

319 LOST Leads Turned Into \$49,000 Of Sales

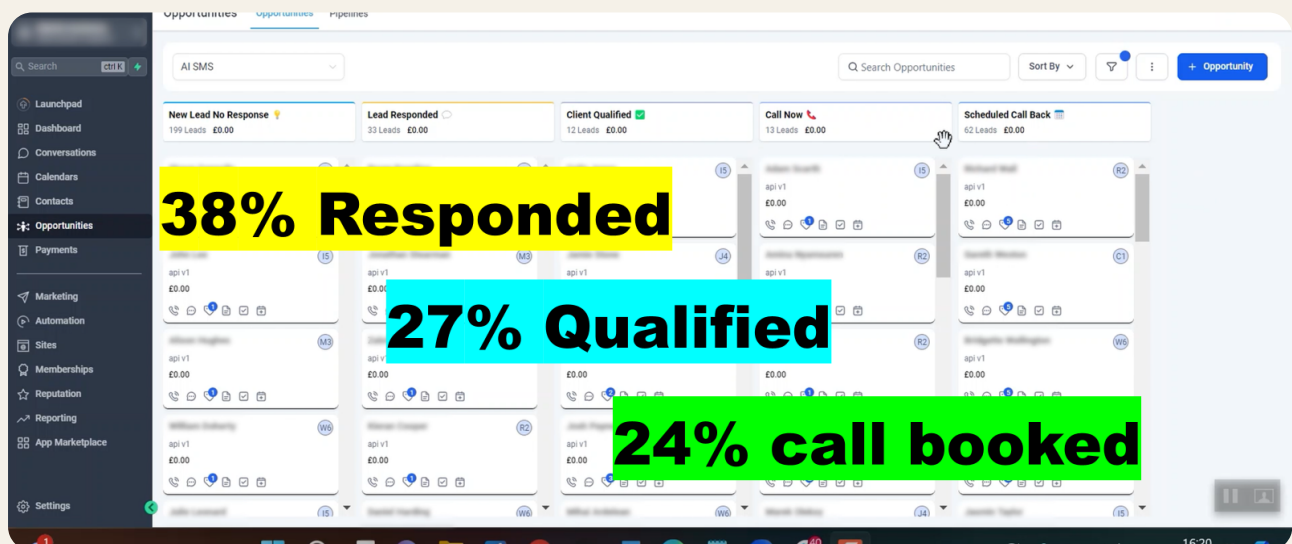
Give us the leads you've given up on & we'll use AI to turn them into sales.

— THE PREMISE

In 2026, it is possible to turn the leads you've given up on into cash in the bank...

WITHOUT hiring extra salespeople, paying appointment-setting agencies, or dialing the leads yourself.

Like this Debt Consolidation company...



- A sneak peek inside *James'* campaign · AI SMS pipeline view

— THE SETUP

James owns a Debt Consolidation company.

Every month, he spends a pretty penny with Facebook and Google in exchange for new leads.

James has a few sales guys and gals. If he's being honest, way more than he would like.

BUT like most of us, he's been told...

"If you want more sales, you need more bums on seats."

Problem is, most of the leads his team dial... **don't pick up.**

These people are used to dodging calls because they're used to being chased by their debt collectors.

So, when an unfamiliar number dials their phone... they don't dare answer.

FIRST 48 HOURS

1,000

Leads called every hour by James' team.

AND STILL ...

1/2

Lucky if they speak to half. The rest? Usually **NOTHING.**

WASTED AD SPEND

\$25k

Per month — burned on 'lost leads'.

— DAY THREE

So, he agreed to *a TEST.*

On day 3, instead of continuing with calls, James decided to send **319** of those '*dialed to death*' leads to our '*Database Reactivation Sales Bot*'.

Here's what happened...

319	Leads fed to our <i>sales bot</i>	100%
120	Responded	38%
87	Qualified	27%
75	Booked an appointment <i>or</i> got an instant call back	24%
14	Closed sales	4.4%

— THE RESULT

With each sale worth between **\$3,000 – \$4,000...**

That's around...

\$49,000

That's enough to cover **one of his employees' salaries**. For the **WHOLE** year.

From a test batch of just **319 leads**.

There are easily **20 TIMES** that sat around in James' CRM, waiting to be worked.

James is over the moon happy.

In a single test, this AI bot has solved a problem he's battled against for **10 years or more**.

*James can now reject the idea that the **ONLY** way to make more sales is to buy **MORE** leads and put more 'bums on seats'.*

He no longer has to '*make peace*' with a **\$25,000 loss** each month because his leads won't answer the phone.

— THE MECHANISM

Why does AI + SMS work so well?

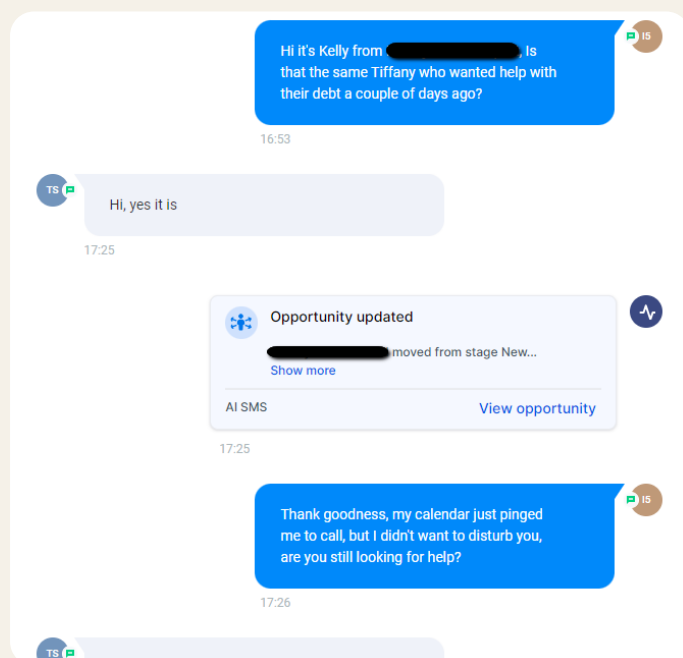
Well, for one, people prefer SMS these days. They don't want to be blindsided by an unexpected phone call. You don't get that with AI + SMS.

The most important part of our system is a simple 2-line SMS.

We call it "The Lazarus Text".

Because it brings old leads back to life.

Here's an actual conversation between our *Database Reactivation Sales Bot* and one of James' leads.



The AI kicks off each conversation in a **super personal way** to 'ring a bell' in the prospect's mind.

To get that "*ohhh yeah, I remember now*" response, which is why they text back.

The next message is the **humble disarm** that brings down their "*I'm too busy*" defences and opens up the conversation over SMS.

What's 'said' in these first two messages can and will change. The exact words don't matter — it's the **behaviour those words drive** that's important.

— STEP TWO

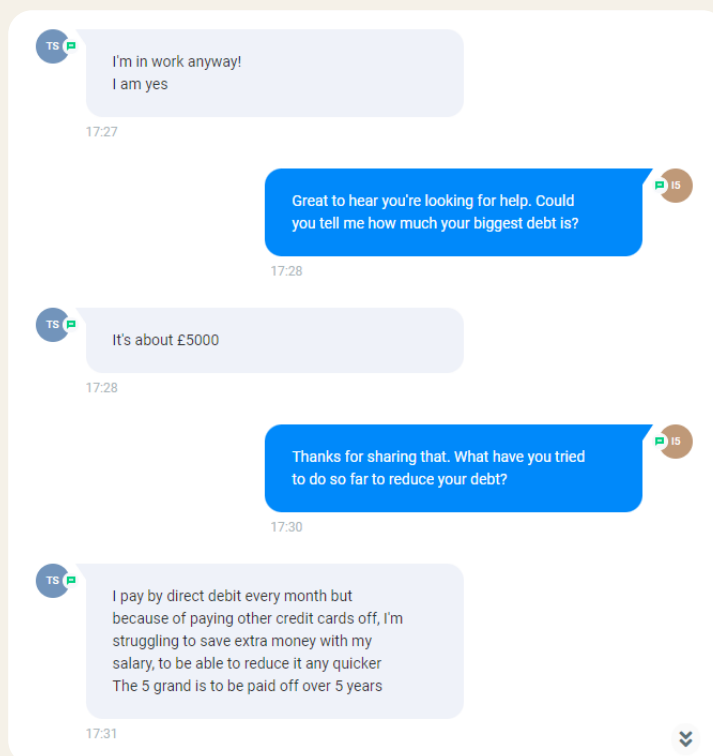
Next is the *back and forth*.

Our *Database Reactivation Sales Bot* does a Q&A type session to qualify the prospect in a natural and friendly way.

It validates the prospect each time and also questions that get to the bottom of why the prospect even needs help to begin with.

In some industries, this is **super important**.

Then our sales bot starts to **pre-frame the callback**.

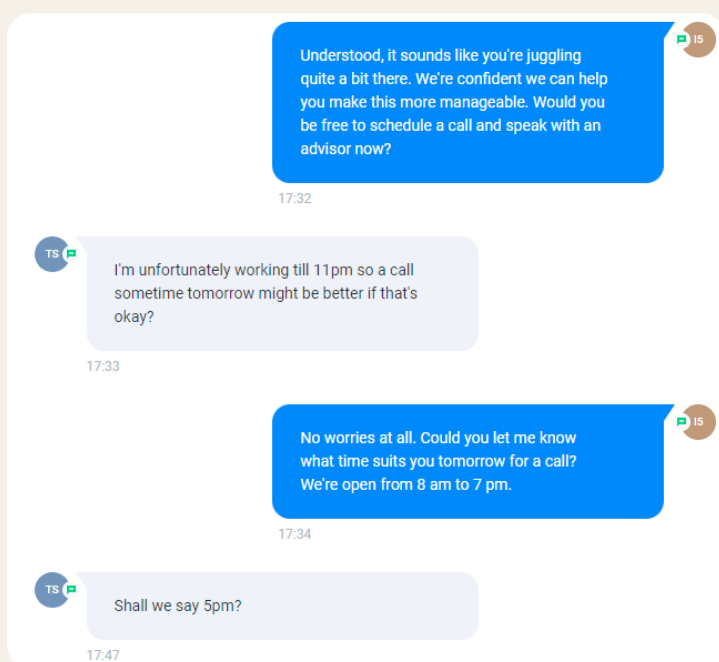


Validate. Question. Pre-frame.

A loop our sales bot runs until the prospect feels heard *and* the qualification is locked.

— STEP THREE

Watch how the AI *pushes* for an instant call back.



When an instant call back is a no-go (in this example, the prospect was working)... our sales bot **quickly switches tact** and goes for the booked appointment.

When the prospect gives a time, our sales bot is smart enough to take that info and **book the appointment directly into the diary**.

"I'm unfortunately working till 11pm..."

Notice — this prospect was working until 11pm (way after James' team clock off). His team could have called every 15 minutes and she still wouldn't have answered. Yet she was happy, *relieved even*, to reply and chat via SMS.

— FINAL STEP

Our sales bot's final job is to get commitment to the callback...

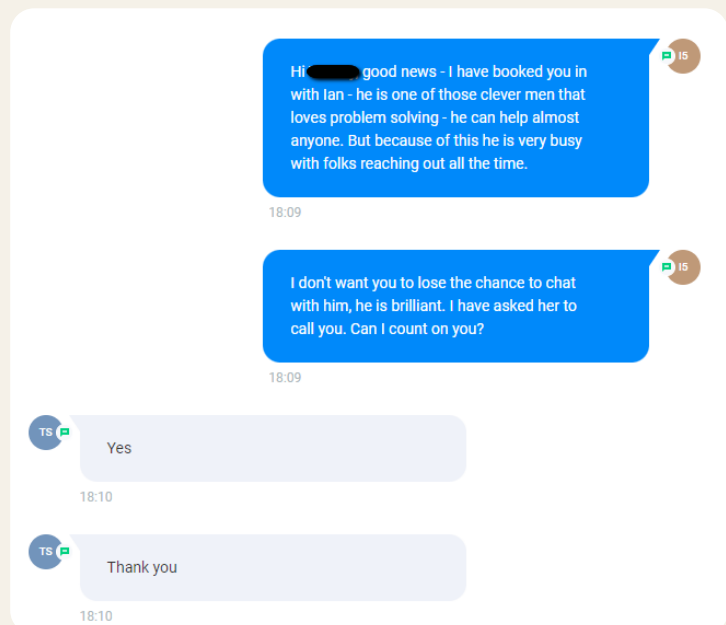
Most trained salespeople forget to do this, but our sales bot **doesn't**.

It knows by tying that call back to an **ACTUAL real person**, Ian, from this debt consolidation company's call centre...

...the prospect naturally feels way more **accountable and committed** to turn up to the call.

And guess what?

SHOW rates are through the roof!



So there you have it.

A real-life example of how a *Database Reactivation Sales Bot* takes '**dialed to death**' leads and turns them into sales.

— MORE PROOF · ACROSS INDUSTRIES

The 'numbers' look a bit different in every industry.

The AI gets more juice out of a 3-day-old lead than a 3-year one. But so far, we haven't found an industry our *Database Reactivation Sales Bot* can't help.

CASE STUDY · LAW FIRM

A Law Firm Specialising in Compensation Claims



Our *Database Reactivation Sales Bot* was given **467 leads**.

103

Asked for an instant callback

93

Booked appointments

Even if only a quarter turned into sales (very low for this business), that's **49 sales** — pulled from what feels like thin air. At **\$2,000** per sale on average, that's **\$98,000** Simon wouldn't have had without our sales bot's help.

CASE STUDY · HOME IMPROVEMENT

Home Improvement Business with 12 Month Old Leads

96 dead and battered leads

- 38 responded (40% contact rate)
- 17 positive responses (so engaging with the bot after confirming they were the right person)
- 11 qualified for the service
- 8 booked calls (so far)
- 5 sold (so far)

There are also 2 which are technically outside criteria but they can monetise with some tweaks, and 5 who didn't qualify as they had already bought elsewhere.

These **96 leads** were **12 MONTHS** old.

And still, our sales bot pulled **5 closed sales** from them.

These business owners have never seen anything like it.

Pulled from what feels like thin air.

12-month-old leads — leads other business owners would have written off entirely — converted by our *Database Reactivation Sales Bot*.

— YOUR TURN

So let me ask you...

How much GOLD is sitting in your database?

How much can you save on staff overheads?

If you'd like to find out...

We're building *Database Reactivation Sales Bots* for a handful of 'lead-reliant businesses' so they can make more sales — without spending more money on sales staff or working the leads themselves.

We will build, fine-tune, and plug in a *Database Reactivation Sales Bot* into these businesses. They won't have to lift a finger. We've blocked out time to custom-build these sales bots — but we're a small team, so we can't do it for everybody.

If you're interested in seeing if your business qualifies, reach out to me [via email](#) or send me a DM on [LinkedIn](#) or [Facebook](#).



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