

*A simple idea to*

# Turn Your Website Into A Lead Capturing Machine



**ECHOQUOTE.IO**

“You want to do *WHAT?*” asked Nancy, CEO of EquipCo. Jim, the VP of Sales, quickly restated the request; “I want to use a **Self-Service Budgeting** tool as a way to capture more leads on our website.” Nancy looked at Jim and smiled. “Jim, we typically don’t discuss pricing until we, or our dealers, have a solid working relationship with the prospect.” Jim calmly replied, “I know that’s how we’ve always done it Nancy, but customers are doing their own research and we’re not getting the leads we used to. If you’ll just hear me out, I think I have a plan that will help us talk with more prospects before they make a decision – without giving our pricing away. The best part is, **we only pay if it works.**”

Sales and Marketing professionals like Jim are finding it tougher every day to generate high-quality leads using traditional website offers like contact forms, webinars and whitepapers. The problem with these offers is that they rarely compel enough prospective buyers to exchange their contact information early in the sales process.

It’s not that these offers aren’t good; they’re just lost in the volume of **self-service** information freely available to prospective customers. Buyers can find most of the information they want without contacting sales resulting in **fewer leads and late sales engagement** (Figure 1). For equipment manufacturers, late engagement in the sales cycle means there is less selling time to position your value which often results in increased discounting and lower margins.

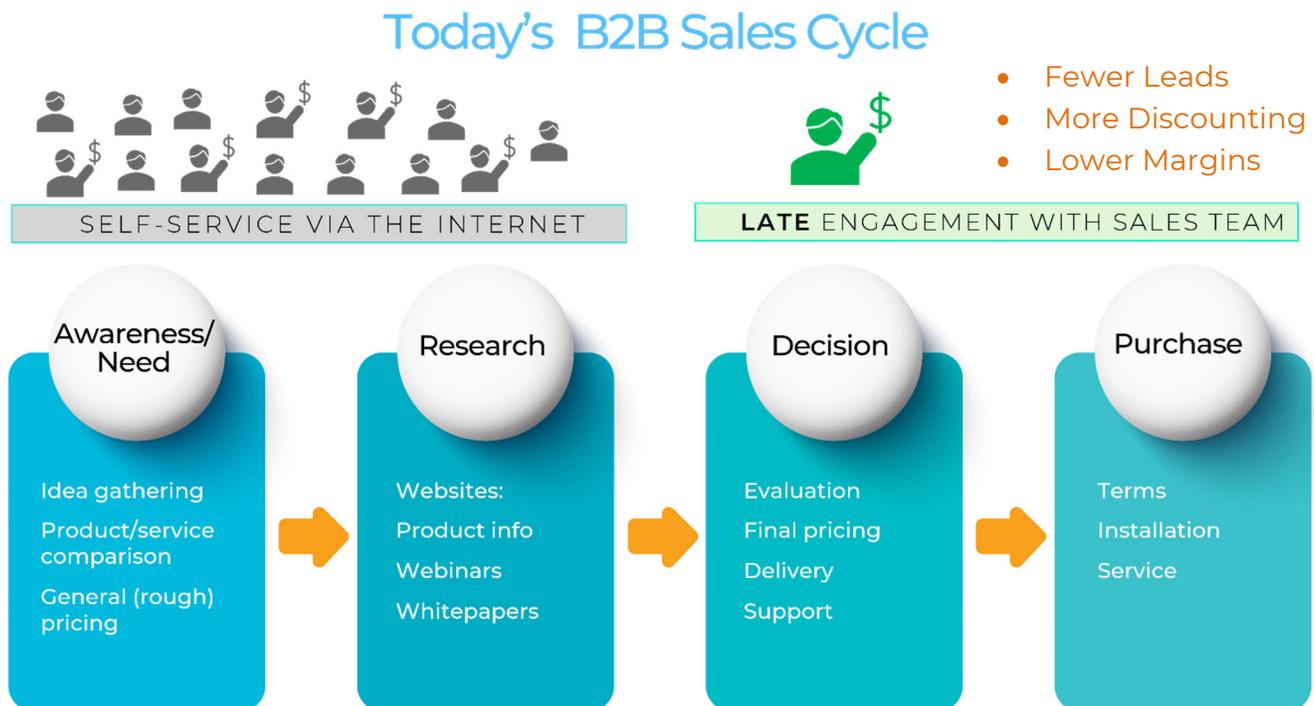


Figure 1 – Fewer leads and late engagement leads to increased discounting and lower margins.

To solve this problem, you need to offer something that can help your Sales team connect and talk with more prospects earlier in the sales cycle, hopefully in the beginning stages. For ideas, let's turn to the B2B marketing research experts – MECLABS.

## What information do serious prospects really want?

Every day, you spend marketing dollars on a variety of activities designed to attract prospects to your website. In many cases, these activities work and guide prospects to your website. But often they visit, and then leave without a trace, wasting time and money. Why do good prospects abandon a website?

MECLABS surveyed 1,000 B2B buyers to pinpoint exactly where information gaps were occurring. Surprisingly, **budgetary pricing, was the #1 piece of information serious prospects wanted** but couldn't find on most websites (Figure 2).

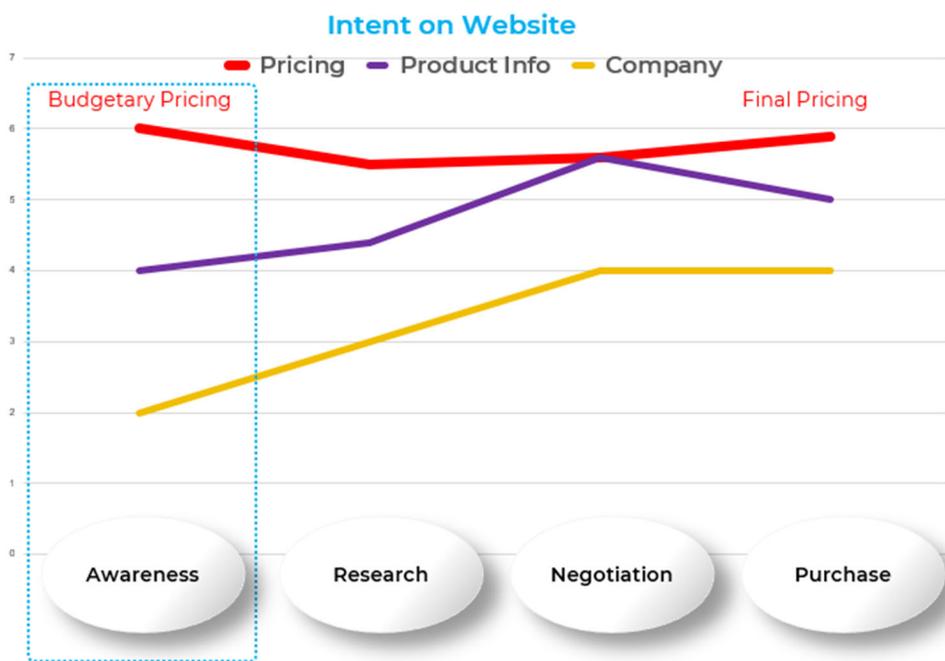


Figure 2 – Budgetary Pricing tops the list of what serious prospects need early in the sales cycle

Surprised? Think about your own experiences. Have you ever been frustrated just trying to get ballpark pricing from a company's website? Did you contact Sales? Probably not. They lost you and didn't even know you were interested. Are your website visitors feeling that way? Is it costing **you** sales?

This creates a golden opportunity for marketers if they can use the fact that serious prospects want budgetary pricing and are **willing to exchange their contact information to get it.**

## How It Works

How would your daily life as a Sales and/or Marketing professional change if you could capture a **steady flow of serious buyers** who were just starting their projects from your **current** website visitors?

- Sales would have more time to position its products (and their value) properly.
- Close rates would increase because Sales has higher quality prospects.
- Discounting would decrease and margins would increase for you and your partners.

Imagine you are a prospect on a vendor's website and interested in their products. Your boss has asked you to get "ballpark pricing" for an upcoming project. You view the Pricing page and it looks like Figure 3 below. Which option would you choose?

## Pricing

### We offer two ways to get pricing information

#### 1. Get Self-Service Pricing Now.

This option sends pricing via email quickly, often in minutes.



#### 2. Contact Sales.

This option will send an email to our Sales team who will contact you.

The image shows a form with the following fields: "First Name: \*" with a text input box; "Last Name: \*" with a text input box; "Company Name:" with a text input box; "Are you a Distributor?\*" with two radio button options, "Yes" and "No"; and "Type of Business:" with a text input box.

*Figure 3 – Pricing curiosity coupled with a Self-Service option compels serious buyers to take action*

By statistic, the EchoQuote.io option captures **3-5 times** more prospects than the "Contact Sales" form. Option 1 works well because someone trying to get budgetary pricing may not want to talk with Sales just yet. Secondly, people **TRUST** third party services like EchoQuote.io to get what they want more than a company's generic form.

EchoQuote.io's **10-year track record** of capturing quality sales leads is unmatched. **Anywhere.**

## Don't Give Pricing Away – Be Smart About It

We now know budgetary pricing is important to serious buyers; the studies and history prove it. That doesn't mean we should just give our pricing away to anybody. Companies have legitimate reasons to control their pricing. However, we can use the desire for budgetary pricing to safely **start a sales conversation**.

Look at the flow in Figure 4. A prospect clicks on the "GET PRICING VIA EMAIL" button and starts the EchoQuote.io process. Items are selected (no pricing is shown), the prospect provides their contact information, and the request is submitted. The Sales team is immediately notified via email that a request is pending. The sales team quickly researches the requester and either approves or denies the request. **No pricing is ever published or sent without approval.**



*Figure 4 – EchoQuote.io acts as the go-between and keeps you in control of who gets your pricing*

If approved by a sales team member, the budgetary estimate (usually a "range" of pricing, not a fixed price) is quickly emailed from EchoQuote.io to the prospect, creating TRUST. Sales follows up to ensure the estimate was received and to ask if they have any questions.

A new sales conversation begins in less than 5 minutes!

## Following up on captured high-quality EchoQuote.io leads

The beauty of EchoQuote.io is that it typically captures prospects that are very interested in what you sell. This steady stream of interested, inbound prospects means your sales team will be spending more time helping serious buyers and less time cold-calling.

## Better opportunity to close more high-margin deals

Capturing more sales leads early in the sales cycle has many advantages. First, it gives your sales team the benefit of talking with an interested prospect first, ahead of the competition. Secondly, it helps your sales team shape the prospect's decision criteria around your solution (See Figure 5).

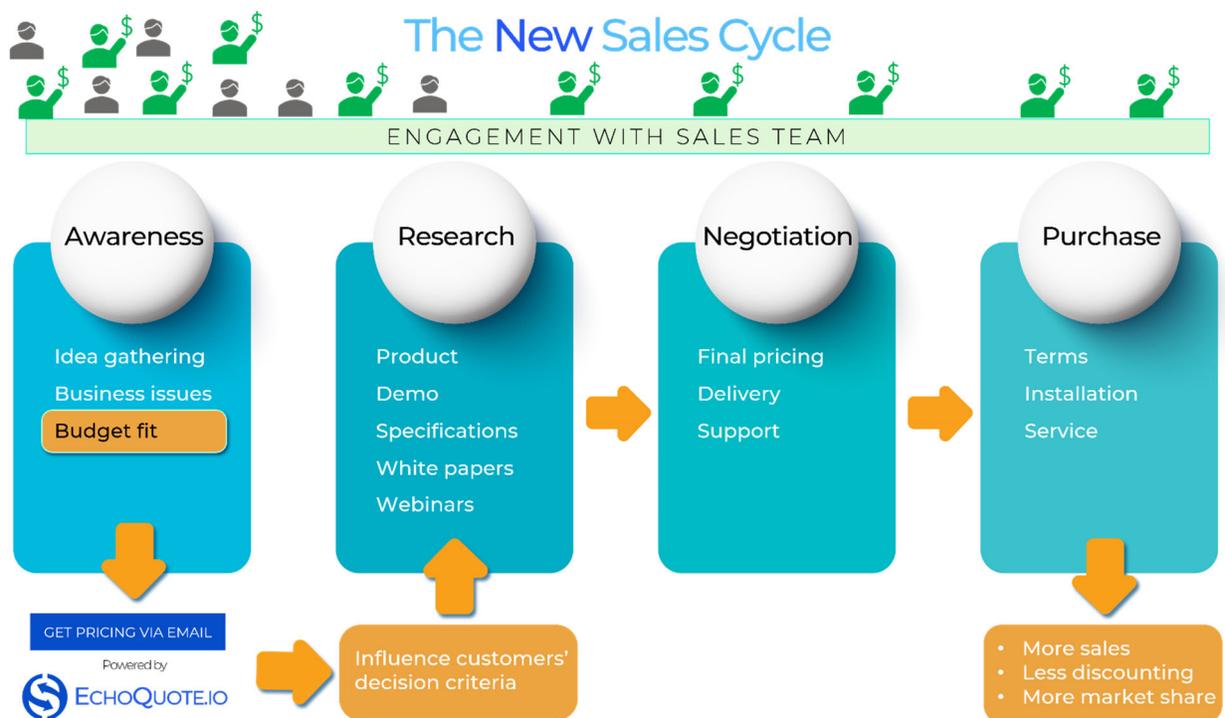


Figure 5 – Engage first, influence the decision criteria and win more sales at higher margins.

EchoQuote.io gives your sales team the inside track to lock in your differentiators and neutralize your competition. The payoff from establishing your value first is reduced pressure to discount resulting in higher margins.

Healthier margins leads to better service and happier customers!

## What about a company's "Pricing" concerns?

When we open a discussion about using **budgetary** pricing (often confused with **final** pricing) information to capture Sales-Ready leads, we almost always get some version of these responses:

Concern	Solution
"It's not done in our industry"	We now live in a self-service world where the buyer is in charge. Industries will adapt eventually. Give your company a competitive advantage now without sacrificing anything.
"What if my competition uses it?"	Pricing is never displayed directly and only sent when you approve it; you are always in control.
"Our products are complex and everything is custom, nothing is standard."	You can still provide sample configurations with a range of pricing. The goal is to connect, not configure.
"Our sales people need to build value before we discuss pricing"	You can't build value with a prospect you don't know about. You must <b>own the conversation first and then build value</b> . That's what EchoQuote.io does for you. Use price ranges to provide flexibility and wiggle room.
"We are an exclusive channel company, only our dealers/partners give out pricing."	Connecting with new prospects and establishing a high-end "range" of budgetary pricing will actually help your partners sell more with less discounting. They will love the high-quality leads and extra margin!
"We would never do that."	Self-Service methods are increasing exponentially. Why not take advantage and help your prospects buy from you? At least you will be ready if your competition starts offering the option.

In over 10 years of capturing high-quality leads we have never seen a scenario that hasn't worked well for B2B manufacturers.

## How Much Does EchoQuote.io Cost?

We thought you might like to know how we charge for our service and some of the details around setting it up.

- EchoQuote.io is an easy-to-use Lead Conversion tool that boost sales pipeline instantly.
- \$1,000 initial setup cost (optional).
- A flat fee per lead we capture. See our [Current Pricing Page](#) at EchoQuote.io.
- Pay-for-Results only (no activity = no charge).
- Month-to-month service. Cancel anytime.
- Full operation in 1 or 2 days – no programming or special coding needed.

## Summary

If you ask a CEO what *they* expect from Marketing, they will most likely say *“Help us find more real opportunities for our sales team so we can increase market share.”* If you ask marketing about their top priority, most will answer *“I need to generate more sales leads.”* The answers sound alike but are in fact very different.

If executed properly, a simple idea like EchoQuote.io could be the key to increasing both the quantity **and** quality of leads. While industry experts agree that budgetary pricing is one of the most sought-after pieces of information on B2B websites, most companies don't offer a **safe and compelling** way to request it.

EchoQuote.io was designed to take advantage of the need for budgetary pricing to help you capture a higher number of quality sales leads for even the most complex sales organizations. It also has all of the safeguards needed to address company concerns around pricing and current business processes. Our customers have been with us an average of 7 years for a reason. How can we help you?

“EchoQuote.io is the best **sales conversation starter** I've seen in 20 years. The value is amazing.”

– VP of Sales, K. Roller



**ECHOQUOTE.IO**

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