conversica

The Sales Capacity Challenge

Never Miss a Sales-Ready Opportunity Again

Introduction

Every organization has a vested interest in optimizing their revenue funnel. This includes relying on Marketing teams to generate leads, frontline reps to engage with those leads, and Sales teams to convert those leads.

But what happens when the number of Marketing-generated leads exceeds the capacity of the Sales team to touch each and every one?

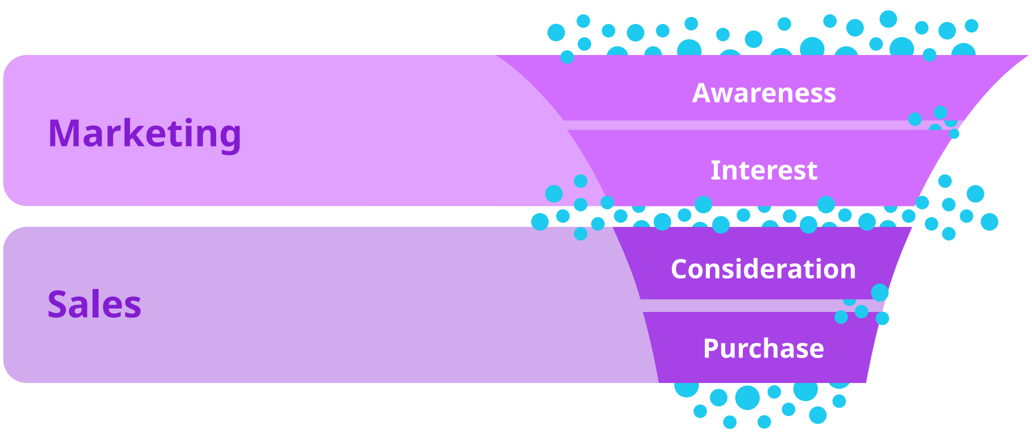
This is a longstanding pain point for businesses of all sizes. To make the best of this situation, many companies have dedicated Sales Development Representatives (SDRs) or Inside Sales teams prioritizing their time on the hottest and most recent leads in hopes of converting them into opportunities. Others don't have this luxury and instead rely on one team for lead outreach, lead nurturing, and closing deals.

In either case, many leads are left untouched due to the simple fact that Sales reps only have so much time to spend on each lead.

This is the **sales capacity challenge**. When the number of leads jumps above the team's ability to engage them one-on-one, many Sales-ready leads slip through the cracks and opportunities get missed.

Some organizations try to solve this equation by simply hiring more frontline Sales reps—others might just accept the dropped opportunities as an inevitability. Unfortunately, this often results in adding too many reps too early or missing potential revenue because they don't have enough capacity (or budget) to meet demand.

Sales team capacity challenges mean outsized leaks in the funnel as leads get overlooked.



Understanding the *Sales Capacity Challenge*

Even the best SDR can only handle a certain number of leads per day. Sales teams follow up with a lead a few times via email, phone, or SMS text message before moving on.

This prevents spending too much time and effort on an inattentive lead in favor of hotter leads—at least, in theory. Unfortunately, this leaves major gaps in lead outreach.

These gaps include:

- Leads that do not score highly enough as a Marketing Qualified Lead (MQL) [1]
- Leads that do not respond to the first, second, or third outreach attempts
- Leads that are neglected because the Salesperson simply has no more time to reach out to more leads
- Leads who go dark after initial contact, seemingly without cause
- Leads who were recycled and may be back in the market, but nobody has the time to touch
- Leads who are interested in speaking with Sales but for whatever reason go undetected

To make matters worse, the number of incoming MQLs is not static. A coordinated event and media push generates a large number of leads, many of whom will not be touched by the Sales team. Conversely, seasonal downturns may leave Sales teams bereft of leads to contact.

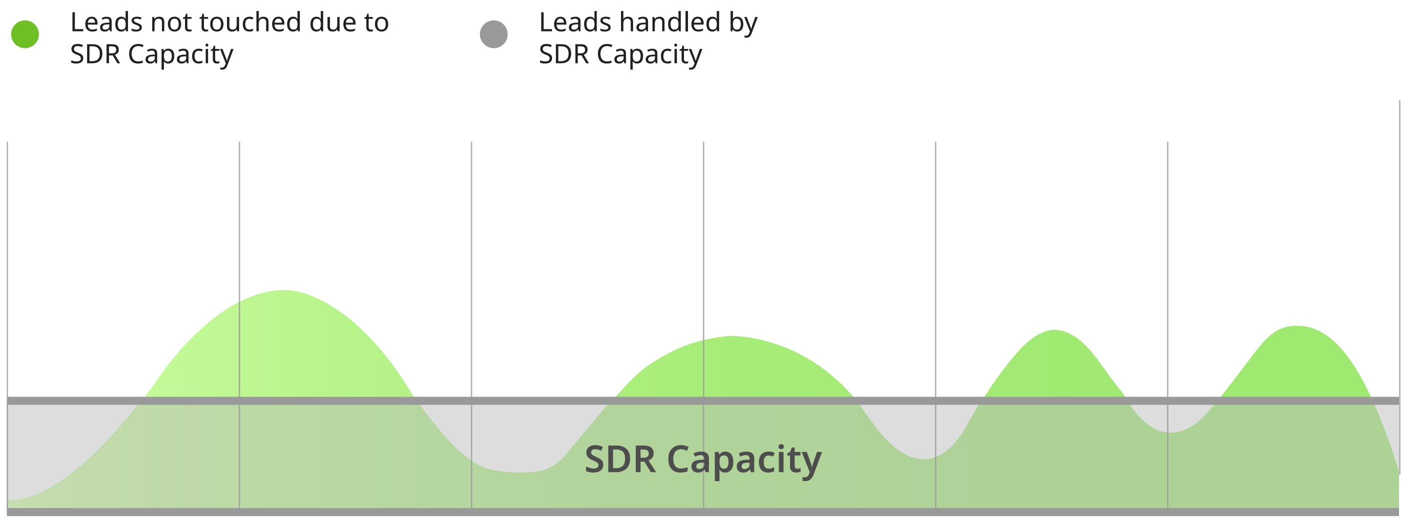
In either case, there is a mismatch between the number of leads and your capacity to touch them. A fluctuating volume of inbound leads is difficult for Sales teams to handle. As a result, leads slip through the cracks and opportunities are missed.

Most organizations attempt to identify patterns to match demand, but this can be risky as those patterns shift over time. Resulting strategies allow teams to estimate their needs according to lulls and surges in the number of leads generated. But inevitably, organizations will either scale too quickly or lag behind. And that's no small issue.

77% **of companies undertouch their leads.**

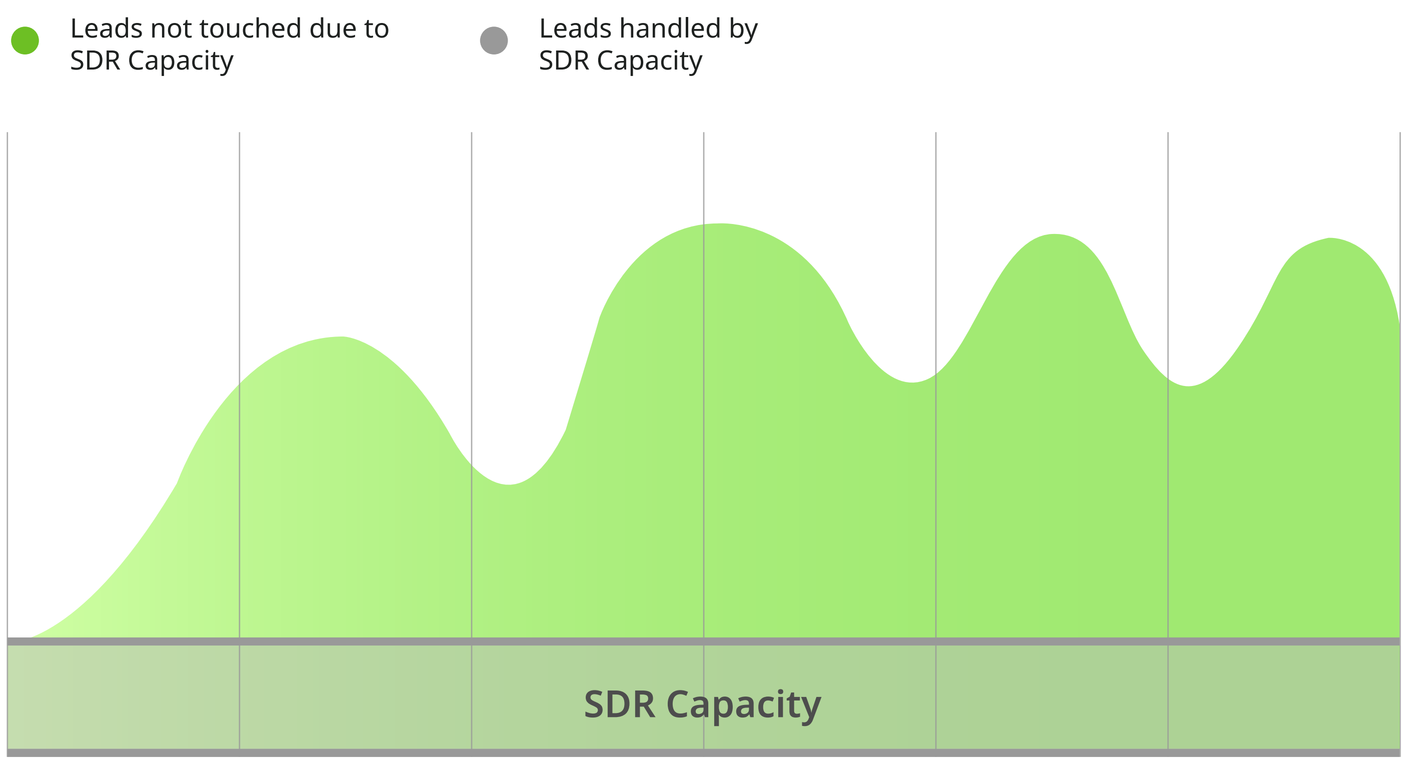
38% **of businesses do not respond to inbound leads at all.**

Variable Leads and Capacity



The total number of leads is highly variable, sometimes exceeding your SDR team's ability to touch them.

Consistently Excessive Leads and Capacity



If the total number of leads always exceeds your capacity to touch them, you will likely miss opportunities.

The People Predicament

If the quantity of leads always exceeds the capacity of the SDR team, the solution is simple: just hire more people to handle incoming inquiries.

However, if the number of leads is highly variable—as is the case in almost any industry—things become more complicated. Hiring more staff is expensive and time-consuming, and cycles of surges and layoffs to match fluctuating needs strains team morale.

Trying to make due with existing headcount comes with its own issues. Salespeople in a crunch often cherry-pick leads, preferring to go after what they believe are the hottest and more recent leads. However, this leaves many potential opportunities unexplored and untouched.

And regardless of the number of leads, people aren't perfect. New hires require training that may take months to come up to speed. Even experienced employees tend to make mistakes when it comes to consistent messaging, persistence, and politeness. Employees also get sick, take vacation days, or leave the company. All of these things factor into your team's overall outreach capacity.

To address the people predicament, many businesses integrate lead management tools into their existing workflows. It's a decent approach, but only if the solutions chosen are appropriate for the tasks at hand.

The optimal number of touches to instigate a lead to convert is between **5 and 11.**

Most Salespeople only make **1 or 2 attempts.**

The Limited Benefits of Sales Acceleration Tools

Automation tools and software exist to take some of the pressure off your teams. For example, **sales acceleration tools** help Salespeople manage tasks and leads within their capacity by assessing which leads are most deserving of their attention.

Benefits include:

- Improved efficiency for day-to-day activities including email or social outreach
- Better workflow management
- Integrating several sales communication channels within one cohesive platform

Even so, these tools aren't a complete solution.

Yes, sales acceleration tools including InsideSales, Outreach or SalesLoft assist employees to execute, analyze, and improve workflows. They are also helpful for automating outreach for leads further down the funnel.

However, these tools and solutions don't replace 1:1 human interaction; it still takes a human employee to do the work of engaging leads in the kind of two-way conversation required to move today's buyers through the funnel. In the same vein, sales acceleration solutions have several crucial limitations such as offering only general calls to action and little-to-no personalization capabilities.

Unfortunately, these tools can put more of a burden on your already overstretched employees by requiring them to manage, oversee, and trigger these operations. These tools, helpful as they may be to certain tasks, still occupy a certain level of a person's capacity, and the time spent managing these solutions takes away from the time spent touching leads.

That being said, complementing sales acceleration tools with an enterprise-ready Generative AI solution that can autonomously hold conversations with leads drastically improves outcomes without contributing to the capacity challenge.

Managing Capacity with an *AI-Powered Revenue Digital Assistant™*

The likelihood of lead conversion drops significantly **after 3 minutes post-inquiry.**

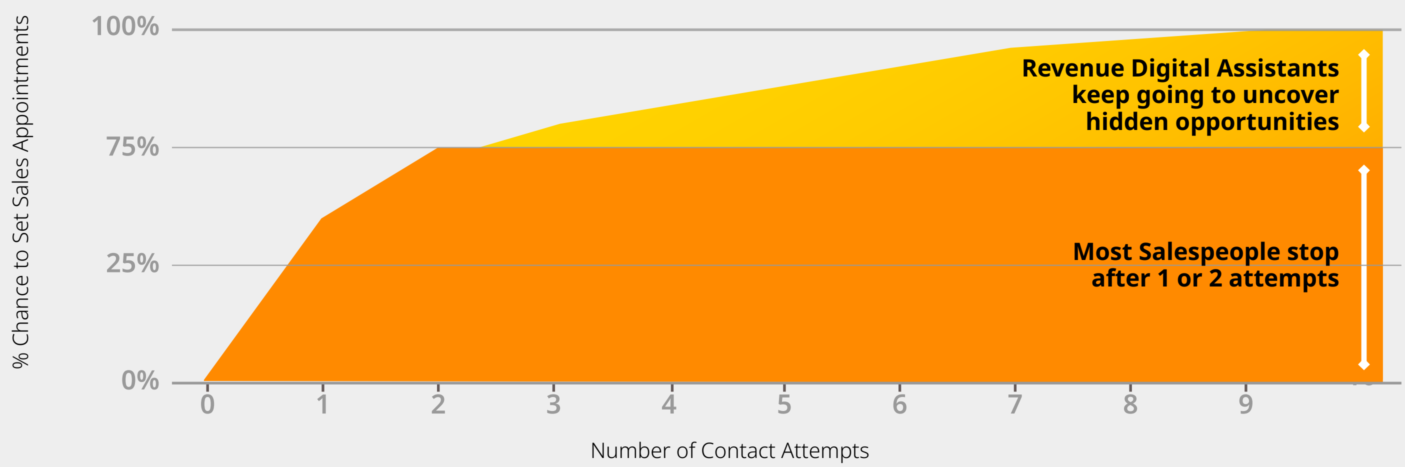
Following up in the first 5 minutes makes a lead **21x more likely to qualify** than in the first 30 minutes.

Conversica Revenue Digital Assistants (RDAs) can help your team with lead management without adding more tasks to their to-do list. Your AI-powered assistant will handle everything outside of your reps' capacity.

With AI handling the revenue-influencing conversations, you don't have to worry about scaling your team up or down based on the number of MQLs you have. Instead, your Sales team can now focus on leads that have been Conversationally Qualified by the RDA.

This new approach, which we call the Conversica Growth Workforce™ model, frees your Marketing team to generate more leads at the top of the funnel without overburdening your Sales reps. The Revenue Digital Assistant handles the murky middle ground between MQL and opportunity, using tailored, humanlike conversations to move contacts through the funnel. Their unlimited conversational capacity and Powerfully Human™ intelligence ensures nobody falls through the cracks, allowing Sales to prioritize the leads that are actually qualified and ready to meet.

Boost your Sales team's conversational capacity with Revenue Digital Assistants



Revenue Digital Assistants for Sales deliver:

Increased SQL Volume

What happens when a Revenue Digital Assistant filters your leads to find the people who are truly Sales-ready? Your Salespeople will have better and more productive conversations. The quality of the leads they are speaking with is higher and the number of leads that your Salesperson marks as Sales Qualified Leads (SQLs) becomes larger. Furthermore, a Revenue Digital Assistant touches and qualifies every lead without putting additional pressure on your team.

Increased Speed to Touch

The faster your team makes a "touch" with a lead, the more likely they are to continue engaging with you. Likewise, the faster a Sales rep can communicate with the lead, the more likely they are to get a sale. Time to touch matters, because the likelihood of conversion drops significantly during the first 3 minutes after a lead's inquiry. Adding a Revenue Digital Assistant to your team allows you to touch every lead instantly.

Increased Number of Touches

The optimal number of touches to instigate a lead to convert is between 5 and 11. This is far higher than most companies realize. Unfortunately, most Sales reps make significantly fewer touches and give up after just two attempts. Using a Revenue Digital Assistant can help reps handle all leads and adhere to their follow-up strategy.

The main advantage here is that a Conversica Revenue Digital Assistant can help you manage your leads at any stage. Your AI-powered assistant will engage with leads who need more nurturing, ask leads if they are interested in talking to a Salesperson, and then pass off leads to a member of your Sales team when they're Sales-ready.

Your Revenue Digital Assistant can also touch leads who are non-Sales ready. These leads are far more prevalent that Sales-ready leads and are generally deprioritized by overstretched employees. Rather than letting these leads fall by the wayside, your RDA engages and nurtures these non-Sales ready leads through your pipeline until they're ready to communicate with a Salesperson. Using a Revenue Digital Assistant ensures that leads won't slip through the cracks and frees your reps to focus on Sales-ready leads.

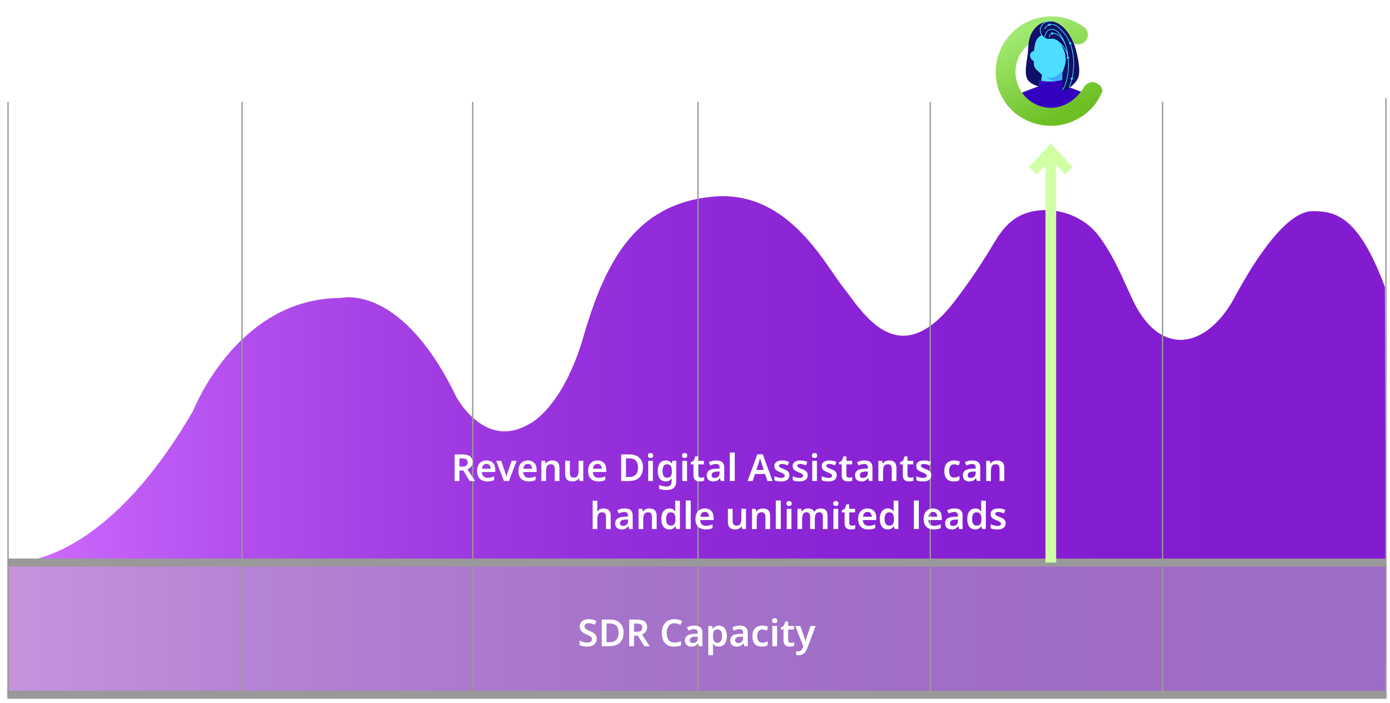
Coverage of Often-Ignored Lead Segments

Conversica also engages with leads who've gone cold and nurtures them until they are Sales-ready, or reach out to groups not often prioritized like winning back lost customers. These leads are often ignored by busy employees who prefer to engage the hottest and most recent leads. Now Conversica can touch these leads without adding to the capacity challenge experienced by your employees.

Consistent, Persistent and Polite Conversations

Conversica Revenue Digital Assistants are powered by our industry-leading Conversational AI platform armed with the latest Generative AI and Natural Language Processing capabilities, which means they can understand real conversations and respond to those conversations without the need for oversight. RDAs always use consistent messaging, are always polite, and always persistent. In other words, Revenue Digital Assistants perform all the necessary actions that get people to respond.

Revenue Digital Assistants Have Unlimited Conversational Capacity



With a Conversica Revenue Digital Assistant, you don't have to worry about matching your Sales team's size to incoming lead volume which is highly variable or consistently beyond your ability to match it. When your reps go on vacation or take sick time, no one at your company will be scrambling to continue the conversation.

Revenue Digital Assistants have the ability to drive intent and understand common messages like out-of-office notifications and requests to reach out at different times. The RDA then waits until prospects are back in the office or ready to talk and picks the conversation back up automatically. Best of all, these conversations will feel authentic and personalized for your potential buyers.

Boost your workforce's capacity so that regardless of your lead type, the AI automatically follows up in a timely and persistent manner, delivering:

- Increase in quality of touch
- Decrease the time to touch
- Increase in the number of touches

Revenue Digital Assistants make it easier for your team to do the activities that go into generating sales without putting pressure on your employees.

When all these things come together, more leads make it through your pipeline and your Sales team gets back their time to focus on high-value leads. By combining the power of a Revenue Digital Assistant with your existing Sales and Marketing team, it becomes much easier to understand and plan for the capacity of your business.

If your organization is struggling with capacity, AI is the answer you've been searching for. Conversica Revenue Digital Assistants for Sales gives your team more time to focus on the most critical conversations, ultimately driving larger SQL volume and increasing your Sales pipeline.

Explore Conversica for Yourself

About Conversica

Conversica's Revenue Digital Assistants supercharge workforces to acquire untapped revenue through perfectly structured conversations across chat, email, and SMS. With billions of human interactions spanning more than a decade, Conversica's RDAs have learned to influence and persuade customers and prospects throughout the customer journey lifecycle. Unlike first-gen chatbots, Conversica RDAs are Powerfully Human and can hold meaningful conversations at every touchpoint to create brand loyalty and maximize every revenue opportunity.

To learn more, visit **conversica.com** and follow the company on **Twitter**, **LinkedIn** and **Facebook**.

conversica