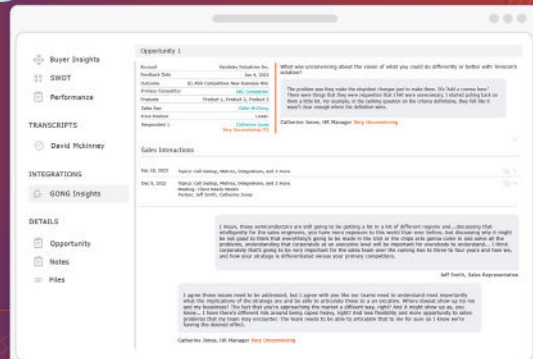


Improve Feedback Conversion Rates

Collect More Buyer Feedback From More of Your Opportunities



The insight you gain from your buyers can inform all areas of your revenue strategy.

From overall business objectives to product development to individual sales coaching and beyond, you can leverage your buyer feedback to make the right changes that improve win rates. But if you're only getting feedback from a handful of opportunities, you and your stakeholders may find it hard to feel confident enough in your data to make decisions.

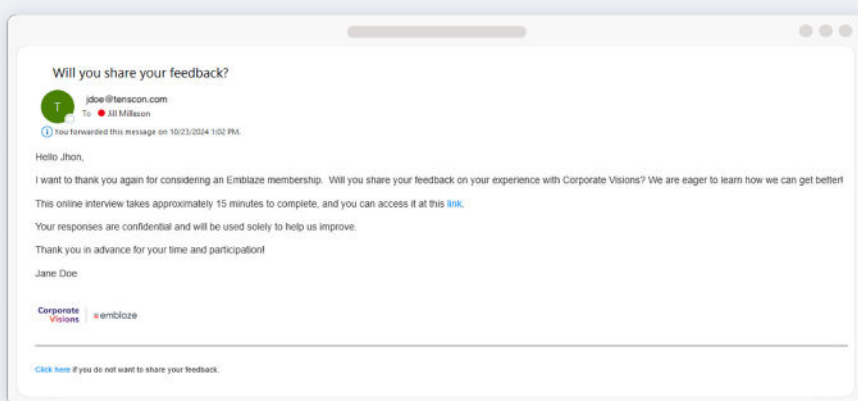
What if you could improve conversion rates on your feedback requests and get more, unbiased feedback from more buyers?

Check out these recommendations to help you drive higher conversion rates as you collect feedback from your opportunities.

Leverage Domain Authorization

Domain authorization allows Corporate Visions to send feedback request emails to your buyers on behalf of someone from your organization (ie. Your sales representatives or account managers).

When a buyer sees a feedback request come from the sales rep they have already worked with, response rates increase by 50% or more. This also reduces the likelihood the feedback request emails get flagged as spam.



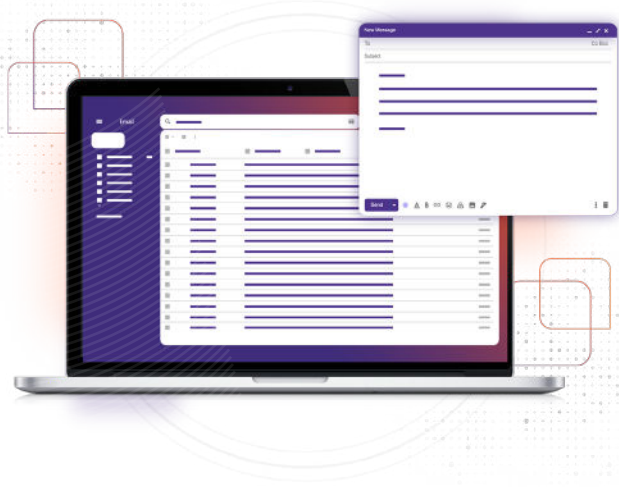
We recommend authorizing your domain to increase response rates, so you can collect more feedback from more opportunities.

Prime Your Buyers During the Sales Process

During the sales process, your sellers can give their buyers a heads up that a feedback request will be sent following the evaluation. Your sellers can position this collection of feedback to create rapport early in the sales process.

Your seller's talk track might sound something like this:

"It's important to us that we provide the best experience for you, and as part of that, we gather feedback from our buyers on how we can improve and better meet your needs. After your evaluation, whether you choose our solution or another vendor, we'd appreciate your feedback so we can learn, and better partner with you again in the future – thanks!"



Leverage Brand Recognition

You may choose to brand your feedback request emails and surveys with your organization's logo. This can help drive familiarity with your buyers and improve response rates through brand recognition.

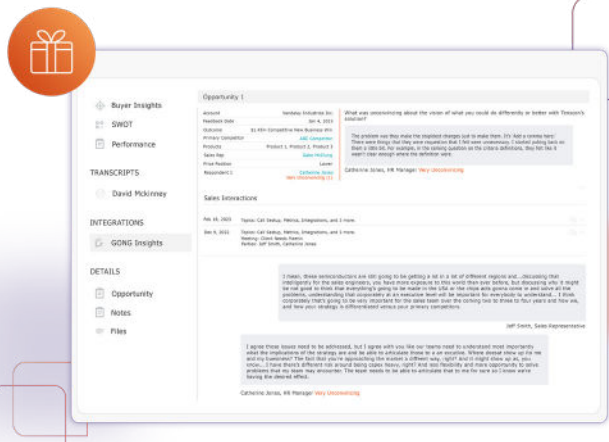
Your implementation specialist and customer success manager can help you brand your program to help drive conversion rates.

Incentivize Respondents

Some TruVoice customers choose to implement incentives such as gift cards or free downloads to encourage feedback participation with their buyers. These incentives are given once a feedback request is complete.

We recommend closely watching your response rates as your program runs. If response rates are low, your organization may want to explore incentivizing your buyers to drive higher response rates. Your TruVoice customer success manager can help you set up the right incentives for your program.

You can also take advantage of the new outreach templates available, featuring a free e-book by Corporate Visions that respondents can download after completing the survey. If you'd like to implement these templates to incentivize responses, please submit a [support ticket](#).



Want to Learn More About Improving Response Rates for Your Program?
Connect with Your TruVoice Team Today!