

# Competitive edge or unfair advantage?

## Lead2Call®

Instantly converts Web  
leads to phone calls

When a prospect submits an inquiry, the first to respond usually wins the sale.

Often, lead providers sell the same opportunity to several companies. While that hot lead cools in your competitor's in-box, you'll already be selling.

Within seconds of a request, you'll be on the line, armed with the buyer's name and the product or service that prompted the inquiry. Even if the lead originates on your own Website, fast, personal response is critical.

### WHAT IS LEAD2CALL?

Lead2Call automatically turns email and Web form leads into telephone calls. Talk to your prospects while their interest is hot.

### HOW DOES IT WORK?

Lead2Call reads prospect contact information from Web forms and immediately generates a call to your business. The system speaks out the prospect's name and purpose and invites you to speak with them. Press a phone key to accept the call and the system automatically connects you to the prospect.



1

Submit



Prospect submits "Contact Us" form on your Website or any lead provider's site

2



Lead2Call receives the data via email and automatically generates a phone call to your office

3



You hear prospect name and product of interest; with a keystroke, you can choose to connect to the prospect or postpone or decline the call

## CALLSOURCE®

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