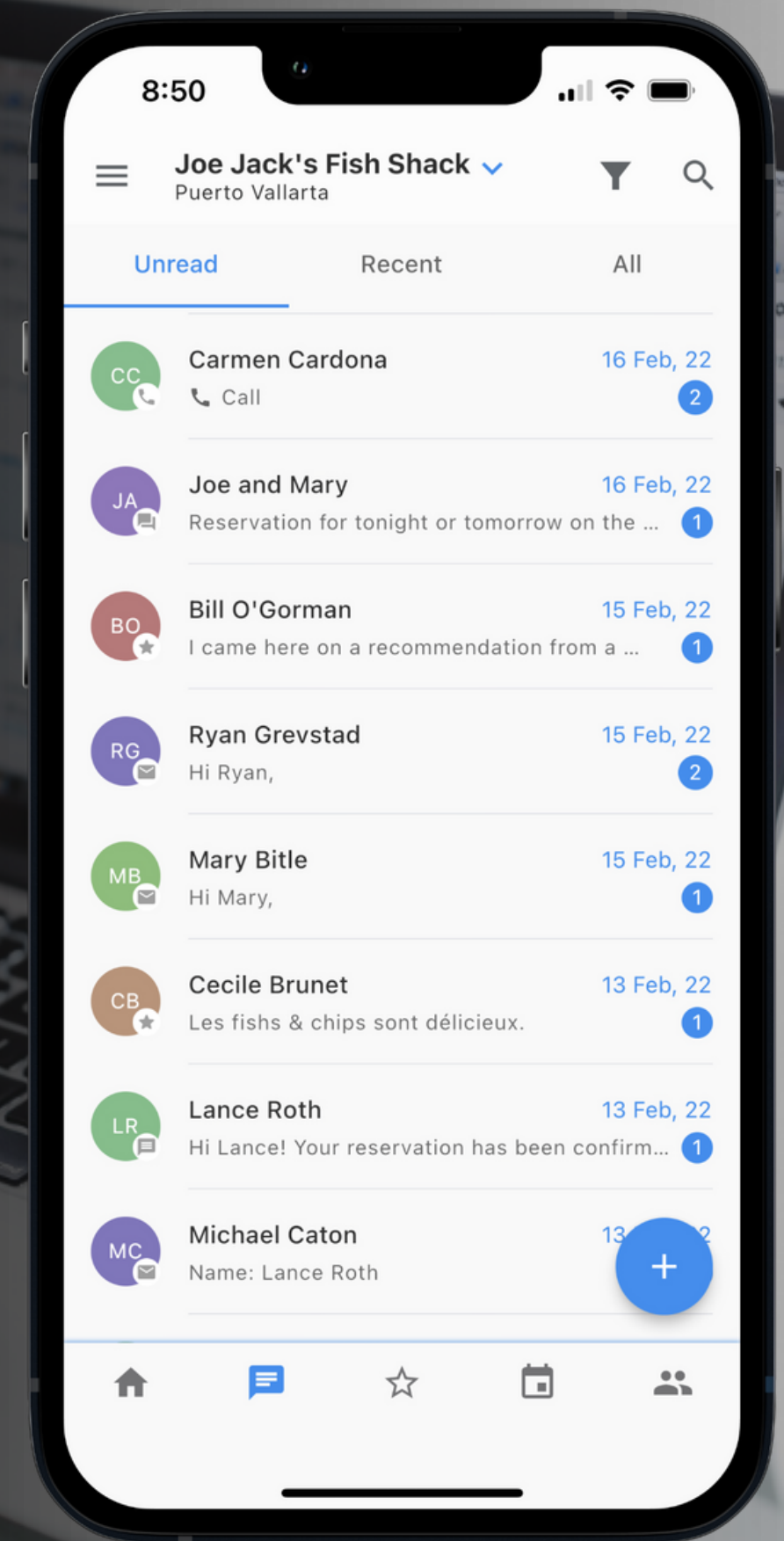
- Top-ranking local businesses have approximately 81 citations from top-level domains on average
- Google loves to see consistent data



MOST BUSINESSES AREN'T SET UP TO NURTURE WELL

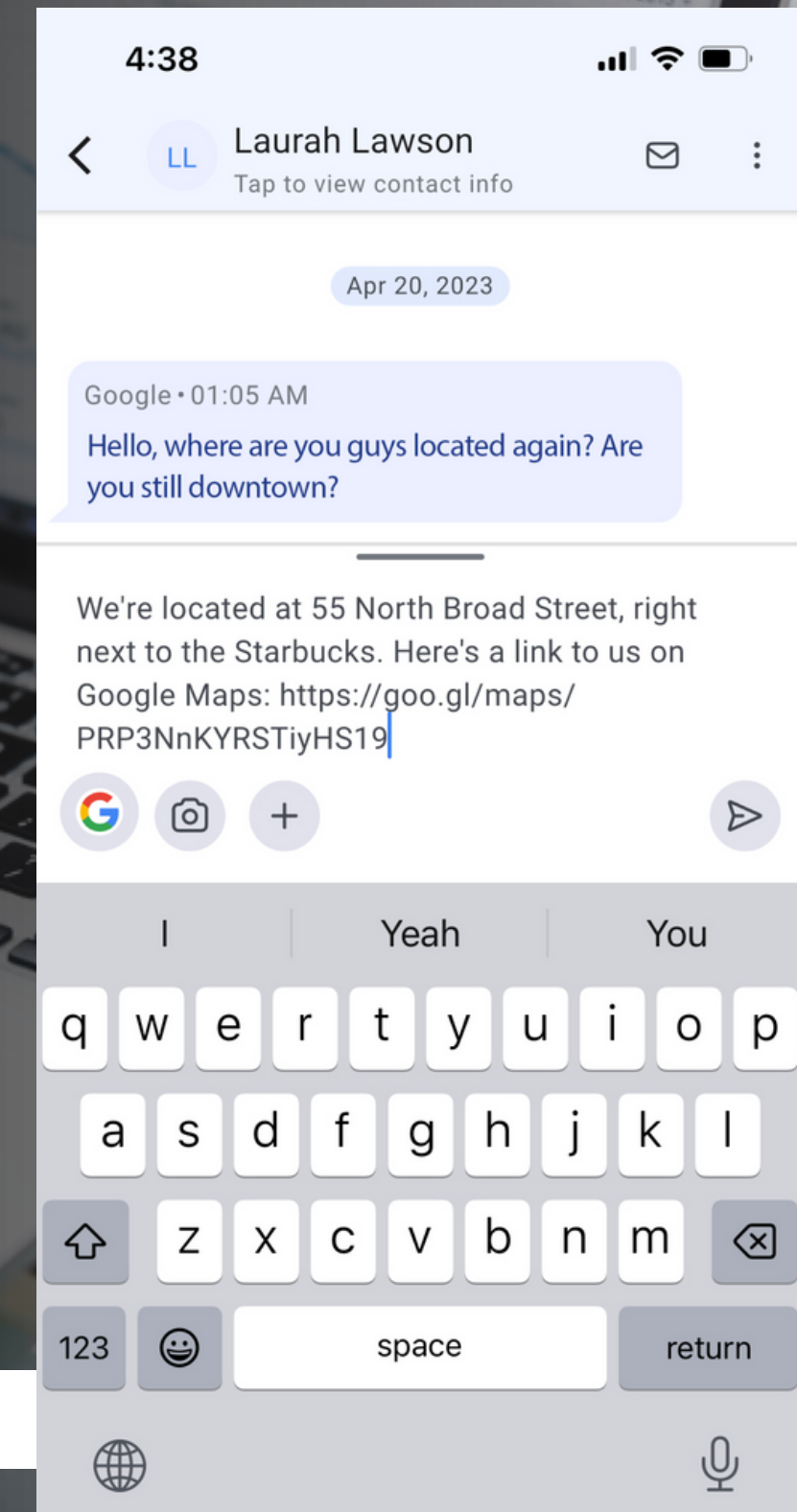
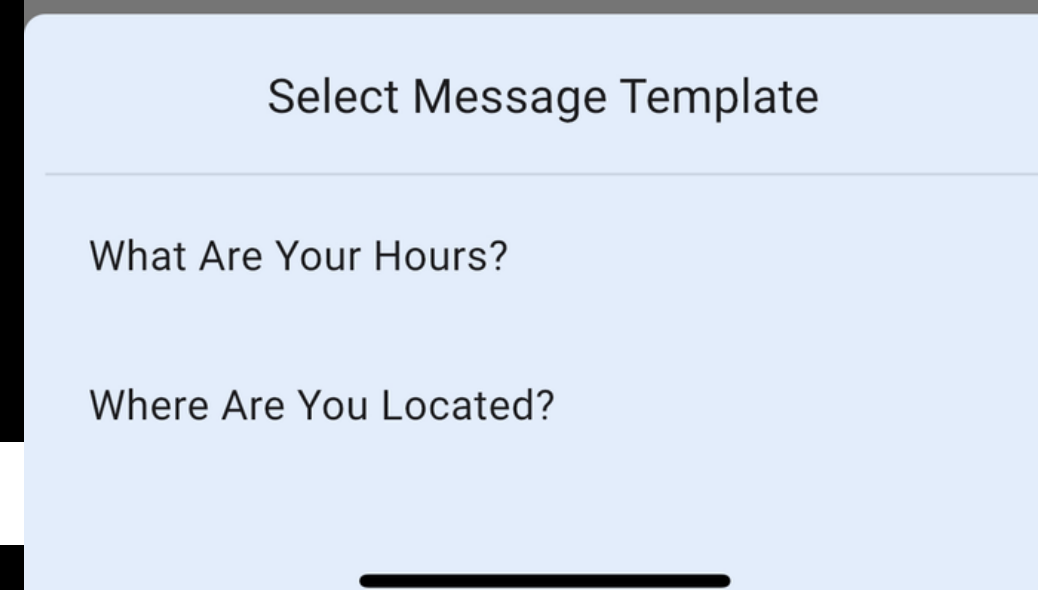
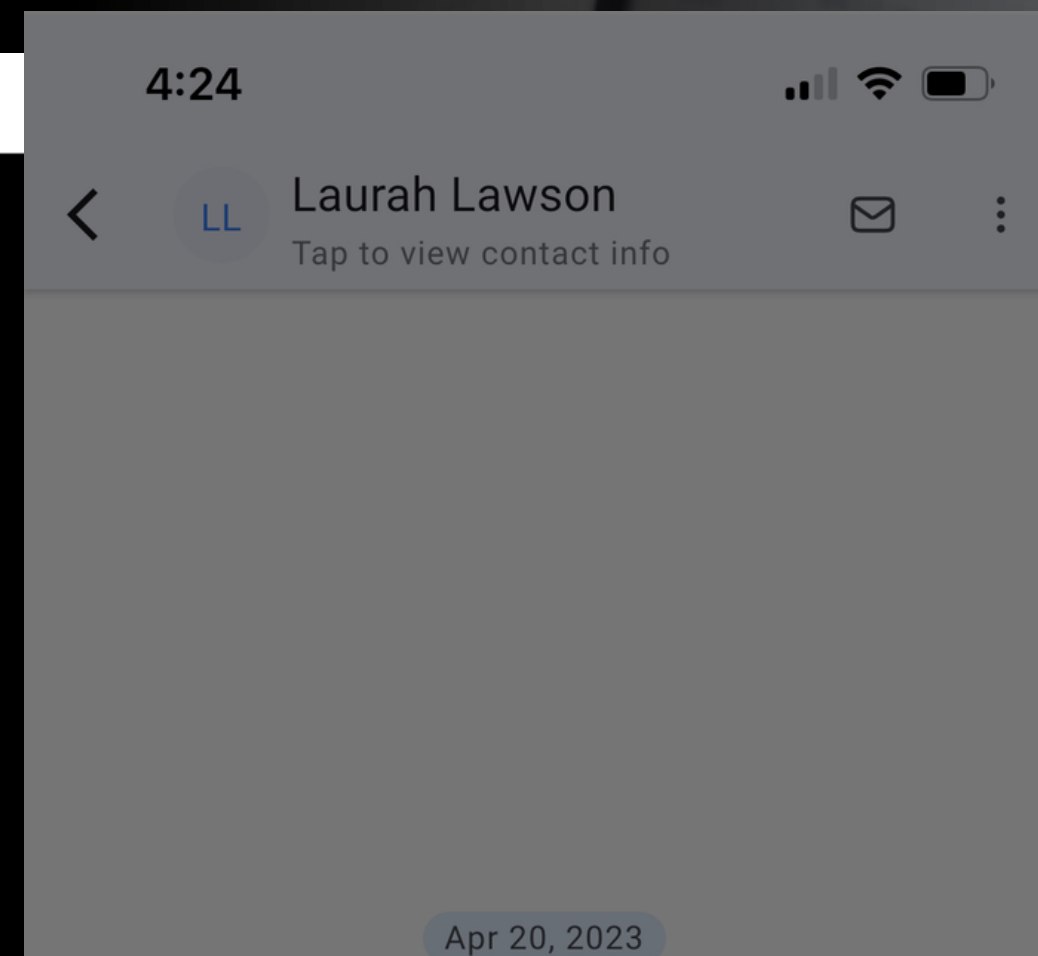
Most local businesses don't reply fast enough

- The odds of a business connecting with a lead within five minutes of the lead being generated are about 100 times more likely than waiting 30 minutes



MOST BUSINESSES AREN'T SET UP TO NURTURE WELL

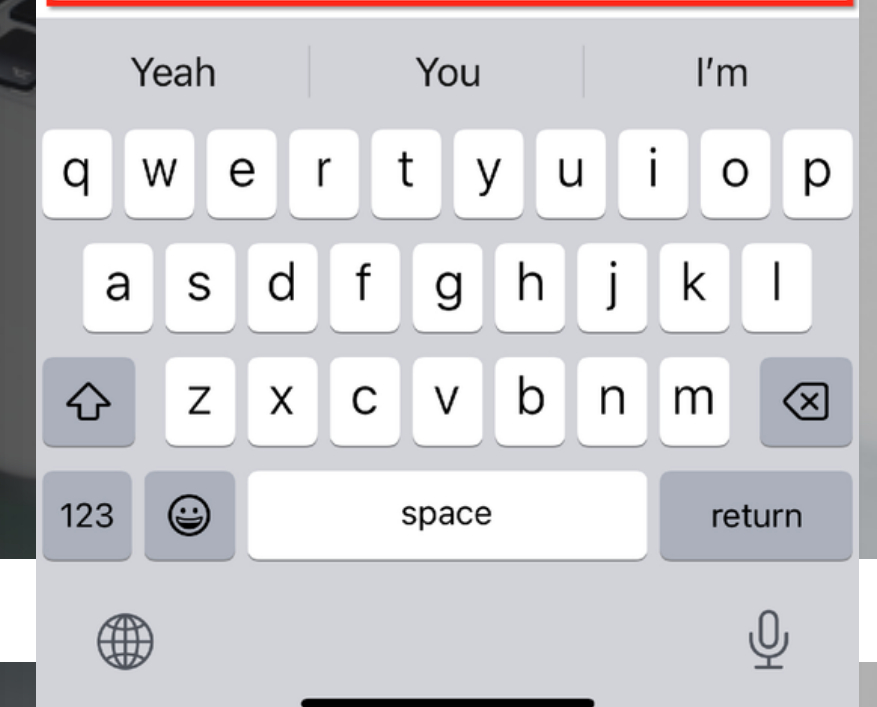
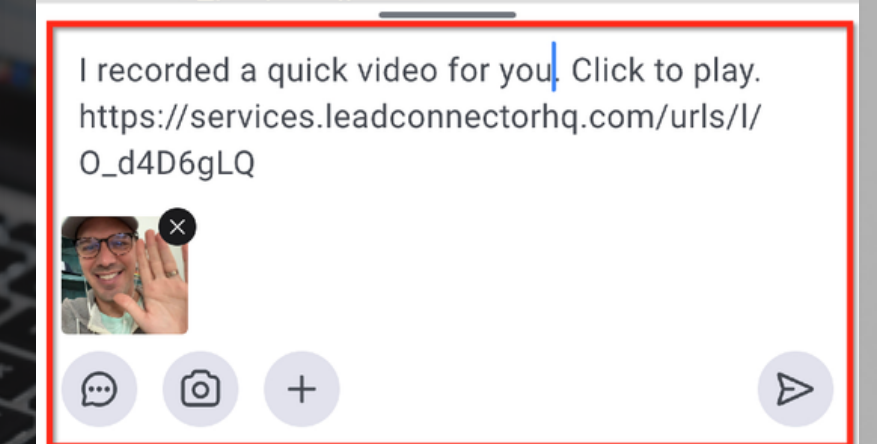
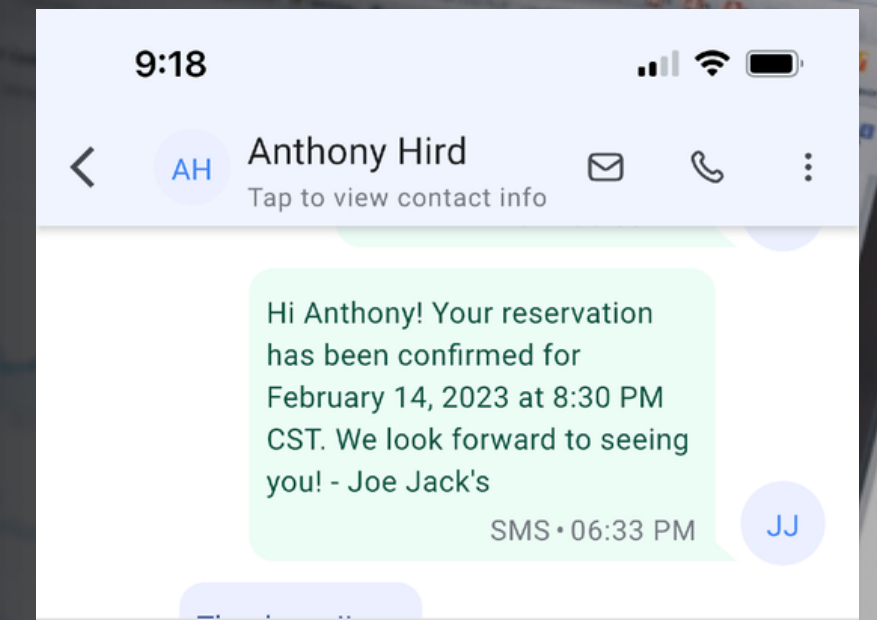
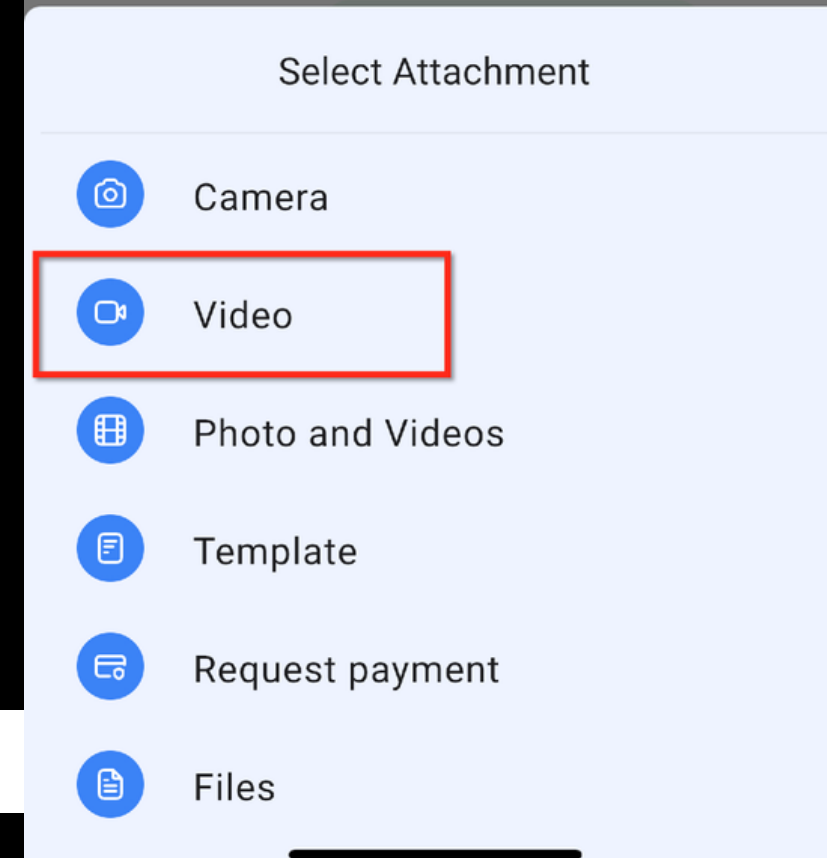
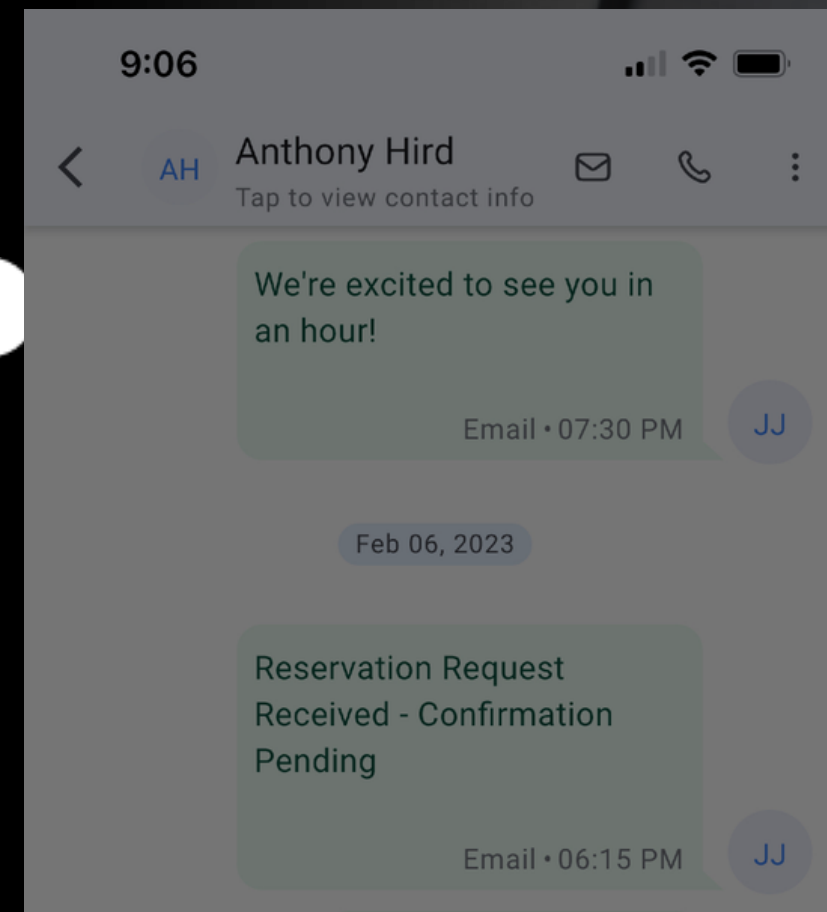
- Most businesses don't reply quick enough
- Businesses waste time answering the same questions every day
- Most businesses don't reply consistently



MOST BUSINESSES AREN'T SET UP TO NURTURE WELL

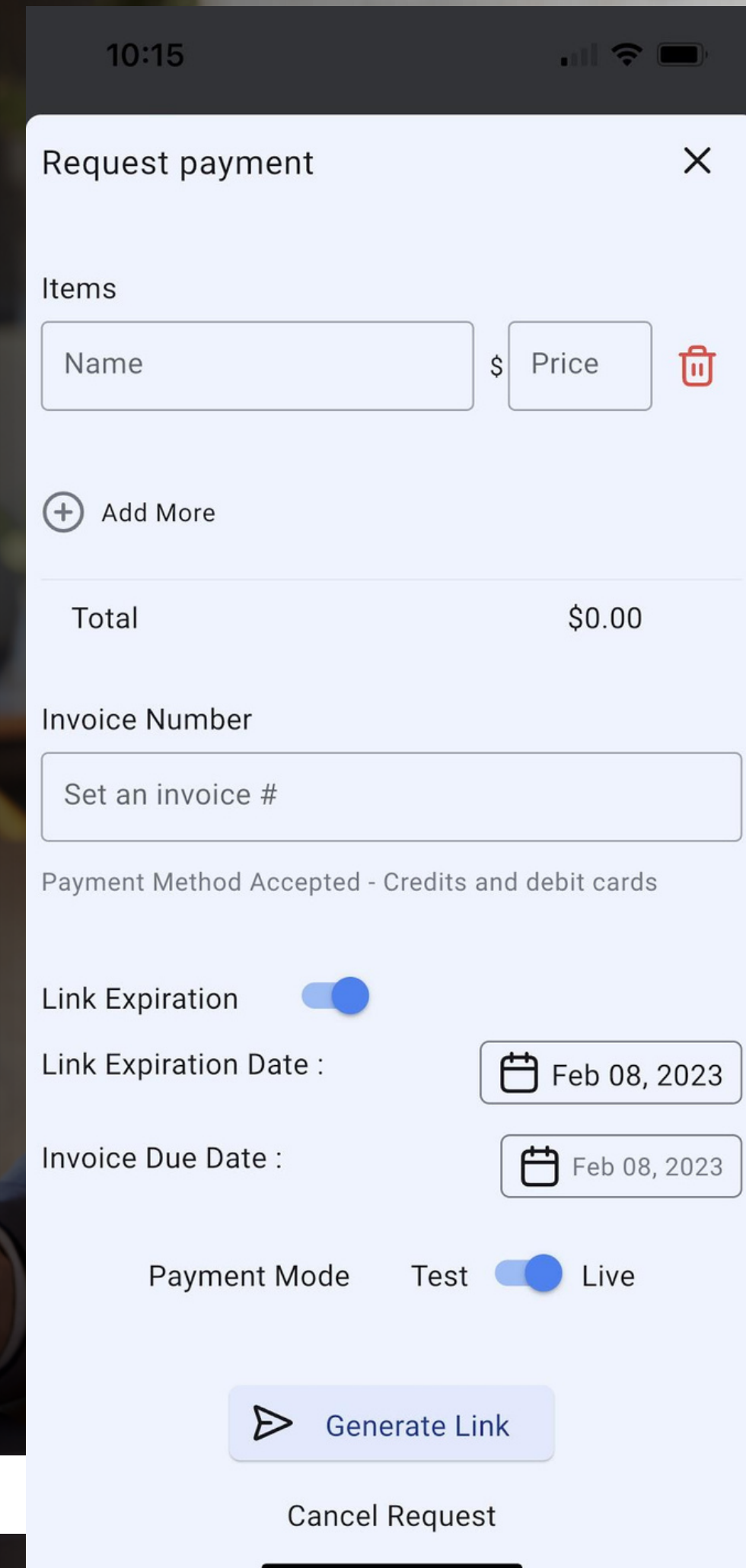
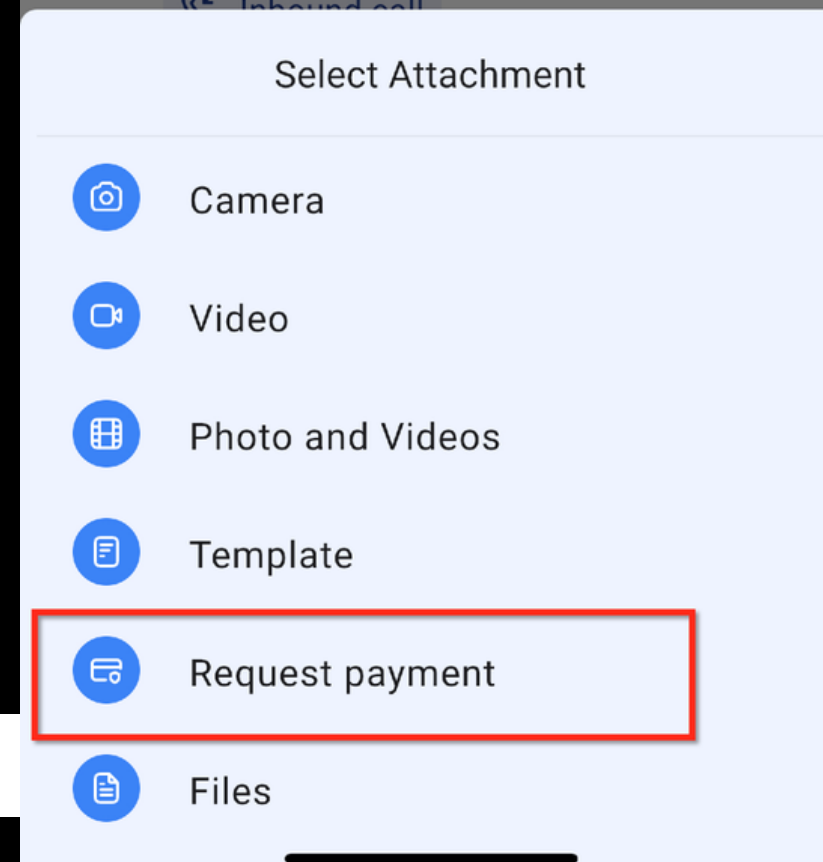
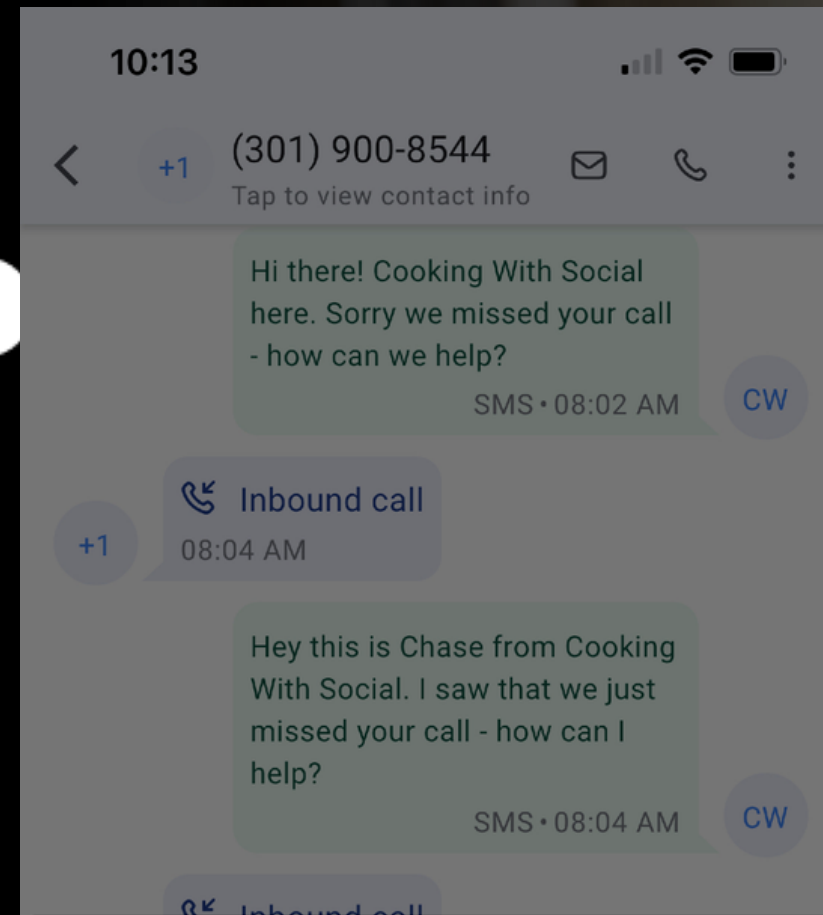
Most businesses don't leverage personal video

- 93% of companies who send personalized videos see an increase in conversion rates



MOST BUSINESSES AREN'T READY TO QUICKLY COLLECT PAYMENT

Most businesses don't have a way to create and text someone an invoice



MOST BUSINESSES AREN'T READY TO QUICKLY COLLECT PAYMENT

Most businesses can't collect credit card payments outside off premise

Accept Payment

Enter Amount *

\$ 546

+ Add items

Bill Details


Billed to [+ Add Client](#)

[+ Add Taxes](#)


How do you want to charge your customer?

Tap to Pay
Using NFC Phones or EMV Equiped cards

Enter Card
Manually enter credit card details



Hold here to pay



Innovate fast market

\$546


Total Item Value \$500

Total tax 46

Total amount to pay **\$546**

[Cancel](#)


← Money Recieved

Amount 

\$546


Five hundred forty six dollors and 0 cents


[Share Reciept](#) [Download](#)

Recieved at 

Innovate fast market

ID :477742gdghjjs

 Tap to pay

From 

**** * 3884

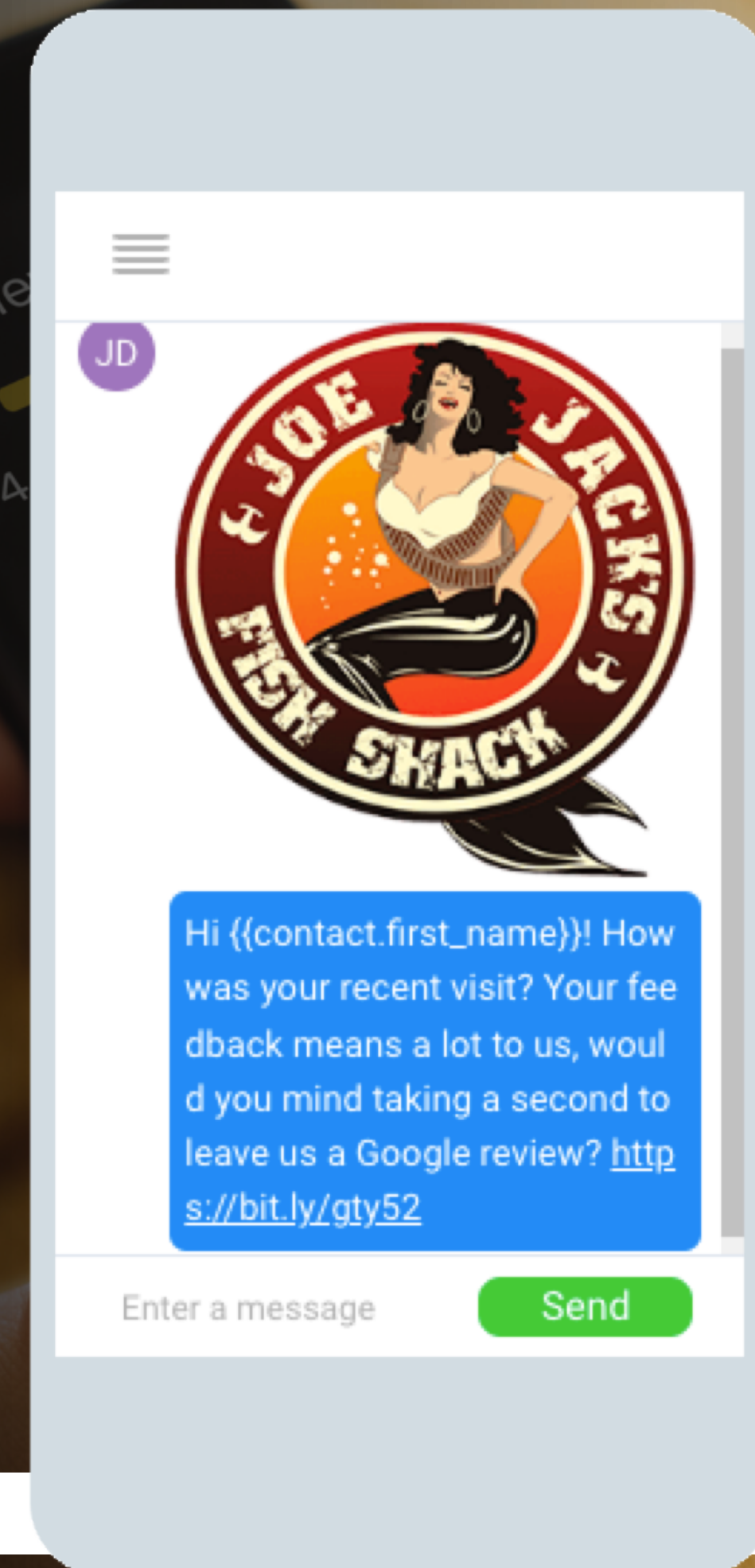
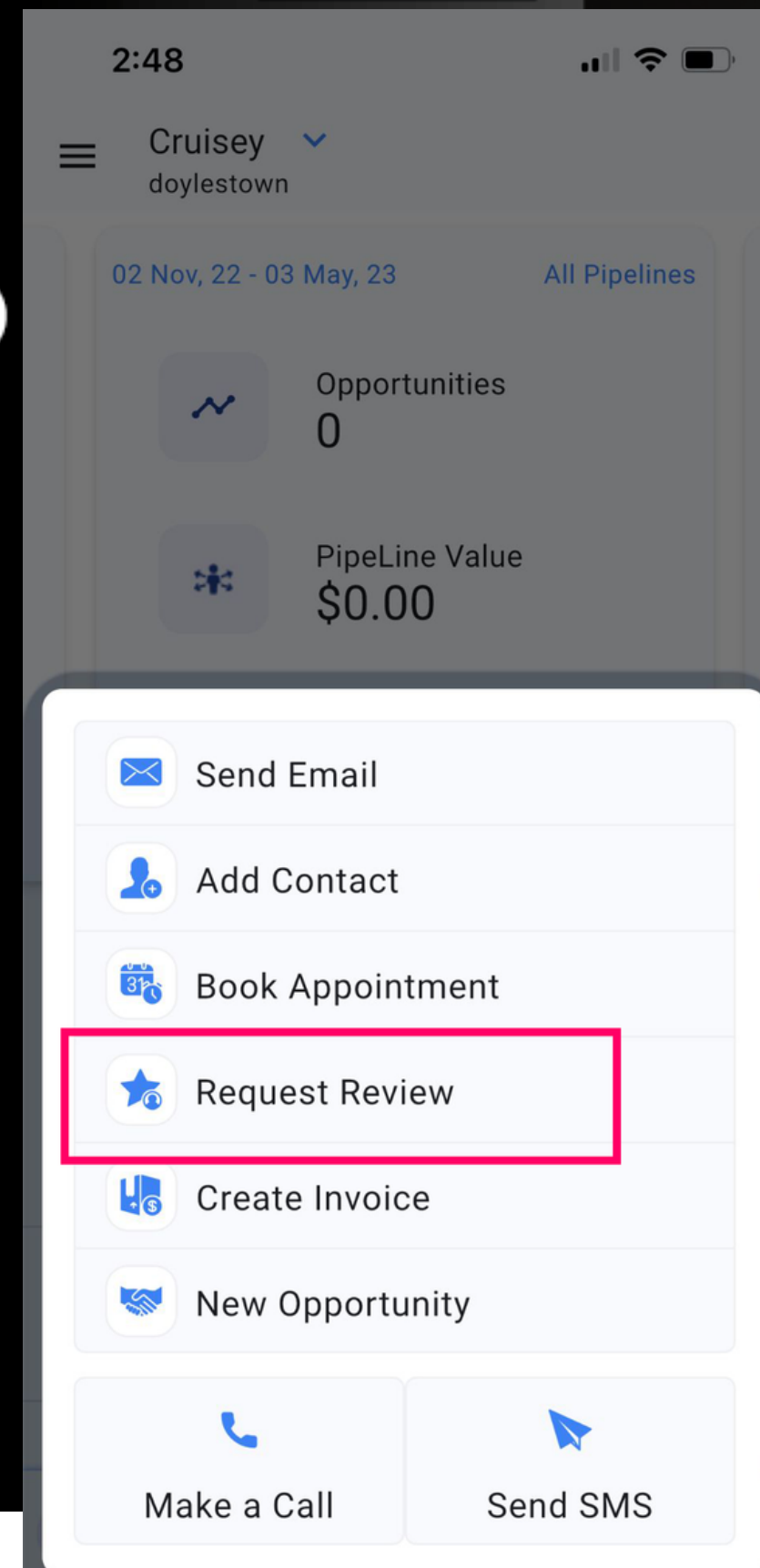
Paid at 10.55 AM , 25 Apr 2022

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MOST BUSINESSES DON'T CONSISTENTLY GENERATE REVIEWS

Most local businesses don't have a way to quickly request a Google Review

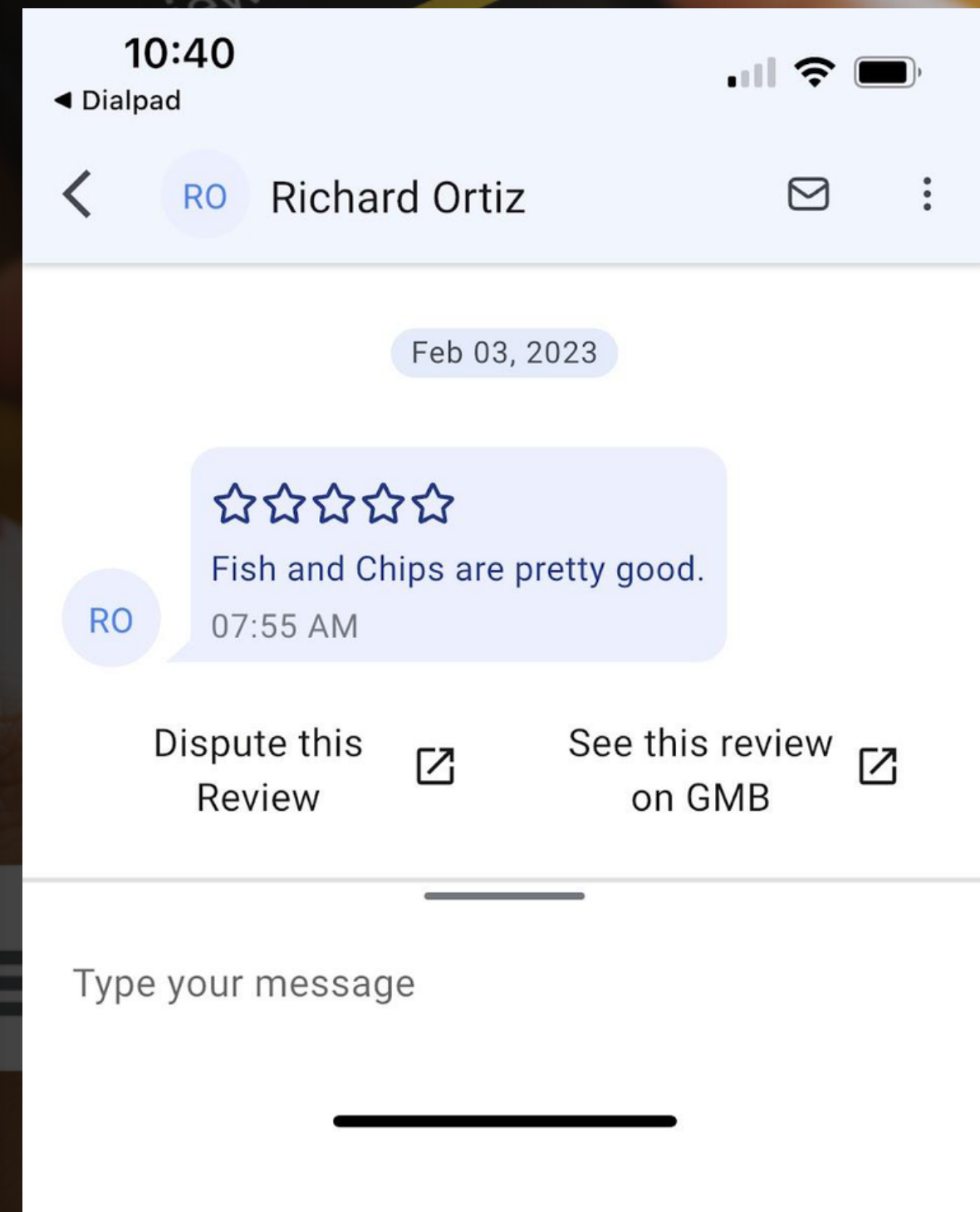
- A steady increase in reviews has been shown to correlate with an increase in BGP phone calls
- 88% of consumers worldwide consult reviews when discovering a local business
- 60% of consumers feel the number of reviews a business has is critical when deciding whether to use its services.



MOST BUSINESSES DON'T CONSISTENTLY GENERATE REVIEWS

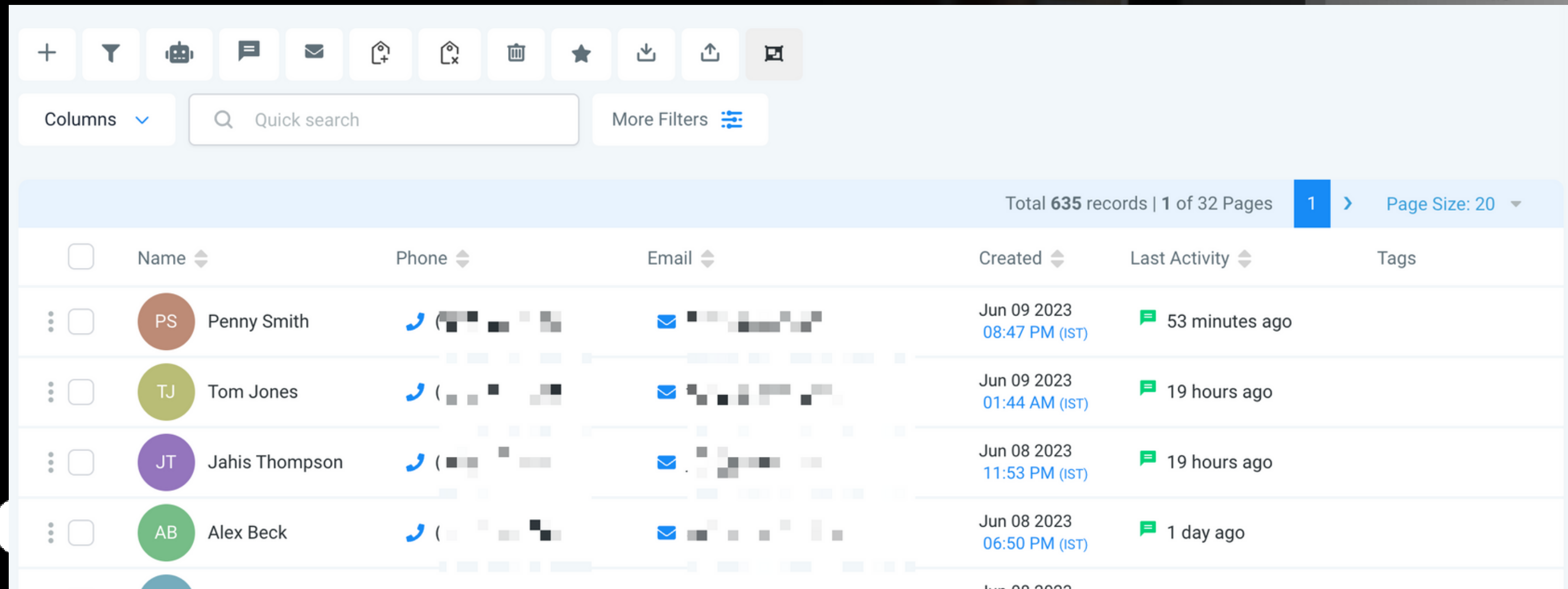
Most businesses don't reply to reviews

- 89% of consumers say they're likely to choose a local business that responds to reviews.
- People who receive a response feel connected to the company and others are more likely to leave a review if they see the business responds.



MOST BUSINESSES DON'T REACTIVATE THEIR DATABASE

Most businesses don't have a database to reactivate

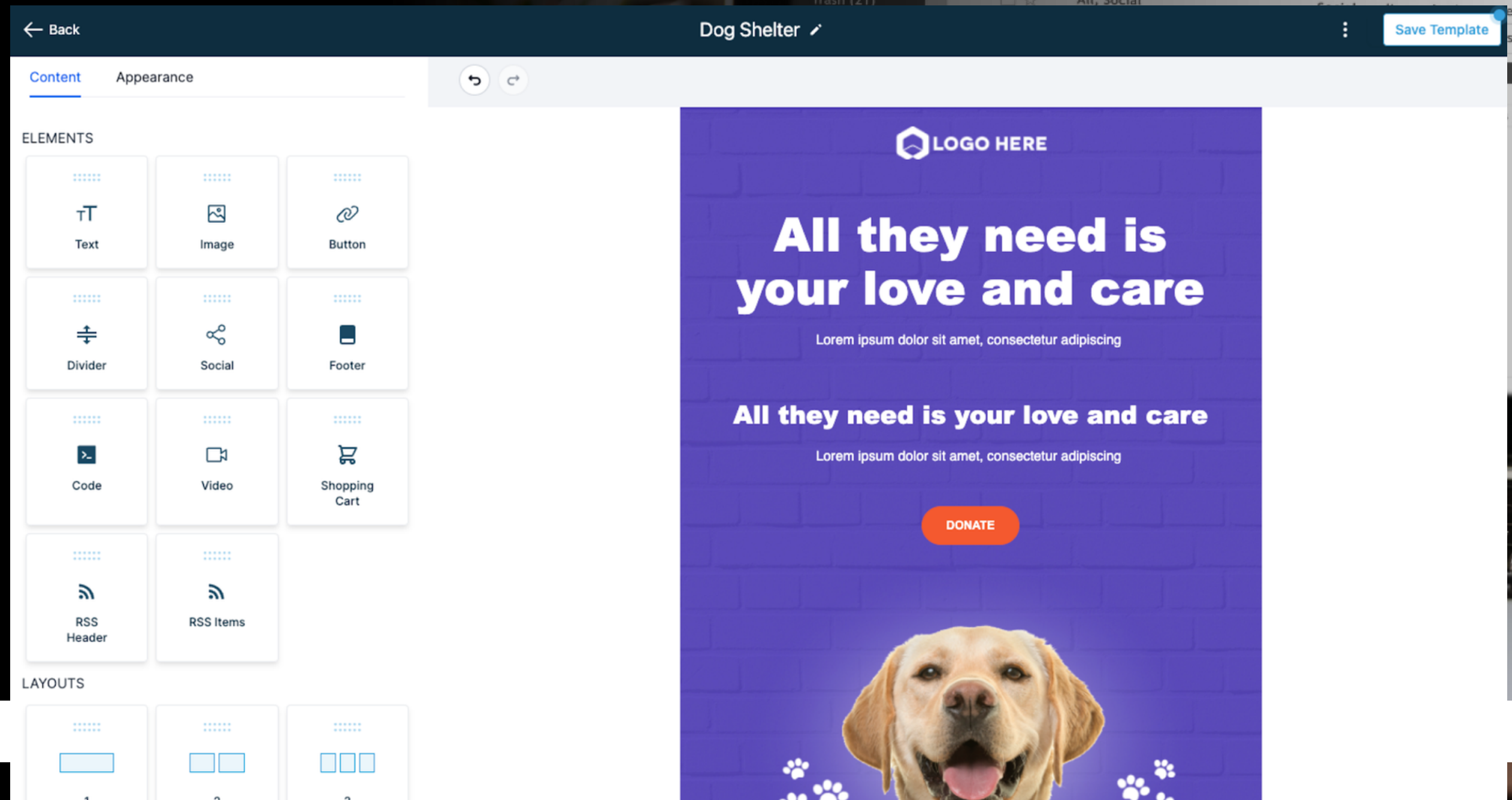
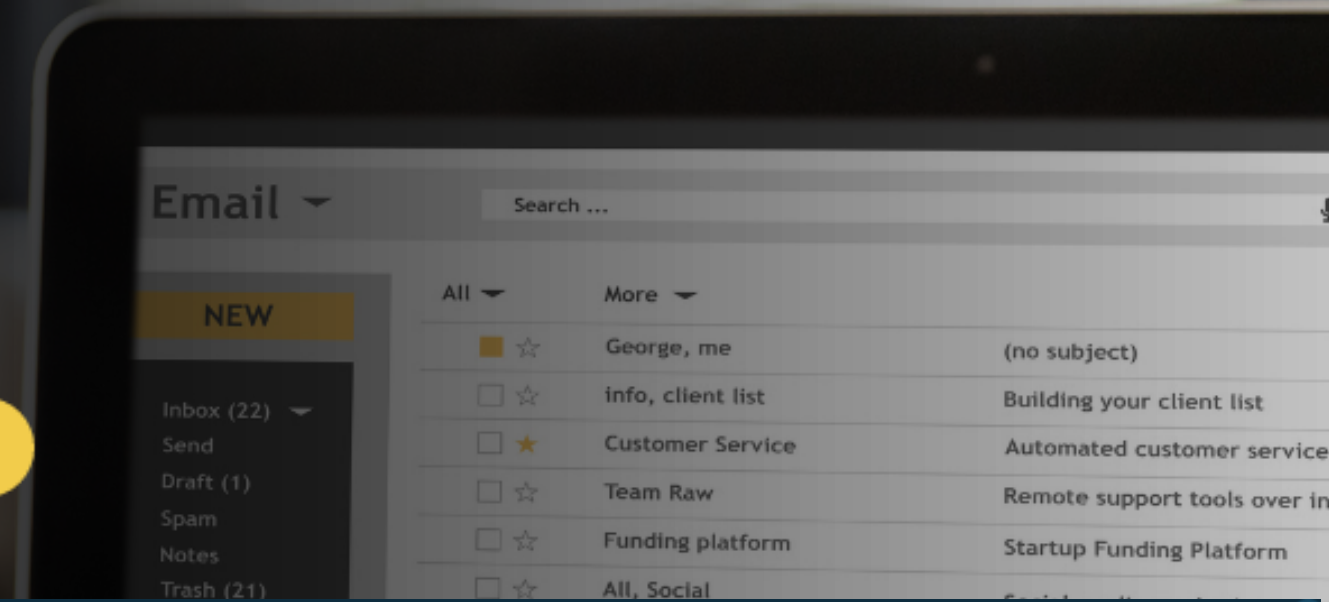


The screenshot displays a CRM database interface. At the top, there is a navigation bar with various icons for actions like adding, filtering, and deleting records. Below this is a search bar labeled 'Quick search' and a 'More Filters' button. The main area shows a table of records with the following columns: Name, Phone, Email, Created, Last Activity, and Tags. The table indicates 'Total 635 records | 1 of 32 Pages' and 'Page Size: 20'. The first four rows of data are visible, showing contact information for Penny Smith, Tom Jones, Jahis Thompson, and Alex Beck.

<input type="checkbox"/>	Name	Phone	Email	Created	Last Activity	Tags
<input type="checkbox"/>	PS Penny Smith			Jun 09 2023 08:47 PM (IST)	53 minutes ago	
<input type="checkbox"/>	TJ Tom Jones			Jun 09 2023 01:44 AM (IST)	19 hours ago	
<input type="checkbox"/>	JT Jahis Thompson			Jun 08 2023 11:53 PM (IST)	19 hours ago	
<input type="checkbox"/>	AB Alex Beck			Jun 08 2023 06:50 PM (IST)	1 day ago	

MOST BUSINESSES DON'T REACTIVATE THEIR DATABASE

Most businesses don't have a way to do bulk email (especially in a way that looks professional)



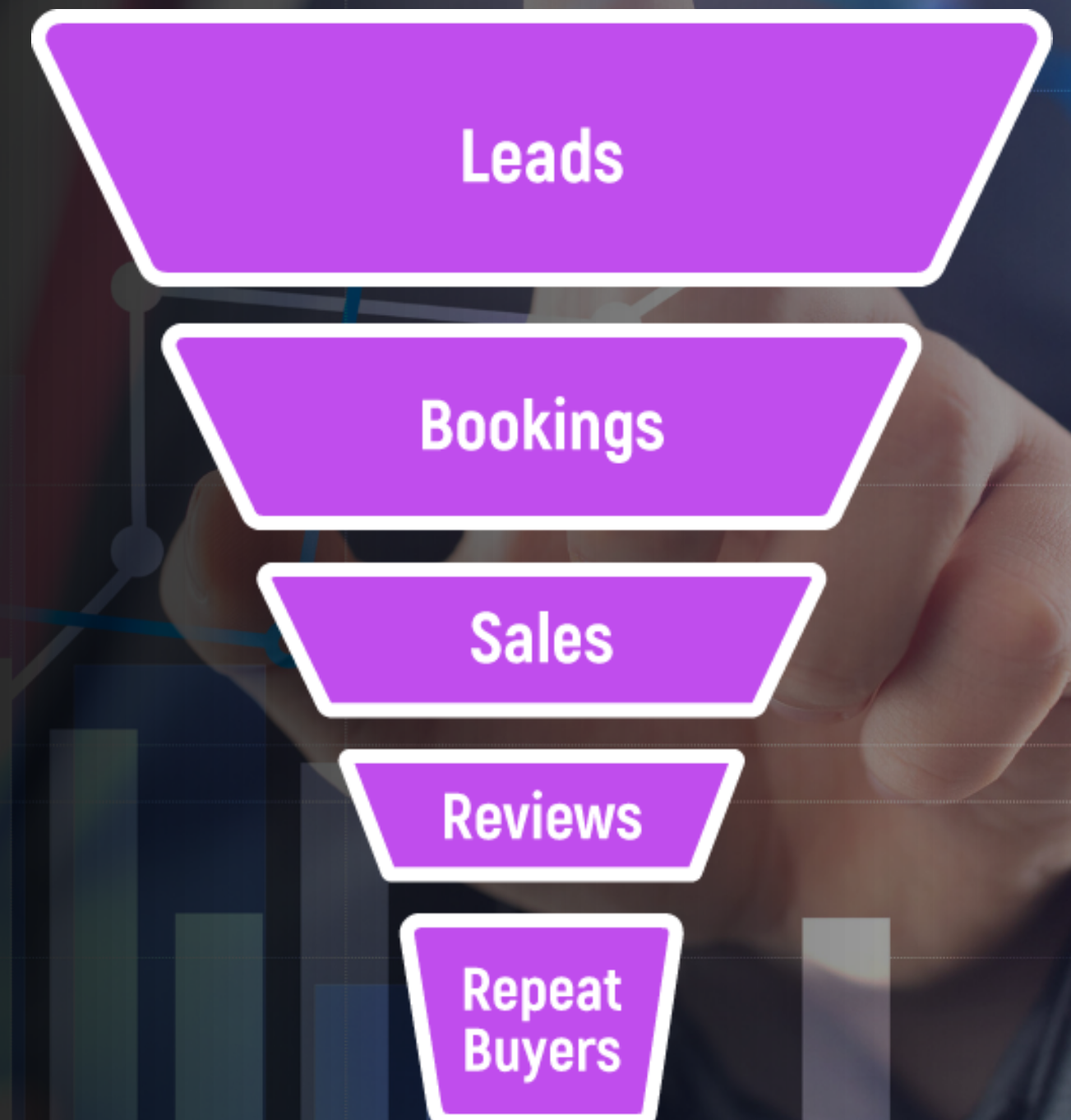
MOST BUSINESSES DON'T REACTIVATE THEIR DATABASE

Most businesses don't have a way to bulk SMS

The screenshot shows a CRM interface with a 'Smart Lists' view. The top navigation bar includes 'Contacts', 'Smart Lists', 'Bulk Actions', 'Restore', 'Tasks', 'Company', and 'Manage Smart Lists'. Below the navigation, there are several filter tabs: 'All', 'Weekly Roll', '- Master List', 'New Signup (onboarding complete)', '+20 Accounts & No 1on1 & No Check-in Call', and 'Has Facebook Account'. A toolbar contains various icons, with a red circle highlighting the messaging (speech bubble) and email (envelope) icons. Below the toolbar, a status bar indicates 'You have selected 269858 records.' The main table displays columns for 'Name', 'Phone', 'Email', and 'Created'. The first row shows a contact with a purple profile picture, a checked selection box, and a creation date of 'Feb 07 2023 08:43 AM (PST)'. A second row is partially visible below it.

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YOUR CHECKLIST
FOR **SUCCESS**





THANK YOU!

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