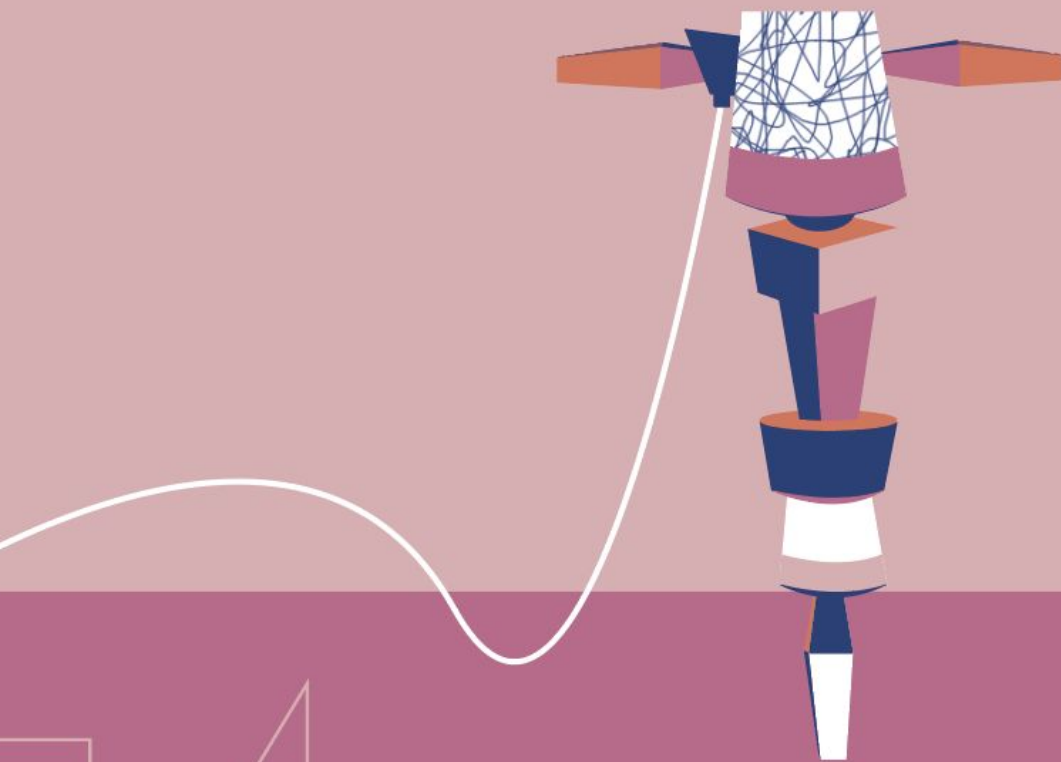


CallRail

Do You Convert develops  
failproof call-based sales  
programs for home builders



Jen Barkan may not be able to build you a house, but she can sure help you sell it. She's an online sales coach with [Do You Convert](#), a sales and marketing agency specializing in helping new home builders sell more homes, faster.



Do You Convert partners with home builders to craft “bulletproof” selling systems from scratch. On the marketing side, that includes online advertising, listing syndication, email marketing, and everything else that goes into cultivating high-quality leads for their clients.

On the sales side, Jen and her fellow coaches do everything from hiring and training online sales agents to setting up fundamental tools and processes that power a successful sales program.

“When we partner with our builder clients, we're recommending CallRail as the solution for you. This is going to do everything that you need it to do from an online sales and marketing standpoint,” Jen says. “There's nothing else. This is what you need.”

A stylized illustration on the left side of the page. It features a purple door with a white doorknob and a white sign that says "Welcome" in a cursive font. Above the sign is a white triangle. To the left of the door is a potted plant with blue and orange leaves. The background is a solid light purple color.

# Build relationships by proving ROI

Do You Convert is in the success business. When their clients are successful, they're successful.

"Being a true partner, to me, means providing solutions. We have to be able to provide solutions so that our online sales specialists can work more effectively, efficiently, and get the job done," Jen tells us. "And they've got to have the right tools to do that. If you don't have the right tools, it makes it a whole heck of a lot harder."

Setting up call tracking is critical for an industry like new home sales where most conversions begin with a phone call. With CallRail's Call Tracking and Lead Center, Jen and her team can easily demonstrate which listings, ad placements, and even which agents are generating the most value.

"CallRail tells you where to invest your marketing spend," Jen explains. "You know, what's your return on investment when you're looking at your different lead sources? And you're looking at how many calls you received in a month and how many of those converted to an appointment and then ultimately the sale—" she flashes a sly smile, "—that's pretty good information to have."

# Make the most out of every phone lead

For Jen's clients, calls are the highest-converting lead source. By far.

"They're like gold," she told us in a recent conversation. "We tell our sales specialists, 'When you get a call, that is the golden nugget. You are going to treat that like *primo* because you have an engaged customer.'"

But before implementing CallRail, her home-builder clients were buckling under high volumes of calls — and struggling to get the most value out of each call that came in.

With CallRail, not only do sales specialists receive a comprehensive list of callers, they have access to a treasure trove of information thanks to unique call analytics surfaced in Lead Center. Tracked numbers can be tied to specific properties or marketing sources, letting the sales agent know the reason for the prospect's call, even if they didn't leave a message.

"CallRail is like a virtual assistant for me. Before becoming a coach, I was an online sales specialist myself and didn't have that kind of robust system. And it's so important. It's so hard to stay organized and this really helps."



# Easily manage staffing and training

Jen's first responsibility when working with a new client is hiring a sales team and preparing them to do their best work — and CallRail plays a key role.

“We love Lead Center’s reporting and being able to drill down into the agent-specific reports as well as measure how teams are doing as a whole.”

Jen uses an hour-by-hour report of incoming call volume to analyze when her clients’ busiest times of day are, as well as days of the week. This crucial information helps her determine time periods when it’s “all hands on deck” for manning the phones, and slower times when some sales agents can focus their attention on other tasks.





# Route calls to keep sellers focused on selling

One of the many struggles for online sales specialists is that their phone rings regardless of who's on the other end of the line, whether it's a prospect or an existing customer looking for help.

Fielding or transferring these non-sales calls eats up a huge chunk of time that could otherwise be spent more productively. It's also a net negative for the customer's experience, since they couldn't reach the right department initially.

To solve this problem, Jen sets up Call Flows for her clients.

“We use Call Flows a ton,” she says. “Being able to set up those menus, giving the caller the option of choosing where they need to go, means online sales specialists aren't fielding warranty calls and customer service calls. We want them only focused on sales calls.”

Inbound Recorded Call 📞 🗑



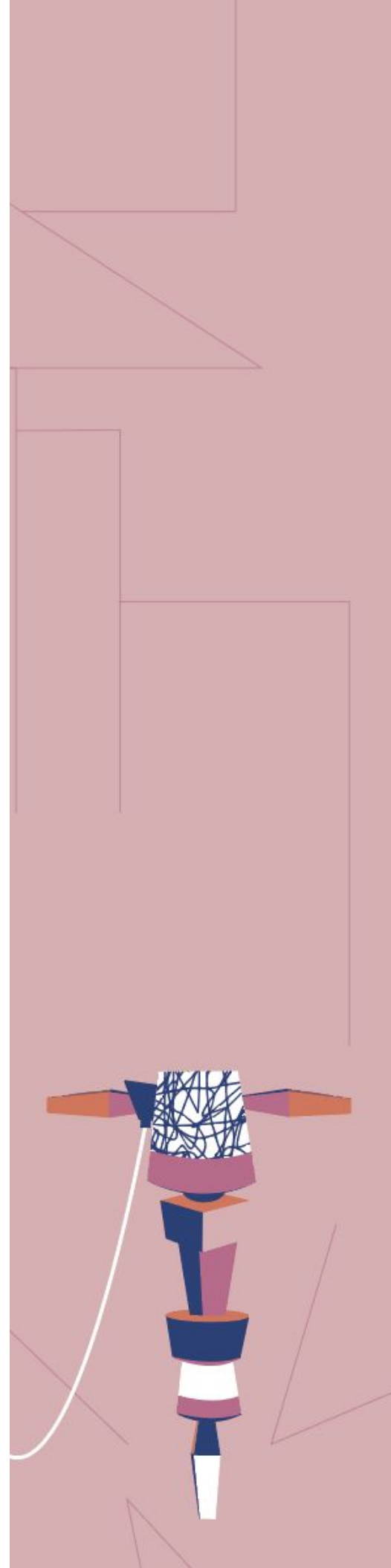
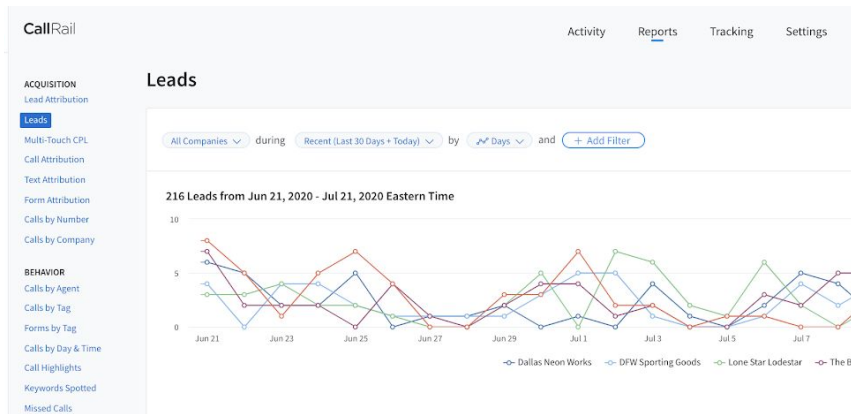
# Contact leads any (and every) way they prefer

“What we encourage our online sales specialists to do is layer text messaging into their followup process,” Jen says when asked about the methods her trainees use to converse with prospects.

“We're still oldschool — picking up the phone and calling somebody is always best practice. Then we're sending an email behind that. And then the trifecta is layering on the text message. And so having that feature built right into CallRail, it's critical.”

Giving potential customers the opportunity to stay in touch through the communication method they prefer best is an important tactic for sales agents to keep leads warm and moving down-funnel. And they can do just that without ever leaving the CallRail platform.

“We have seen leads, especially call-in leads, skyrocket, double, triple. The reason CallRail is so awesome is because it's so efficient. You've got your texting built in. You can add templates in there. You've got your outbound calling right there. Everything is in one spot and it's so easy to navigate.”



# CallRail

## Partner with the platform that understands your business — and your clients' businesses

“Being able to explain what our business is and what we need, and having that understanding from CallRail as a partner, has made this relationship so, so great,” Jen responds emphatically when asked about her experience as part of CallRail’s Agency Partner Program.

“Being a CallRail partner has really been so beneficial, especially in this last year. We have faced all kinds of challenges in the new home building industry and being able to pick up the phone and send an email to our account manager at CallRail has been instrumental. She's got my back, which in turn has my clients' backs.”

If your agency is ready to deliver the best solutions in business communications and call analytics to your clients, visit [CallRail's Agency Partner Program page](#) to get started.

Start Free Trial

