Do You Know…

How many hours each week your inside team spends:

Dialing their phones?

Leaving voicemails?

Tracking down prospects?

For all of this effort, they are connecting with only 1 out of 20 prospects, on average, and getting meetings with a fraction of them.

A recent study by CSO Insights shows that:

- Only 41% of a sales rep's time is spent selling
- Reps must often wait 3 to 4 days for a return phone call
- It takes them 4 voicemails or emails to get the first appointment with a prospect
- Only 8% of reps always get to a prospect ahead of a competitor
- 60% of sales reps waste the equivalent of 6 selling weeks a year just trying to get prospects on the phone

Your Costly Reality

If your inside sales organization is like most, the majority of their time is spent leaving voicemails, sending emails, and updating the CRM system. Through it all, your reps are hoping to find the gold nuggets within the mounds of contacts in the call queue.

This is an expensive reality. It costs your sales team lost selling time and, most importantly, it costs you lost sales.

Scheduling sales meetings with interested prospects should be a quick and simple process.

But it's not.

Booking these conversations is not only a prolonged and inefficient process, it's also a game of chance. Time is wasted calling and leaving voicemails and hoping for callbacks that rarely come. When the rep does get through, too often they only connect with a prospect who just wanted information.

This inability to know who's hot, and to be able to get through to them, leads to:

- Sales cycle delays from ongoing phone and email tag
- Lost sales because reps can't connect with prospects
- Impact on team morale

This is reality. It's what your sales reps are dealing with today. Every day.

What if you could eliminate this dynamic? What if you could actually get prospects who are in "buy" mode to proactively schedule with you. Others have. And you can too.

Your Opportunity

Actually, there's a pretty simple solution to all this.

Inside sales organizations have turned this problem into a competitive advantage with an easy-to-use tool called Appointment CRM.

Appointment CRM is an online scheduling solution that gives inside sales organizations a fast, easy way to secure sales meetings with interested prospects who want to meet.

Appointment CRM is a cloud-based service that connects very easily to your CRM system. As an extension of your existing calendaring tool (Microsoft Outlook, Lotus Notes, and Google Calendar), it automates the entire process of securing sales meetings with prospects and clients who are ready to meet.

Here's how it works:

- Your sales rep Jen sends a prospect an email including a link that, once clicked, shows Jen's available times to meet
- The prospect clicks the link and selects a day and time for a call with Jen
- The appointment is entered onto Jen's calendar automatically
- Confirmation emails are sent instantly to the prospect and Jen

Contact made. Meeting scheduled. It's that simple.

All your sales rep does is generate the email with the scheduling link. The Appointment CRM system takes care of the rest. Your marketing team can also use the link in automated email campaigns that they send on the sales team's behalf.

Appointment CRM is a proven solution that works. Scores of inside sales organizations using Appointment CRM have found that when prospects receive an email with a scheduling link, many who are in "buy" mode schedule a meeting.

The results?

- **More** sales appointments.
- **Less** time outbound calling to voicemail systems.
- **Faster** sales cycles.

And guess what's the best news of all?

The Best News of All

You can get your entire inside sales team up and running with Appointment CRM quickly and easily – with TimeTrade Appointment CRM, the world's leading solution for converting prospects and leads into sales appointments. All you have to do is schedule a call with one of our account executives to learn more.

To schedule a 15-minute call with the account executive who sent you this handbook, follow the steps below. In the process, you will discover for yourself how TimeTrade works.

1. Visit www.timetrade.com/insidesales and select your representative from the dropdown
2. You'll see a calendar of his or her available times – pick a day and time that works for you
3. This will be added to that representative's calendar and he or she will call you at that time

Don't know the name of your account executive? Just pick anyone on the list.

We look forward to helping your inside sales team get more connects, more meetings, and more sales.

About TimeTrade – The World Leader in Scheduling Solutions

TimeTrade is the world leader in online appointment scheduling systems, used by businesses to create new customers, accelerate the sales and service process, and make it easy and fast to respond to customers 24/7.

TimeTrade's scheduling software solutions are built on the highly secure TimeTrade Appointment Cloud Software-as-a-Service (SaaS) platform, which has the transaction throughput power and configuration flexibility required to scale up to meet the real-time scheduling demands of the largest enterprise deployments.

Learn more at www.timetrade.com