

AI-driven Lead2Sales Management Tool

INCREASE SALES
INTELLIGENCE AND
EFFICIENCY WITH
blue.LEAD

For B2B Sales and Marketing



Easily find the target companies that fit your individual proposition best



Use AI for systematic screening and use of target's web content and communication



Automate research and save significant time for target qualification and sales pitch preparation

THE CHALLENGE

Lead management is a critical factor in successful customer acquisition. But there are typical challenges:

- > **Automation and Efficiency**
Manual lead management processes can be time-consuming and prone to errors. Implementing automation tools and workflows can significantly improve efficiency.
- > **Lead Quality**
Sales teams often face the challenge of dealing with low-quality or unqualified leads. This can result from a lack of proper lead qualification processes.
- > **Lead Prioritization**
Limited time and resources require sales employees to prioritize leads based on potential value and conversion likelihood. Without effective scoring, identifying promising leads becomes challenging.

OUR SOLUTION

blue.LEAD finds, analyses and qualifies web content on companies that might be of interest to you. These are the main features:

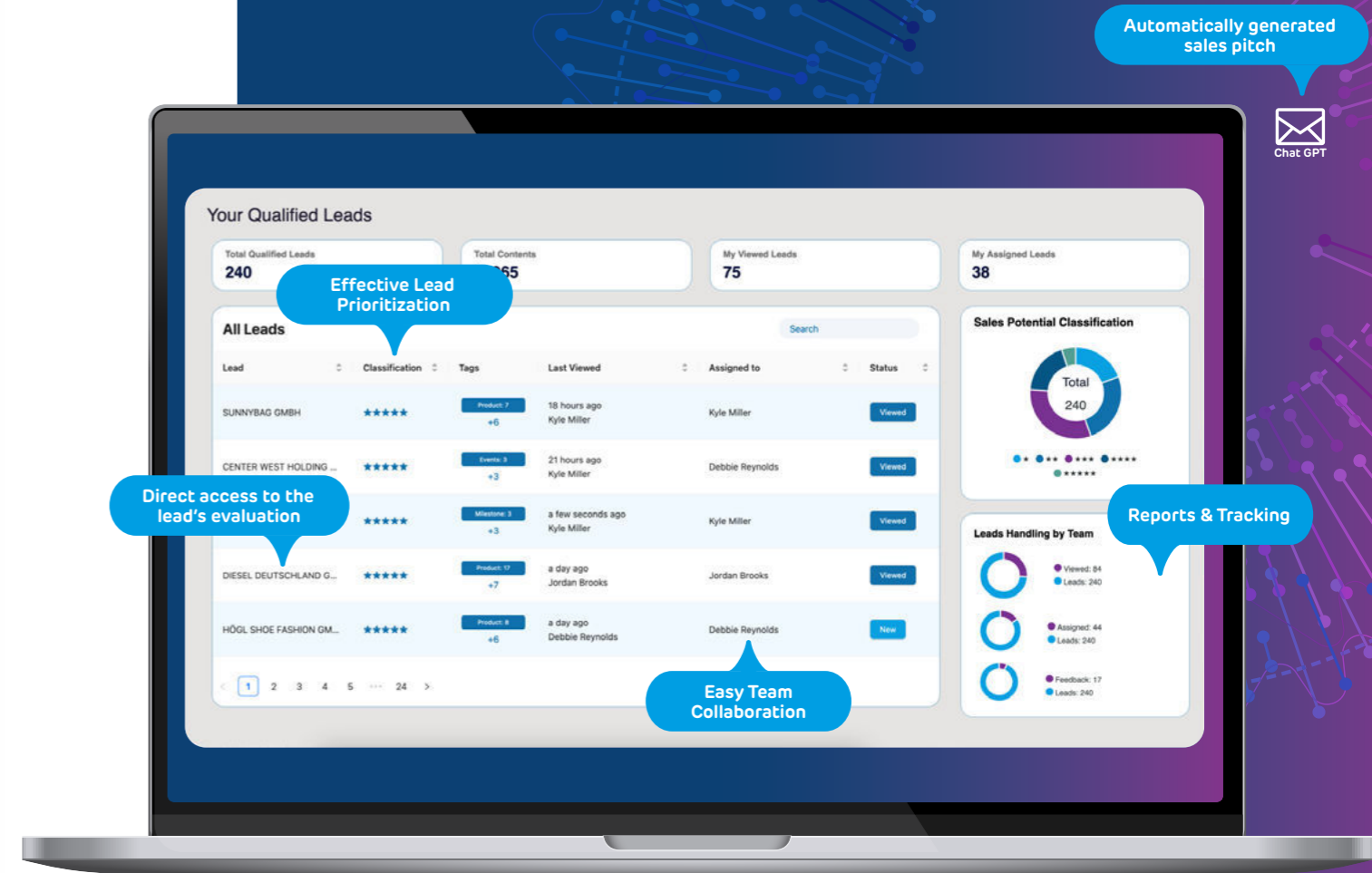
- 1. Automated Content Generation**
Fast and automated scraping of all website and social media content of the companies you hand over to us.
- 2. Advanced AI + Algorithms**
With our state-of-the-art AI, we are able to match the content to your USP and value proposition.
- 3. Deep Qualification**
We analyze the qualified content to find the perfect match between your ideal customer profile and your topics, products and services.
- 4. Ranking by Sales Probability**
The next step is to rank the companies based on the analyzed content, so that the leads with the highest sales probability can be addressed directly.
- 5. Automatically generated Sales**
blue.LEAD uses the advanced technology of Chat-GPT to create customized sales emails, personalized phone scripts and individually tailored social media introductions that are perfectly suited to each individual lead.



70.000

leads qualified and ranked in only 2 weeks based on Artificial Intelligence: blue.LEAD leverages the power of AI to help you identify high-quality leads more quickly and accurately.

Tamanna Sangwan
Software Engineer, Blue Avenir GmbH



How blue.LEAD helps Sales Teams:

OUR TOP 6 blue.LEAD FRONTEND FEATURES

- 1. Less Research Effort:** No more long and confusing excel lists. Our web frontend is **easy to use and clear. Less research, more sales!**
- 2. Easy Prioritization:** Our AI **ranks** the potential leads according to their **sales probability**. This way, the valuable time of the sales staff can be used effectively.
- 3. Direct Insight into relevant content:** With just one click, you get **direct access** to all relevant content and blue.LEAD's individual Sales Potential Evaluation.
- 4. Individualized target-specific sales pitches:** At your fingertips: ready-made **personalized sales emails, phone scripts, and social media introduction templates** for top-leads with the help of **Chat GPT**.
- 5. Export possibility to major sales systems:** Load the leads easily into **your sales system** (HubSpot, Salesforce, ...).
- 6. Easy Collaboration with your Team:** Assign individual leads to yourself and your team members and keep **track of your sales success with our team statistics**.

EASY-to-USE
=
EASY-to-SELL

LEARN MORE ABOUT HOW blue.LEAD AI HELPS YOU TO

- > FIND YOUR TARGET CLIENTS
- > MAKE YOUR B2B SALES EFFORTLESS, SPECIFIC AND SUCCESSFUL

[blue.LEAD Live Demo](#) >

- > Get a free 30 min Demo Session with our tool blue.LEAD
- > Easy Registration Process

[Proof of Value with your Use Case](#)

- > Brief us on your target companies' profile or topics relevant to you
- > Let blue.LEAD do the work
- > Evaluate results and check out the value



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