

35–50% of sales go to the vendor that responds first.

Source: @InsideSales @TheBrevetGroup

You've already paid for the lead – why wouldn't you want a second chance to rescue missed opportunities before they call your competitor?

In business, not every sales call goes as planned. Sometimes, for any number of reasons, the well-intentioned caller hangs up without making an appointment or purchase.

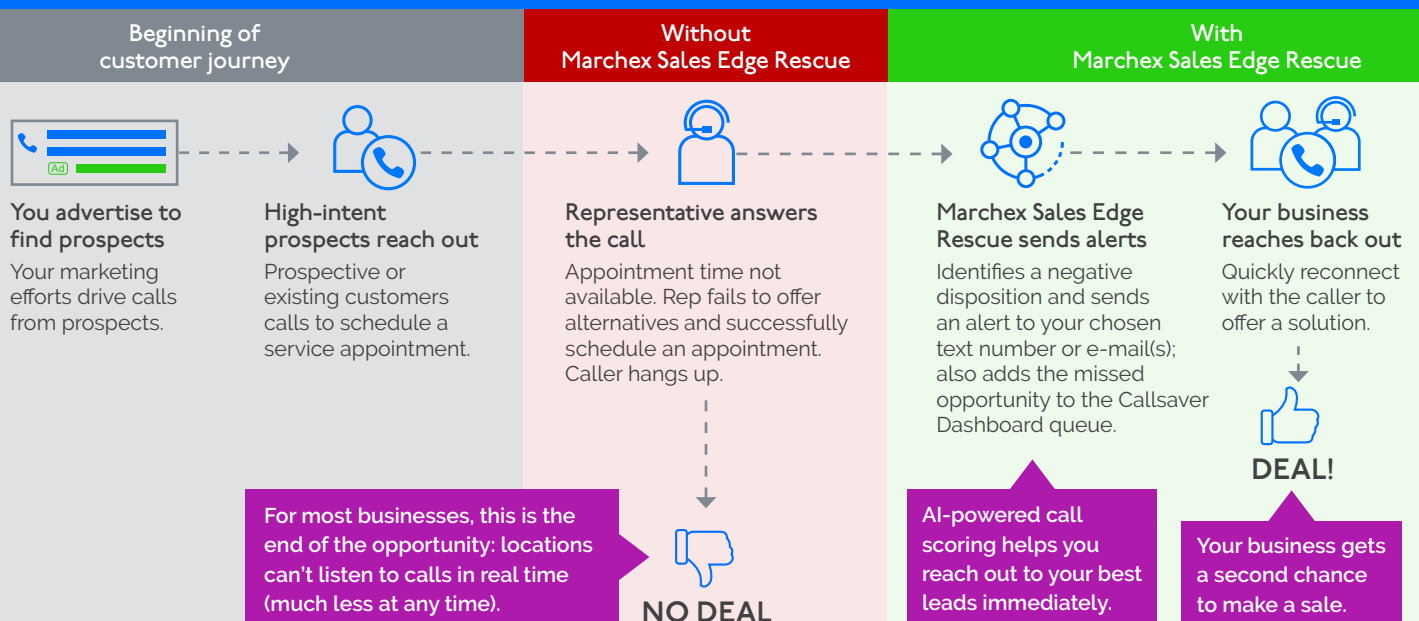
Not too long ago, that sale was lost... Now there's **Marchex Sales Edge Rescue**, an AI-infused call monitoring, classification, and engagement solution that alerts your business when a potential buyer hangs up without making a commitment, enabling you to take real-time action to rescue the sale.

Not every call with intent goes as planned...

- Part or service unavailable
- Appointment time already taken
- Price questions handled poorly
- Inexperienced sales rep fails to offer alternatives
- Caller said they would call back

It doesn't matter how much you spend driving sales leads if you lose the opportunity before the conversation even starts.

Marchex Sales Edge Rescue Process



Sales Edge Rescue alerts provide direct opportunity to take quick action to save lost opportunities.



Alerts

Get high-valued lost opportunity text or email alerts when a conversation ends negatively



Sales

Improve your close-rate by giving your business a second chance to make the sale



Reporting

Track efficiency and rescue attempts – improve call handling and drive incremental revenue



ROI/ROAS

Maximize your budget and don't waste the leads you've already paid for



Accountability

Deliver new accountability and transparency at the business location level



Learn more
marchex.com/products/sales-edge-rescue