



Welcome to Calldrip

Quick Reference Guide

Intro

Calldrip isn't just automated lead follow-up - though that is very important - we also provide website chat, comprehensive text messaging, conversational analytics to pin-point optimal marketing channels, coaching tools to take your team to the next level, and improve your search ranking with an automated customer review process.

Calldrip enables your sales team to build stronger relationships with prospects, faster, improving efficiency in your whole sales process.

Here, is a quick reference guide with important information so you can incorporate Calldrip into your sales process to improve customer experience, and unlock sales potential.

The three essential pillars of Calldrip are:

- **Prioritize speed of response.** The best time to communicate with a prospect is at their peak moment of interest: when they engage with you.
- **Meet your prospects where they are, when they're ready.** By putting the prospect first, you build trust and add value before asking for the sale.
- **Embrace the human element.** Prospects don't buy from companies, they buy from people. After the sale, those relationships also contribute to customer loyalty, positive reviews, and referrals.



Background

CallDrip is a global leader in Conversational Sales software, with an emphasis on lead response and process improvement. More importantly, we're deeply committed to helping our customers grow.

10K+

users around the world.

1M+

leads distributed annually.

<1 min.

average lead response time.

6M+

Connected calls per year.

25M+

Conversations

CallDrip's Conversational Sales Tools

Our software is designed to help you serve your prospects better, and improve your sales team's performance.

Here's an overview of the Conversational Sales tools included in the CallDrip software, and how they work:

- **Respond** automatically generates a phone call from salespeople to prospects immediately after the prospect fills out a form.
- **Engage** is a text chat widget that converts qualified prospects to a phone call or SMS text chat - automatically. Engage ensures that you connect with your prospects via a conversation at their precise moment of interest.
- **Track** clearly identifies phone call sources and metrics, so you can see which channels and lead sources are converting the best. This is a good proxy metric to understand which Conversational Sales channel and lead sources are most valuable to your business..
- **Review** makes it easy for prospects and customers to leave quick, conversational reviews on the top review platforms, including Google.
- **Coach** is a sales coaching software that helps ensure every conversation is top-notch. It includes call recording reviews done by both real people and AI technology.

This entire suite of software solutions is purposefully developed to empower your team to have excellent conversations with prospects at every step of the sales journey.



How Calldrip Works

1. A CONSUMER SUBMITS AN INQUIRY

When a prospect fills out a form on your site, clicks on an ad, or calls into your business, Calldrip instantly acquires and records the inquiry details.

***TIP:** Implementing Engage on your website is a great lead generating tool. It allows you to instantly respond to shoppers via text and phone.*

2. CALLDRIP AUTOMATICALLY SENDS A TEXT & INITIATES A CALL

Calldrip automatically sends an instant text to your new lead that someone will be in touch and then kicks off a call to the right sales representative. This call can even come to their mobile phone, so that they're ready on the go.

The sales rep. just needs to answer the call and press 1 to claim the lead.

Before the call connects, your sales rep will hear a whispered message with the lead's contact and inquiry details so they're ready.

***TIP:** Save (801) 877-1122 to your contacts. This is the number that your salespeople will see when a lead is coming through.*

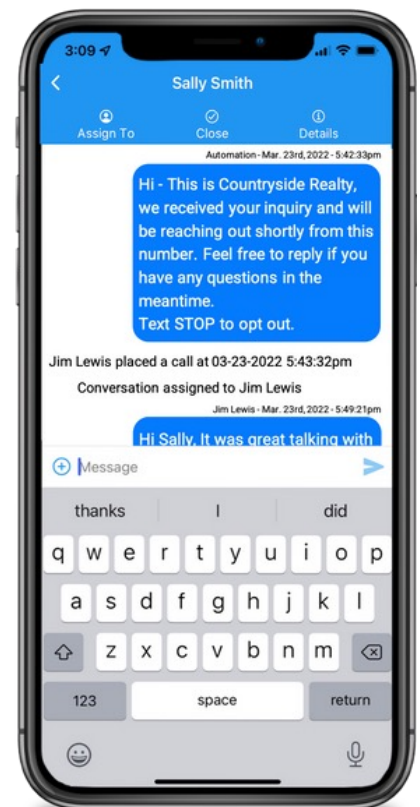
***TIP:** You can press 3 during the whisper process to repeat the lead information.*

3. TALK TO THE PROSPECT WITHIN 30 SECONDS

Right after the whisper, Calldrip dials the lead. Within just a few seconds, your sales team will be having a personal conversation with the lead at the peak moment of interest.

***TIP:** Embrace the speed of response. Have the mindset that it's always better to be first than 100% prepared and too late.*

***TIP:** Set-up Perfect Voicemail. This is a convenient and efficient way to leave a flawless customer message. Here's how it works: if you catch someone's voicemail, just press #7 and it'll play your custom, pre-recorded voicemail.*



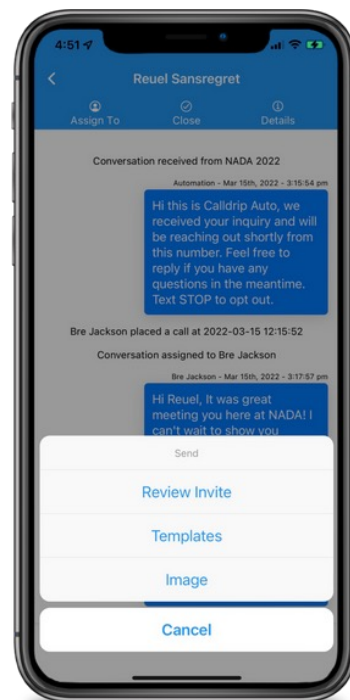


4. PROSPECT FOLLOW UP

Immediately after the call ends, you can send a quick, follow-up text. This text can come from either a pre-configured template or you can create a custom message. You can also utilize our outbound Click-to-Call feature to connect through our dashboard or your CRM.

TIP: Download the Calldrip app, available on the [Apple App Store](#) and [Google Play Store](#).

TIP: The phone number shown to customers for all text and phone conversations will be your business number. This helps signal to the lead that you are who you say you are, and builds trust. It also helps avoid spam filters!



5. AUTOMATED CONVERSATION REVIEW

Calldrip can automatically send out a convenient review form to the prospect regarding the conversation. This configurable feature can be automated so that every phone conversation gets a review form. This ensures you get more online reviews.

TIP: GMB ranking is determined by overall star rating, business response, and the quality and quantity of reviews. Simply by increasing your customer reviews you can improve your Google searching ranking and make it easier for prospects to find your business

6. PROSPECT FOLLOW-UP - TEXT

We've also simplified follow-up to your customers. We allow you to create customizable text templates to streamline yet personalize your response process or you can also create personalized manual text messages based on your prior text and phone conversations.

TIP: Be friendly, yet professional. Brevity is always important when texting with prospects. Correspond using simple, concise messages that can be read within seconds. Avoid abbreviations and all caps and keep things friendly, not pushy.



Helpful Calldrip Resources

If you're looking for additional resources to help improve sales processes, we have you covered.

PRODUCT SUPPORT

If you need to contact our support team you can always click on the chat widget on our website or dashboard.

- Call us: (801) 877-1111
- Email: support@calldrip.com

CALLDRIP CONTENT HUB

This resource page provides a comprehensive library of all Calldrip resources. It includes eBooks, Guides and Call Scripts.

CALLDRIP BLOG

Check out our blog for timely articles to help your business improve sales process and make the most of your Calldrip subscription.

CALLDRIP HELP CENTER

Learn about new product updates, get answers to frequently asked questions, watch product videos and explore Calldrip integrations.

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