



FOOTSTEPS™

It's about closing more deals – faster, it's about visibility into sales.

Bring order to chaos with the visibility and control you need to streamline the sales process, boost conversion rates, transaction sizes, and customer loyalty. FootSteps™ marketing automation tools help you drive more qualified leads and increase sales. It provides a holistic view of the revenue cycle from the earliest stages of marketing through sales execution.

FootSteps facilitates a new level of interactive information sharing and collaboration. Today's Web-savvy buyers have high expectations regarding response time. In many cases a prompt, professional response can mean the difference between a closed

sale and a lost opportunity. In fact, studies have shown that sales conversion rates drop significantly after just two hours. FootSteps helps you exceed your buyers' expectations by delivering an immediate response while simultaneously automating the lead distribution process – getting every lead into the hands of an available and qualified salesperson.

Build brand strength and customer loyalty with a unified platform that executes a defined, consistent, personalized and professional multi-stage communication strategy. Unique in its ability to consolidate leads from multiple sources, FootSteps tracks, manages, and reports lead management functions – all from one solution with end-to-end automation.

see the story
focus your activity
close the loop

For information call us at
800-755-6040 or visit arinet.com



In its most recent report, MarketScope for Lead Management, Gartner states the following: *“Improving lead management processes will increase revenue 5% to 10% through better qualification, prioritization, distribution, augmentation, allocation, tracking and closing of leads from multiple lead-generation sources.”*

“Over 90% of our sales phone calls are generated from our ARI-designed website. We take Web-generated leads very seriously and treat them with high priority. We’ve also seen higher rankings on search engine platforms.”

*Michele Price, General Manager
Prince William Marine,
Woodbridge, VA.*