



B2B forex sales and website visitor automation



Buying and selling digital assets comes with its own set of challenges. It's up to you to ensure your team can provide expertise, deliver exceptional experience, and drive revenue.

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"You have to generate revenue as efficiently as possible. And to do that, you must create a data-driven sales culture. Data trumps intuition."

Dave Elkington, CEO and Founder of [InsideSales.com](https://www.insidesales.com)

3 ways forex leaders can empower teams to spend more time selling

Your sales reps spend as little as 22% of their time selling. As an effective leader, it's up to you to ensure your team's time is spent efficiently. Here's how to do that in three simple steps.

1. Align sales strategies and goals with marketing

As many as 7% of sales are lost due to misaligned strategies. While your KPIs may be different, your underlying goals should be the same.

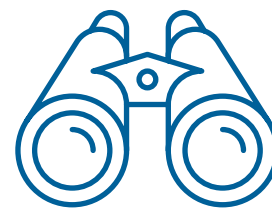


Are you **customer-obsessed**? Is **real-time engagement** crucial to your strategy? Do you want to improve conversion-rates at every stage of the pipeline? Your customers and prospects don't see you as multiple departments: they see you as one business.



2. Use insight and conduct research

There are a number of business benefits to conducting research and gaining critical insight. This includes getting to know your customers and targeting the right businesses, to delivering **personalized experiences** and tailoring your sales pitch.



There is a whole world of data at your fingertips. Think about your website analytics, buyer intent data first-hand research through social media and company websites. Don't waste your time pitching the wrong product to the wrong people. Instead, impress them with a **tailored approach** and a solution to their problem.

3. Discover automation to drive efficiency at scale

Automation can save you hordes of valuable time and resources. **According to Social Media Today, 75% of businesses use at least one kind of automation tool.** Speed up processes, gain valuable data, and eliminate manual intervention with intelligent automation tools to free up your sales team's time.



The anatomy of a successful forex seller

Be agile

For even the most successful **B2B forex seller**, things haven't been easy. Successful sales leaders must develop and deliver a 'buyer first' strategy and ensure data is **informing decisions** for the most impactful, accurate results.

Start by assessing your website; are you able to offer online purchases? Have you included Live Chat or AI to enable real-time engagement? Do you have a way to capture visitor data on arrival? Then, consider your online selling tactics, whether that be effective email nurture campaigns or social selling.



"Great salespeople are relationship builders who provide value and help their customers win."

Jeffrey Gitomer,
American Author

Sell benefits not features

The best salespeople know **building relationships** starts with understanding buyer needs and showcasing how your product can help. Conduct research into your prospects before speaking with them, develop clear buyer personas, and identify what the benefits of your products are. Remember, behavioral and firmographic can play a key role in getting this right.

Take advantage of your tech stack

According to Membrain, the average number of sales tools used by organizations has increased. In fact, Forbes found that 62% of a sales representative's time is spent in sales technology. Selecting the right tools to transform your team is vital.

Enter website visitor automation: the ultimate sales solution, for every stage of the buyer journey.

Future-proofing your forex sales strategy with website visitor automation

Website visitor automation maximizes the success of your business website. Today, customer expectations are at an all-time high. In fact, according to Super Office, 86% of customers are willing to pay more for a great experience (CX). And, a study by Walker found that CX has overtaken price as a key brand differentiator.

So, how can B2B forex organizations, with tons of site traffic, stand out?

Website visitor **automation** takes website visitor tracking features to the next level, combining automation and integration to deliver results in an instant.

The software identifies your anonymous visitors in real-time. Then, through powerful integration, that intel gets routed to the right place, at the right time.

Send brand new opportunities to your CRM as new lead leads. Share leads-in-play with their sales representative. Route **existing customers** to their account manager for upsell and cross-sell opportunities. This way, you can handle every opportunity in a bespoke, relevant and timely way.



Generate quality leads. Use visitor behavior to maximize customer relationships. Impress your pipeline prospects with instant communication.

Web Insights cuts out the noise to deliver insight to B2B forex organizations, precisely where and when it's required. Our high-end software solution is a world-class business growth enabler, assisting brands to become more efficient and effective. Capitalize on every website opportunity, in real-time.

The technology instantly recognizes website visitors and automatically routes them to the relevant person within your business. It's the ultimate solution for forex leaders looking to optimize lead generation, embrace automation, and do so without disrupting busy, high-performing enterprise teams. Automated, intelligent lead generation, immediate website visitor insight and seamless integration — every time.



Close **more business** than ever
before, and drive business
success with **Web Insights**.

**Real-time engagement;
real-time success.**

Book a demonstration