

# Win B2B Leads Online with Personalized Conversations

Today's B2B consumers don't want to hear your sales pitch. In fact, 68% prefer to gather information online on their own rather than interacting with a sales rep.<sup>1</sup> For B2B sellers, this presents a new challenge: engaging a large volume of site visitors in a personal way – and turning them into actual leads.

**Your website is often the first stop for B2B buyers researching what you have to offer – and your first chance to give them exactly what they're looking for.**

By enabling a chatbot to serve tailored content and answer unique questions, you'll prevent confusion and leave prospects wowed by your solution.



Looks like you're exploring our CX software. Here's a demo video showing how it works.

Your chatbot delivers custom information based on who the buyer is and where they are in the buying journey.

I'd be glad to find that information for you!

ÜBERSETZT AUS DEM ENGLISCHEN  
Ich würde mich freuen, diese Informationen für Sie zu finden

Natural language understanding (NLU) technology works in many languages for a personalized experience.

Hi! I'm interested in your EHR solutions for small private practices.

Sure! Here's an overview of our EHR solutions for medical groups like yours:

**EHR Solutions – Medical Groups**  
www.example.com

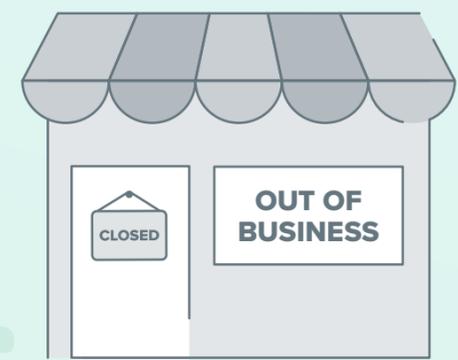
Chatbots guide your prospects and answer questions as they learn about your product.

Without personalized assistance, customers struggle to find the information they're looking for on your website.

Static FAQ pages make finding answers hard, and forms turn people off.

81% of B2B buyers have left a page because they didn't want to fill out a form. 39% have filled in false information.<sup>2</sup>

If they can't find the information they need, they're likely to leave your page – and go to a competitor's site instead.



**AI chatbots make the buying journey a smoother ride for everyone.**

It's time to make them a part of your B2B sales strategy.

**DOWNLOAD OUR WHITEPAPER:**

*Chatbots for B2B Lead Generation: Deliver Personalized Conversations at Scale*

to learn more about how to optimize your results with personalized chatbot conversations.

**DOWNLOAD NOW**

<sup>1</sup>Forrester, *The Birth of The B2B Consumer Landscape: The B2B Marketing Playbook*, October 5, 2017

<sup>2</sup>Forrester, *The Birth of The B2B Consumer Landscape: The B2B Marketing Playbook*, October 5, 2017