



## Buying 2.0

- ▶ Are you generating enough leads to make your goals?
- ▶ Do you have agreed-upon lead ranking so that leads are followed up on in the most effective manner?
- ▶ Is your sales team ready to pursue the leads?
- ▶ Is it easy for your buyers progress through each stage of the buying process?
- ▶ How many “sales touches” does it take to close a sale?
- ▶ How many touches could you eliminate or automate with an optimized approach?

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