



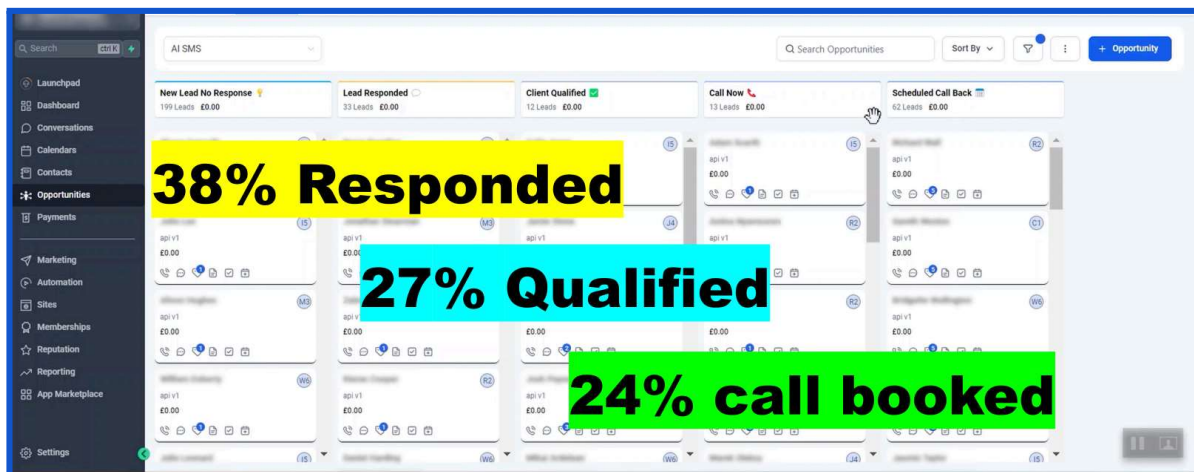
Lead Reactivation Case Study

Give us the leads you've Given Up On & We'll Use AI to turn them into Sales

In 2025, it IS possible to turn the leads you've given up on, into cash in the bank...

WITHOUT hiring extra sales people, paying appointment setting agencies or dialing the leads yourself.

Like this Debt Consolidation company...319 LOST leads turned into \$49,000 of Sales



This Case Study is a **sneak peek** inside their campaign.

James owns a Debt Consolidation company and every month, he spends a pretty penny on Facebook and Google ad campaigns, in exchange for new leads.

James also 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 salespeople".

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.

For the first 48 hours, James' team **calls these leads every hour.**

And still...

Out of the 1000 leads they call, they're lucky if they **speak to half.**

What happens to the other half?

Usually... NOTHING!

For James, that's around **\$25,000 he wastes** each month on 'lost leads'

So, he agreed to a TEST!

On day 3, instead of continuing with calls...

He decided to send 319 of those ‘**dialed to death**’ leads to our ‘**Sleeping Beauty Sales Android**’.

(BTW we call it a Sleeping Beauty Android because it ‘wakes up’ dead leads)

Here’s what happened...

319	Leads Fed to Android
120	Responded
87	Qualified
75	Booked an Appointment or got an Instant Call Back
14	Closed Sales

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

That’s around **\$49,000**.

That’s enough to cover one of his employee’s salaries. For the **WHOLE** year.

From a test batch of just 319 leads.

And there’s easily 20 **TIMES** that 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 have a BIGGER sales team.

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

Instead, he can hand over his 'lost leads' to our 'Sleeping Beauty Android' and let it turn them into sales using SMS and AI.

For the **first time ever**, James can bring more sales into his business at the same time as drastically reducing his overheads...

...so there's way more cash left over for him to spend however he chooses.

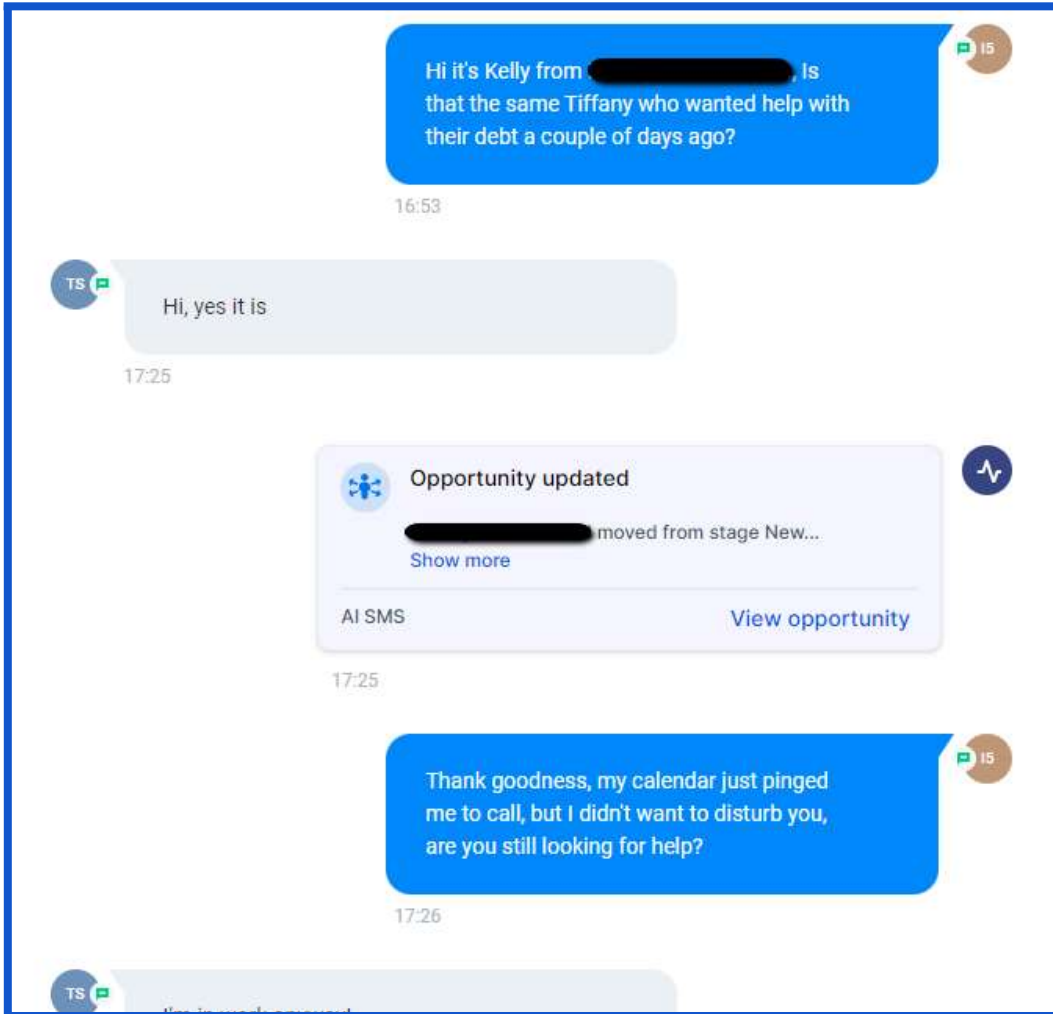
Why does AI + SMS work so well then?

Well for one, people prefer SMS these days.

They don't wanna be blindsided by an unexpected phone call.

You don't get that with AI + SMS.

Check out this **actual conversation** between the 'Sleeping Beauty Android' 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.

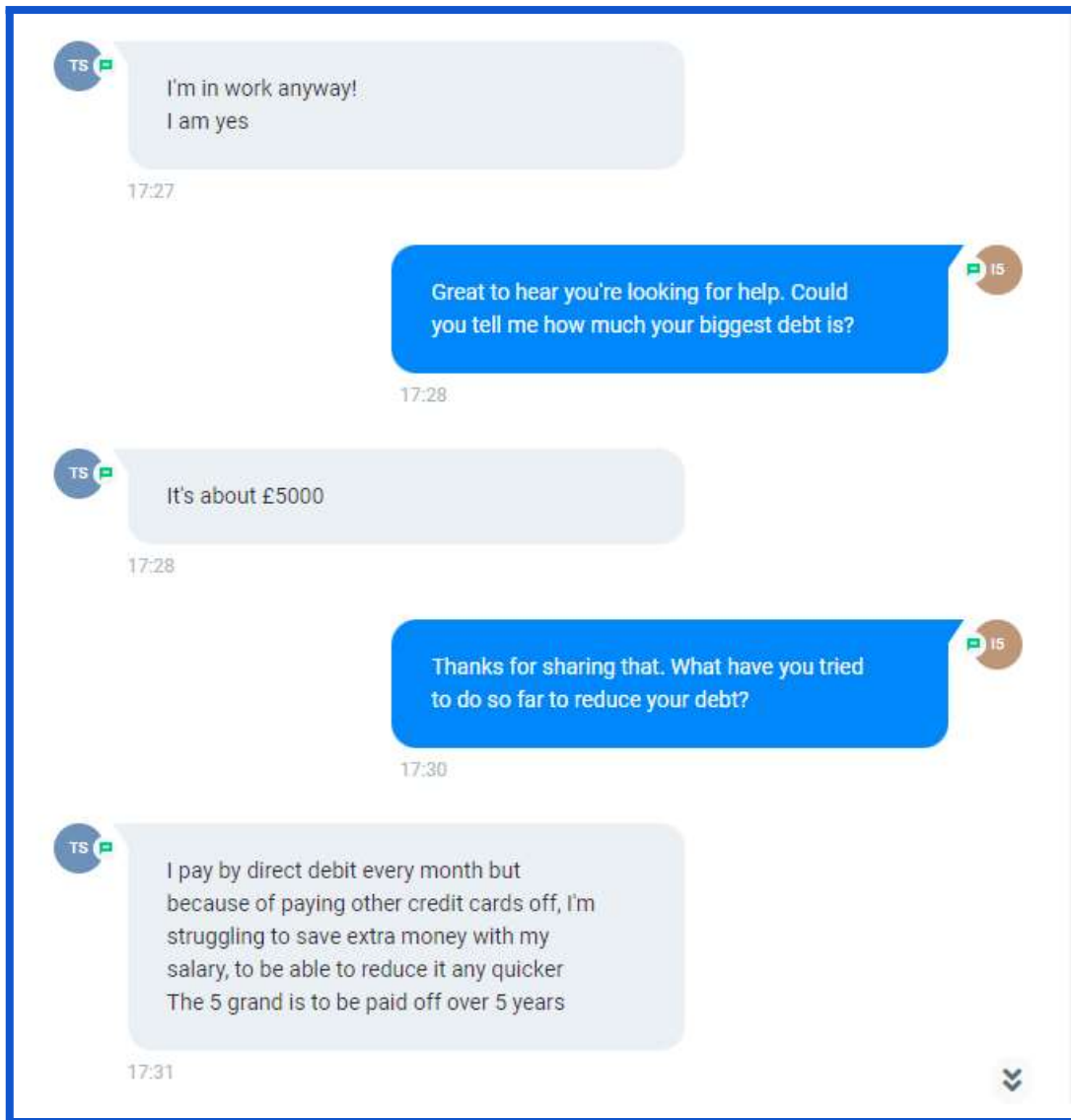
The next message is the **humble disarm** that brings down their “I’m too busy” defenses and opens up the conversation over SMS.

What’s ‘said’ in these first two messages can and will be modified for each business scenario.

The exact words don’t matter.

It’s the behavior those words drive that’s important.

Next is the **back and forth**:

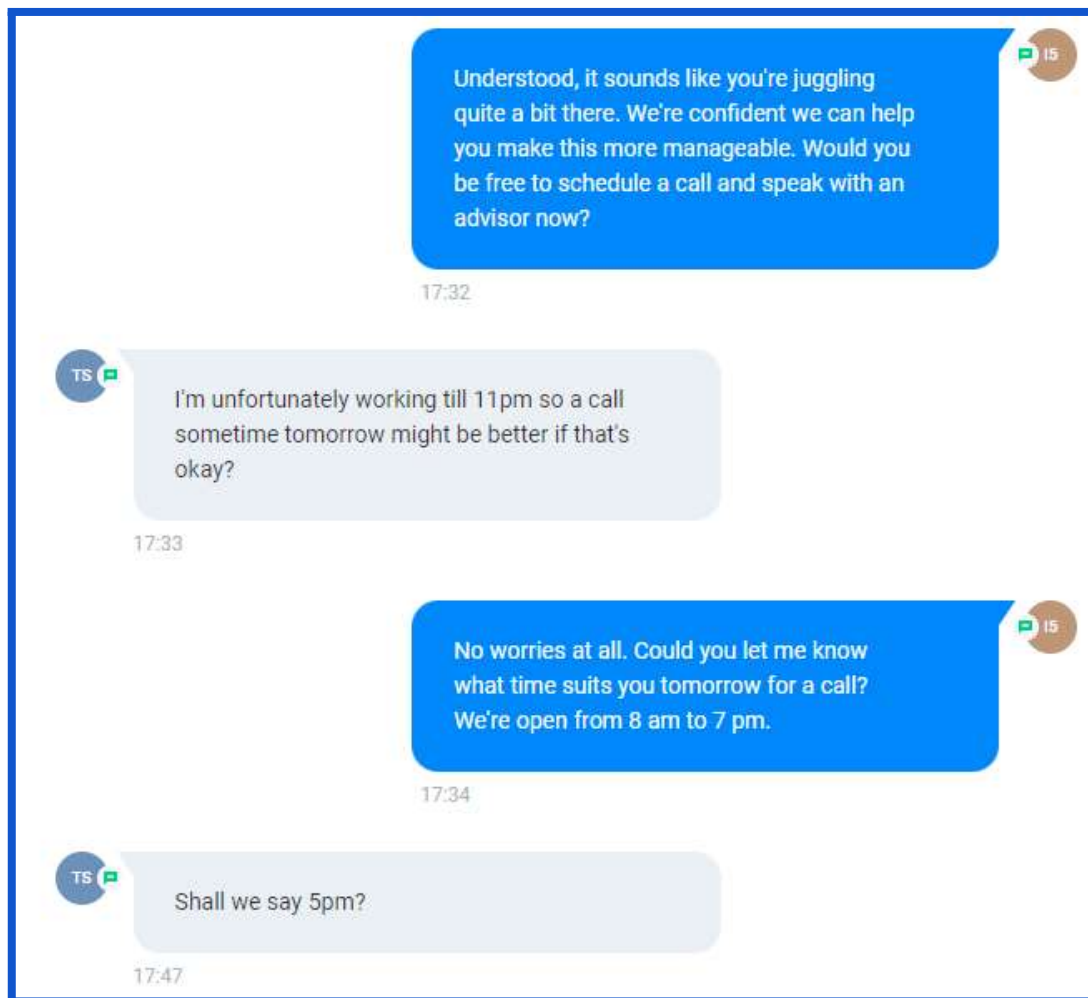


The **'Sleeping Beauty Android'** does a Q&A type session to qualify the prospect in a natural and friendly way.

And because we've trained the Android on James' business details and desired outcome, it knows how to answer questions that eventually lead to booking a call.

It validates the prospect each time and asks questions that get to the bottom of why the prospect even needs help to begin with. In some industries, this is super important.

Then the Android starts **to pre-frame the callback**:



Watch how the AI pushes for an instant call back and when that's a no-go...

It quickly switches tact and goes for the booked appointment.

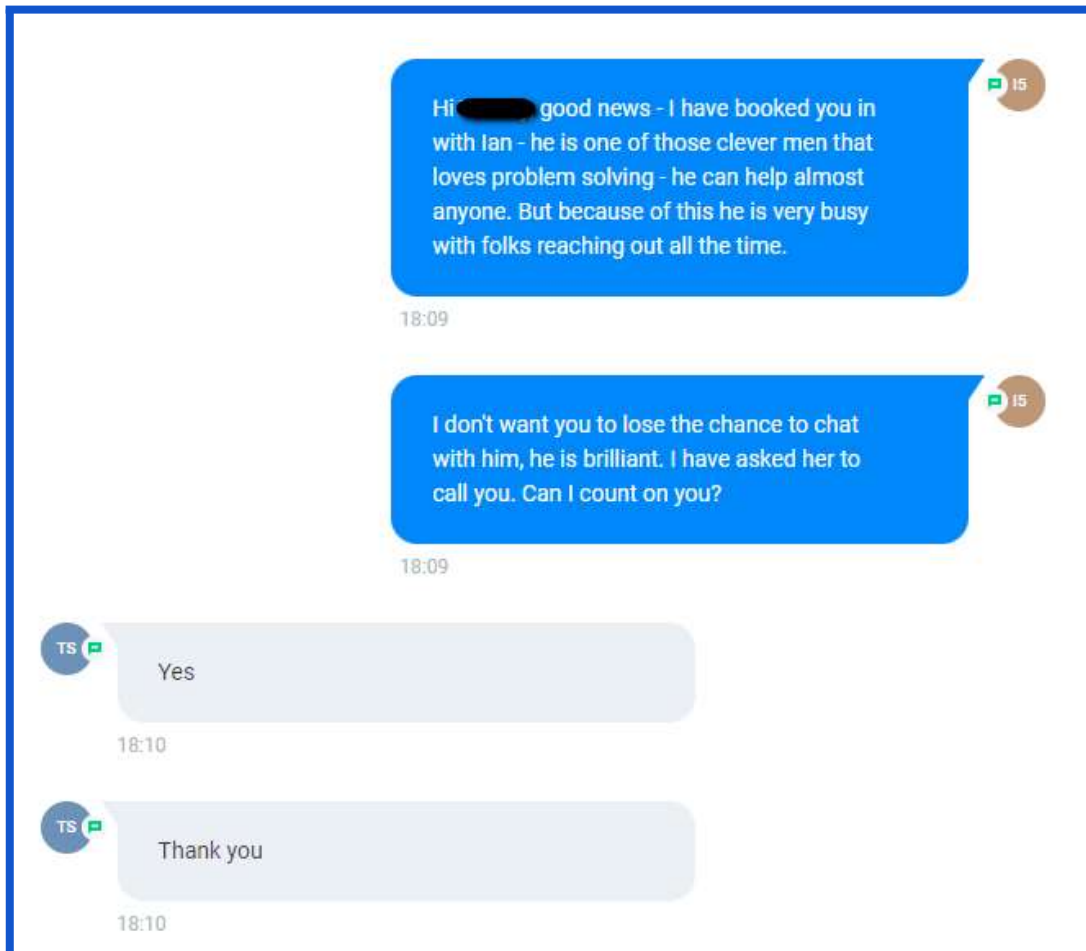
When the prospect gives a time, the Android is smart enough to take that info and book the appointment directly into the calendar.

Notice that this prospect says she was working until 11pm. Well after James' team clock off for the day.

His team could have called her phone every 15 minutes and she still wouldn't have answered.

Yet, she was happy, relieved even to reply and chat via SMS.

The Android's final job is to **get commitment to the call back...**



Most trained Sales People forget to do this but, the Android doesn't.

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

As a result, 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!

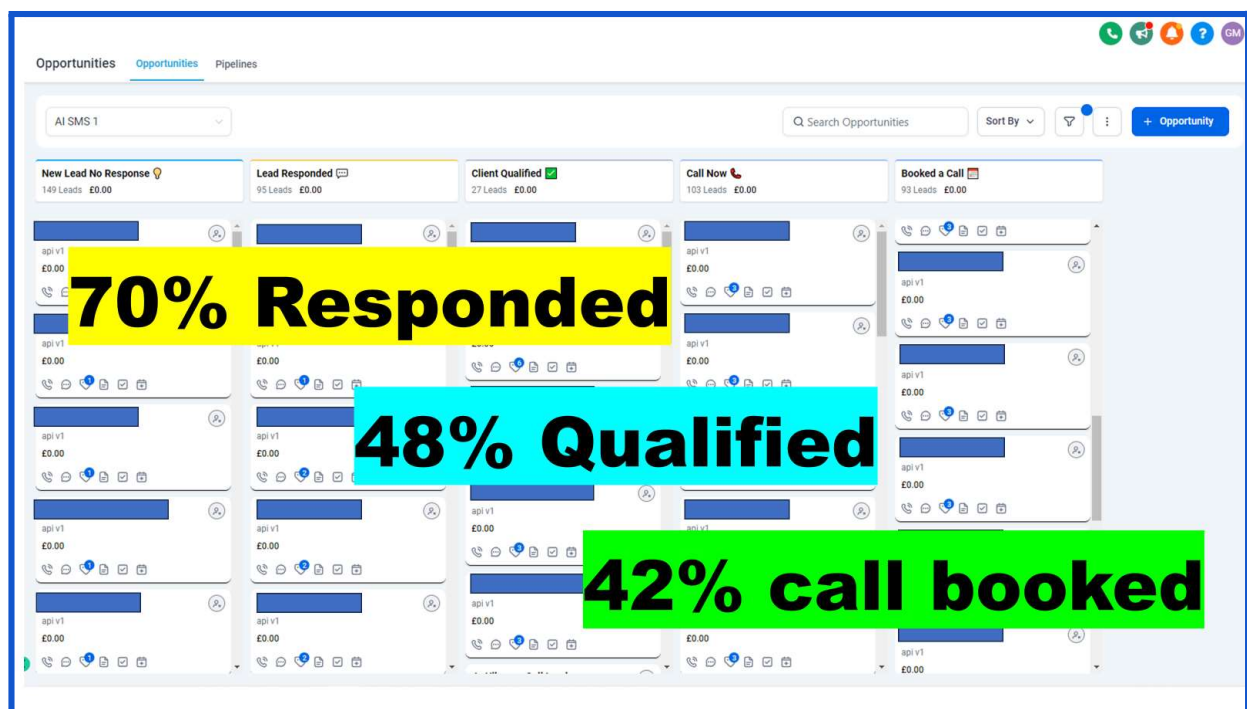
That's a real life example of how a **Sleeping Beauty Android** takes 'dialed to death' leads and turns them into sales.

Now, the AI is going to get more juice out of a 3 day old lead than a 3 year one...

...and the 'numbers' in every industry will look a bit different.

But so far, we haven't found an industry that a **Sleeping Beauty Android** can't help.

Take this one: a law firm that specializes in compensation claims.



The 'Sleeping Beauty Android' was given 467 leads.

103 of them asked for an Instant Callback and another 93 of them booked appointments.


Even if only a quarter of those appointments turned into sales (which is very low for this business)

That's still **49 sales**. Pulled from what feels like thin air.

Each sale is worth on average \$2000 to Simon's biz.

So that's **\$98,000 of cash** that he wouldn't have had without the Android's help.

What about a Home Improvement business?

5 Trial Results Are In...

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 the Android pulled **5 closed sales** from them.

These business owners have never seen anything like it.

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 **Sleeping Beauty Androids** 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 this Sleeping Beauty Android into your business.

You won't have to lift a finger or get bogged down in the tech.

And because we're so confident in how well this system works you only pay when you see results.

If you're ready to take the next step let's book a call so I can show you a live demo of the system and talk through your business needs.

Reach out to me at Hello@pivot2boss.com with **I'M IN** and I'll send you all the details or you can schedule a call here:

<https://pivot2boss.com/scheduler/demo-call>

Cheering you on!

Kimmy

Founder of Pivot2Boss