How TimeTrade Eliminated Sales Friction with Click-to-Schedule

TimeTrade provides what thousands of businesses worldwide have found to be the most effective solution for scheduling meetings with prospects and customers. We enable marketing, sales, and customer service and support teams to put their prospects and customers in the driver’s seat when it comes to scheduling appointments.

We knew that our solution was a critical component of our customers’ business success. But what about the metrics to prove it? We decided to take a closer look.

It’s Time for a Better Way

Let’s start by looking at the traditional way businesses attract leads.

With the traditional method, when a sales rep finally connects with a prospect, the back-and-forth process usually includes a lot of “what time are you free to talk?” exchanges. If this is done via email, the most common method of business communication today, it typically involves several rounds of one side proposing a time that doesn’t work for the other until, finally, a meeting or call is scheduled. This can take days—and often weeks—to play out.

But by offering each prospect a link to the salesperson’s calendar, so they can see when the rep is available to meet and then pick a time that works for them, the email merry-go-round stops.

Outbound Prospecting Frustrations

A similarly inefficient process occurs when sales reps cold call prospects. While this approach has been around for years, it’s never been especially effective. And it’s getting less effective by the day as people are increasingly unwilling to check voicemail and return calls, especially calls from salespeople.

But as is the case with inbound lead generation, the use of a Click-to-Schedule solution significantly streamlines the outbound process.

When a sales rep sends an email to a prospect and includes a Click-to-Schedule link, it instantly makes it easy for prospects to pick a time that works for them.
The Proof is in the Numbers

Sure, this sounds good on paper, but does it really work? Let’s take a look at the results TimeTrade’s own team generated in just a few months using a Click-to-Schedule link instead of a Contact Us form.

The key benefit was the significantly higher number of meetings — marketing qualified opportunities (MQOs) — we created using TimeTrade vs. Contact Us forms.

As you can see, our sales team was able to qualify four times as many leads when the call-to-action in our marketing and outbound prospecting efforts was a Click-to-Schedule link. And even more importantly, those meetings led to a nearly five-fold increase in new opportunities added to the pipeline!

<table>
<thead>
<tr>
<th>Standard Contact form</th>
<th>Click-to-Schedule Link</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Inquiries</td>
<td>570</td>
</tr>
<tr>
<td># of Qualified Leads</td>
<td>46</td>
</tr>
<tr>
<td># of Sales Accepted Opportunities</td>
<td>23</td>
</tr>
<tr>
<td>% of Inquiries that became Opportunities</td>
<td>4%</td>
</tr>
</tbody>
</table>

No More No-Shows!

It’s important to note that getting a meeting scheduled is vital, but it’s only the first step in turning a prospect into a customer. Fortunately, TimeTrade can help with that, too.

Booking prospect meetings using Click-to-Schedule virtually eliminates no-shows. We use our Scheduler for CRM solution to schedule our appointments and send out reminders to participants. This has resulted in prospects showing up, as scheduled, for meetings and calls 90 percent of the time. No more no-shows for us!

Isn’t it time you learned how TimeTrade can deliver results like these for your business?

Connect with a TimeTrade expert—at a time that’s convenient for you, of course—and you’ll be on your way to ending the calling, chasing and waiting, once and for all.