ResNova

PEOPLE. LEADERSHIP. EXECUTION.

Before you buy more leads

Follow one inquiry. Find the first break.

Bring your marketing owner and sales lead together. Choose one recent inquiry from a buyer you wanted to win. Trace what actually happened using your website, inbox and CRM. Keep personal details inside your business.

01 Did the right buyer find the right offer?

Compare what the buyer needed with the promise on the page they visited. If the inquiry was a poor fit, review the audience and offer before increasing reach.

02 Was someone responsible for the response?

Find the person who received the inquiry and the first useful reply. An automated acknowledgement confirms receipt; it does not establish a sales conversation.

03 Did the context reach the person taking over?

Check whether sales received the buyer's need, relevant product or service, unanswered question and any promised next step. Locate the missing information.

04 Was the next step clear to both sides?

Look for an agreed action, a named owner and a date. If the conversation stopped, record what is known and what is still unknown. Do not guess why the buyer left.

05 Did leadership make a decision from the evidence?

Decide whether to fix targeting, the offer, response ownership or follow-up. Assign one change and a review date. Measure real conversations and qualified next steps.

Leave with one decision

The first break is _____. The person responsible is _____. Our next action is _____. We will review the result on _____.

ResNova helps owners set marketing direction and carry the work through with their teams. People own the decisions and accountability; tools support the work.

Talk through the gap with ResNova

resnovamc.com/book