

# Can Your Best Salesperson Produce £600k+ Profit in 90 Days?

In 2024, it is possible to **have your cake AND eat it.**

The below stats are for a Debt Consolidation company.



Like any high volume, 'lead reliant' business...

They spend **multi 6 figures** on leads per month but unfortunately, they'll **only speak to half.**

The other half, well they're written off as... *"just the cost of doing business"*

Here is how they close their leads:

The lead comes in from paid ads, or organic traffic.

It then gets **passed into a dialer and dialed every hour, for 48 hours.**

By my math, that means the prospect gets called **16 times** within the first **48 hours.**

On **day 3**, instead of continuing with calls...

They decided to send 319 of those ‘dialed to death’ leads to our ‘**Sleeping Beauty Sales Android**’.

*(btw we call it a Sleeping Beauty Android because it ‘wakes up’ dead leads using **SMS and A.I.**)*

Out of those 319 ‘dead’ leads...

47 responded

21 booked an appointment...

And the sales?

Well each sale is worth between £4,000 and £7,000

Over the course of 90 days, **£600k** of new business was generated...

... from leads they had **pretty much given up on**.

I mean the extra sales from those ‘given up on’ leads were nice, but it’s what the business owner said to me next that was the **REAL WIN** for him.

The owner called the next morning after the campaign went live. He scanned the office floor, looked at his sales team and under his breath said:

**“Do I need you? Or you? Or you?”**

With the help of AI, can he now get even **better results with 5 staff than he used to with 30?**

With the average BASIC salary sitting at £60-£80k (not including commission payments)

That’s **£1.5 million - £2 million a YEAR of savings**.

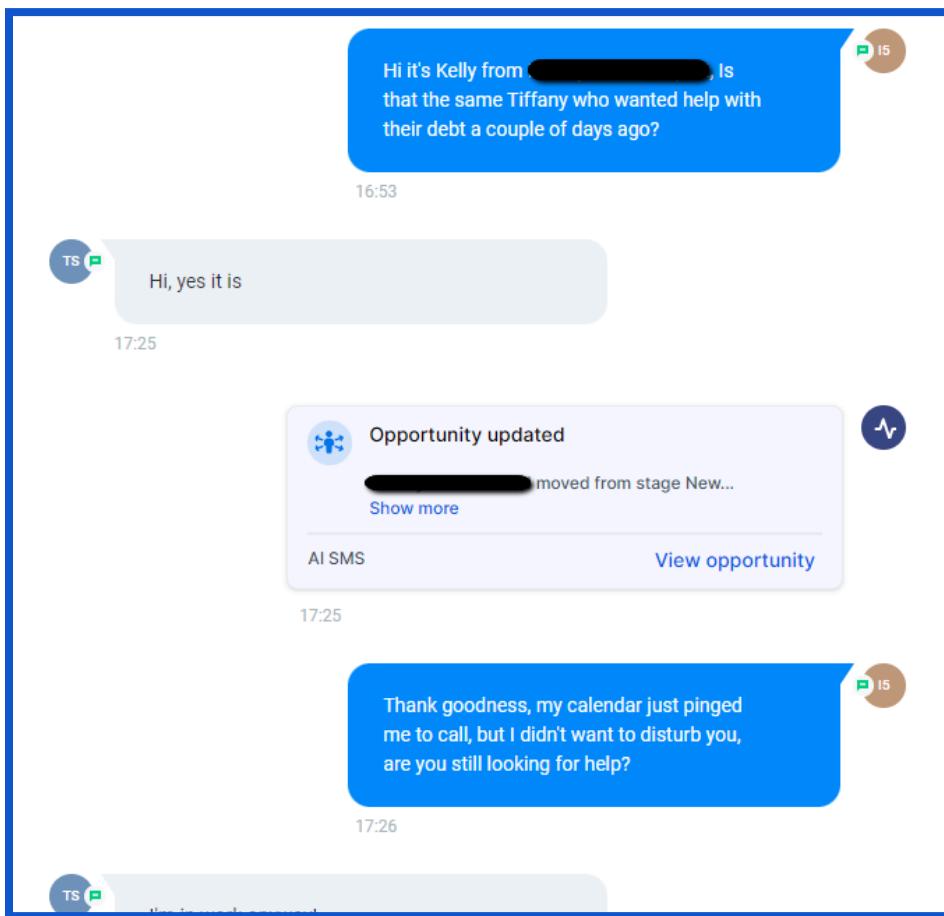
Not taking into account all the extra cash AI brings in on top of that, from his ‘lost’ leads.

It's pretty obvious that companies like this are about to enter a period of **prosperity**, with **more sales and lower overheads**.

The good news is if you are reading this, you have a chance to capitalise this opportunity before your competitors do.

How does it work though?

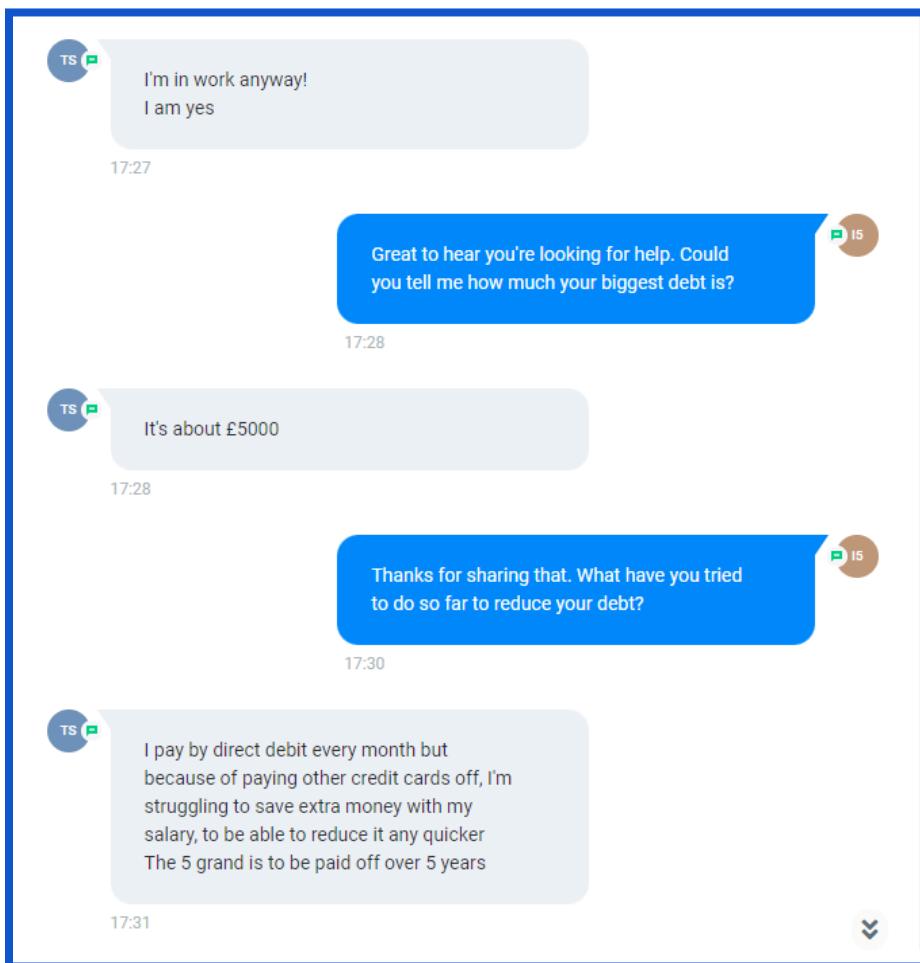
This is an **actual conversation** between the 'Sleeping Beauty Android' and a Debt Consolidation lead.



The AI kicks off each conversation in a super personal way to 'ring a bell' in the prospect's mind. To get that "ohhh yeah, I remember now" response which is why they text back.

The next message is the **humble disarm** that brings down their "I'm too busy" defenses and opens up the conversation over SMS.

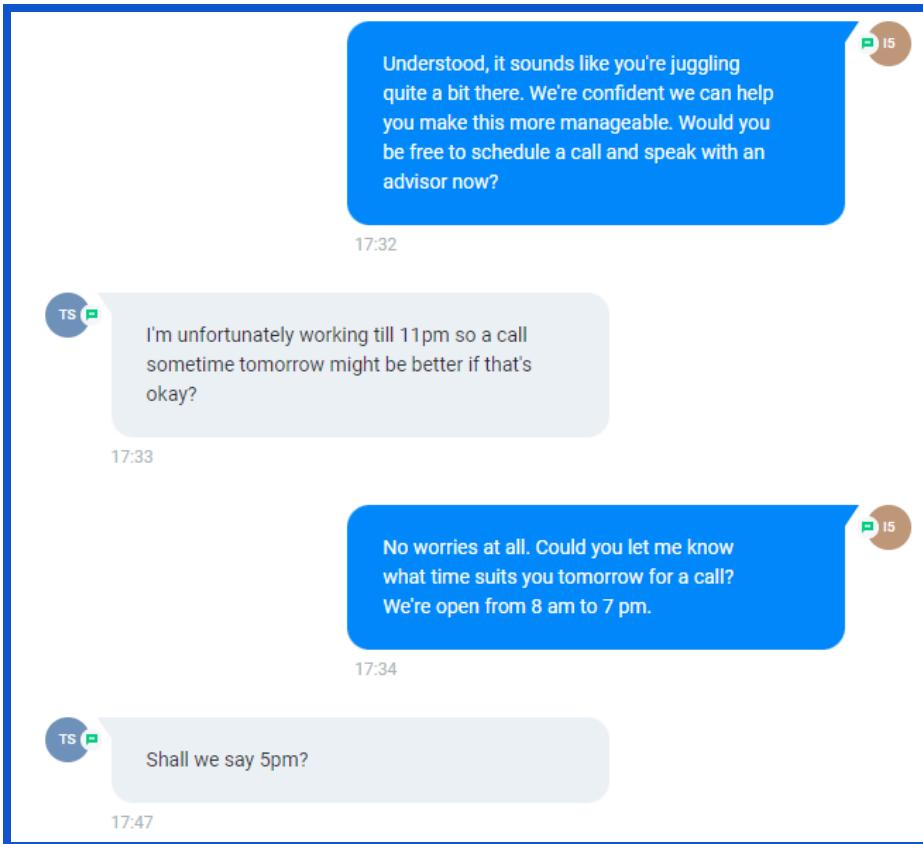
## Next is the **back and forth**



The **Sleeping Beauty Android** does a Q&A type session to qualify the prospect in a natural and friendly way.

It validates the prospect each time and also questions that get to the bottom of why the prospect even needs help to begin with. In some industries, this is super important.

Then the Android starts to **pre-frame the callback**.

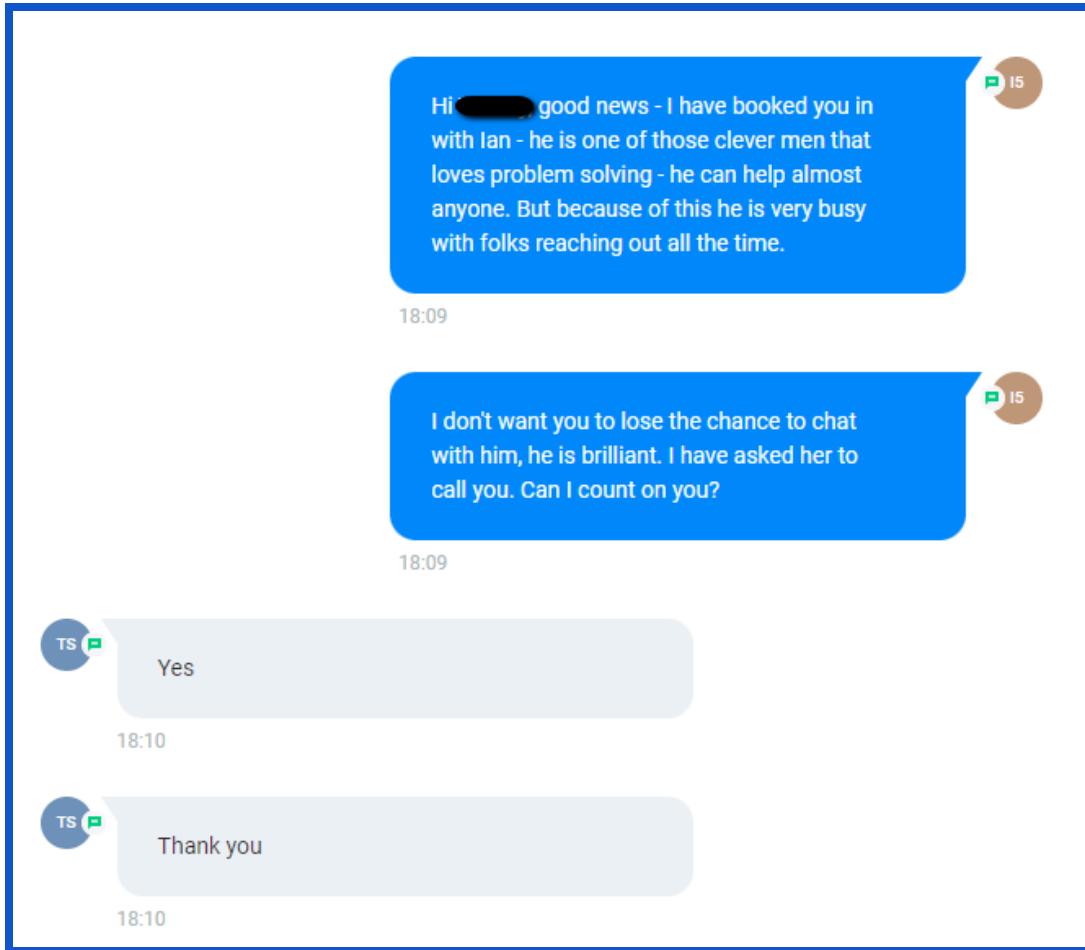


The Android AI pushes for an instant call back and when that's a no-go...

It quickly switches tact and goes for the booked appointment.

When the prospect gives a time, the Android is smart enough to take that info and book the appointment directly into the sales team calendar.

The Android's final job is to **get commitment to the call back...**



Most trained Sales People forget to do this but, the Android doesn't.

It knows by tying that call back to an **ACTUAL real person**, Ian from this debt consolidation company's call center.

As a result, the prospect naturally feels way more **accountable and committed** to turn up to the call.

And get what, **SHOW rates are through the roof!**

So there you have it!

That's a real life example of how a **Sleeping Beauty Android** takes 'dialed to death' leads and turns them into sales.

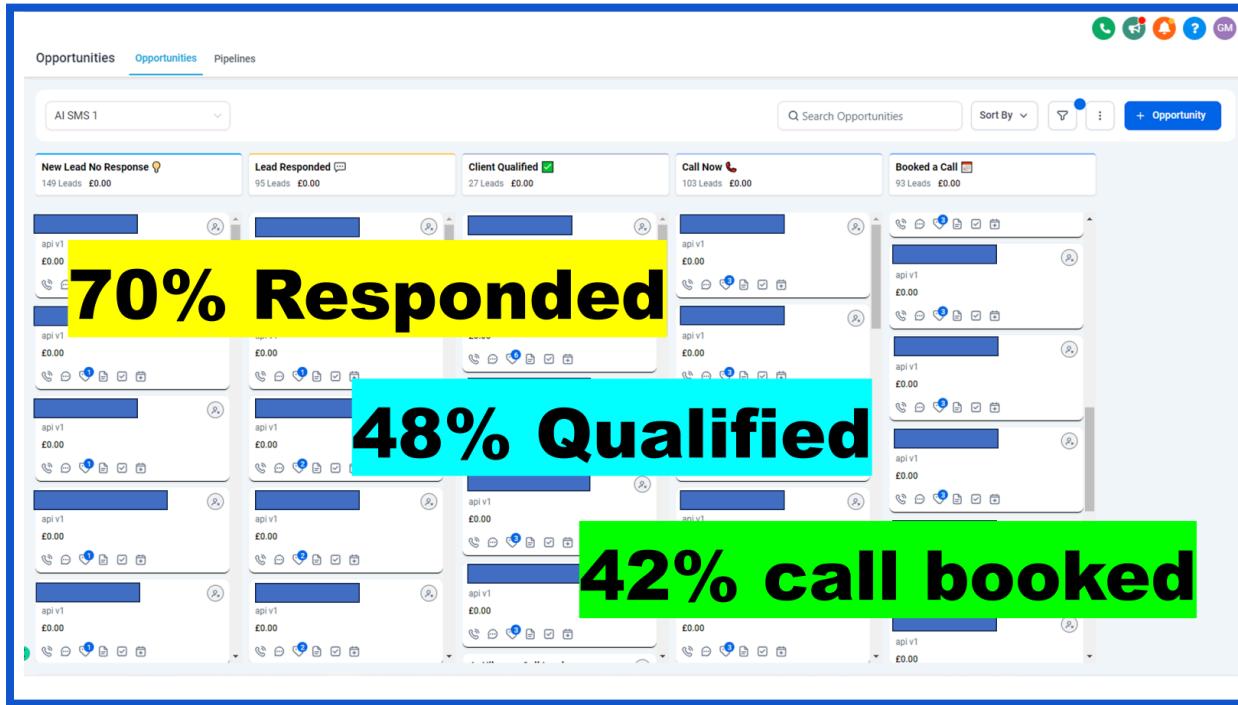
Now, the AI is going to get more juice out of a 3 day old lead than a 3 year one...

...and the 'numbers' in every industry will look a bit different.

But so far, we haven't found an industry that a **Sleeping Beauty Android** can't help.

Take this one.

A law firm that specialises in compensation claims, a bit like Personal Injury, but not ;)



The Android was given 467 leads.

103 of them asked for an Instant Callback and another 93 of them booked appointments.

Even if only a quarter of those appointments turned into sales (which is very low for this business)

That's still **49 sales**.

What about a Home Improvement business?



Trial Results Are In...

96 dead and battered leads

- 38 responded (40% contact rate)
- 17 positive responses (so engaging with the bot after confirming they were the right person)
- 11 qualified for the service
- 8 booked calls (so far)
- 5 sold (so far)

There are also 2 which are technically outside criteria but they can monetise with some tweaks, and 5 who didn't qualify as they had already bought elsewhere.

These 96 leads were 12 MONTHS old.

And still the Android pulled **5 closed sales** from them.

These business owners have never seen anything like it.

So let me ask you...

How much GOLD is sitting in your database?

How much can you save on staff overheads?

If you'd like to find out...

We're building **Sleeping Beauty Androids** for a handful of '**high volume, lead reliant businesses**' so they can **make more sales...**

... whilst **reducing expensive staff costs.**

We will build, fine-tune and plug in this Sleeping Beauty Android into these businesses.

They won't have to lift a finger.

We have blocked out time in our calendar to custom-build these Androids but we're a small team, so **we can't do it for everybody.**

Would you like to be 1 of the 5?

Reach out to me at [ben.essel@e4digital.co.uk](mailto:ben.essel@e4digital.co.uk)

Ben