

Picture this scenario:

Finally you get a prospect to spot your ad as a result of a search engine query, he clicks, emails and tries to engage in a conversation but there's no prompt response to his actions from your company.

Don't let slow response from your staff turn into a blank space in your schedule, don't let that lead get away.

Our "Secret Shopper" can help you pin-point any type of staff mishandle or procedure mistake, in that way we can optimize the critical time response from the start of the cycle making the sales experience successful and painless.

Make that initial contact happen, make it the first thing on your list.

As part of our campaigns we include free of charge:

- ▶ A "Secret Shopper" service at no additional cost.
- ▶ Random and secret contacts to your company that measure your company's response.
- ▶ Reports that help you take corrective action and improve sales conversion.
- ▶ Higher return on investment through our team's creative tools.

Think of our "Secret Shopper" as a critical simulator for response times with real elements and real variables, it measures with high accuracy: time of response, quality of the contact and if the information provided is accurate enough to conduct a successful close; this information is then passed on to you so you can take appropriate measures to fine tune your reaction to prospective Leads.

Prospect Factory is committed to deliver positive return on investment to your online marketing campaigns and our "Secret Shopper" is one of our various complementary services to an on-line campaign and integral strategy that goes beyond the Internet.

Our "Secret Shopper" is a staff process supported by a set of proprietary tools for tracking registering and reporting speed and accuracy, it is conceived and built from the ground up to provide support on our on-line marketing campaigns and our staff is trained into the use of a buying script which allows measurement of important variables for your first contact with a prospect.

