



4 Steps to Improve your Lead Conversions using Freshsales

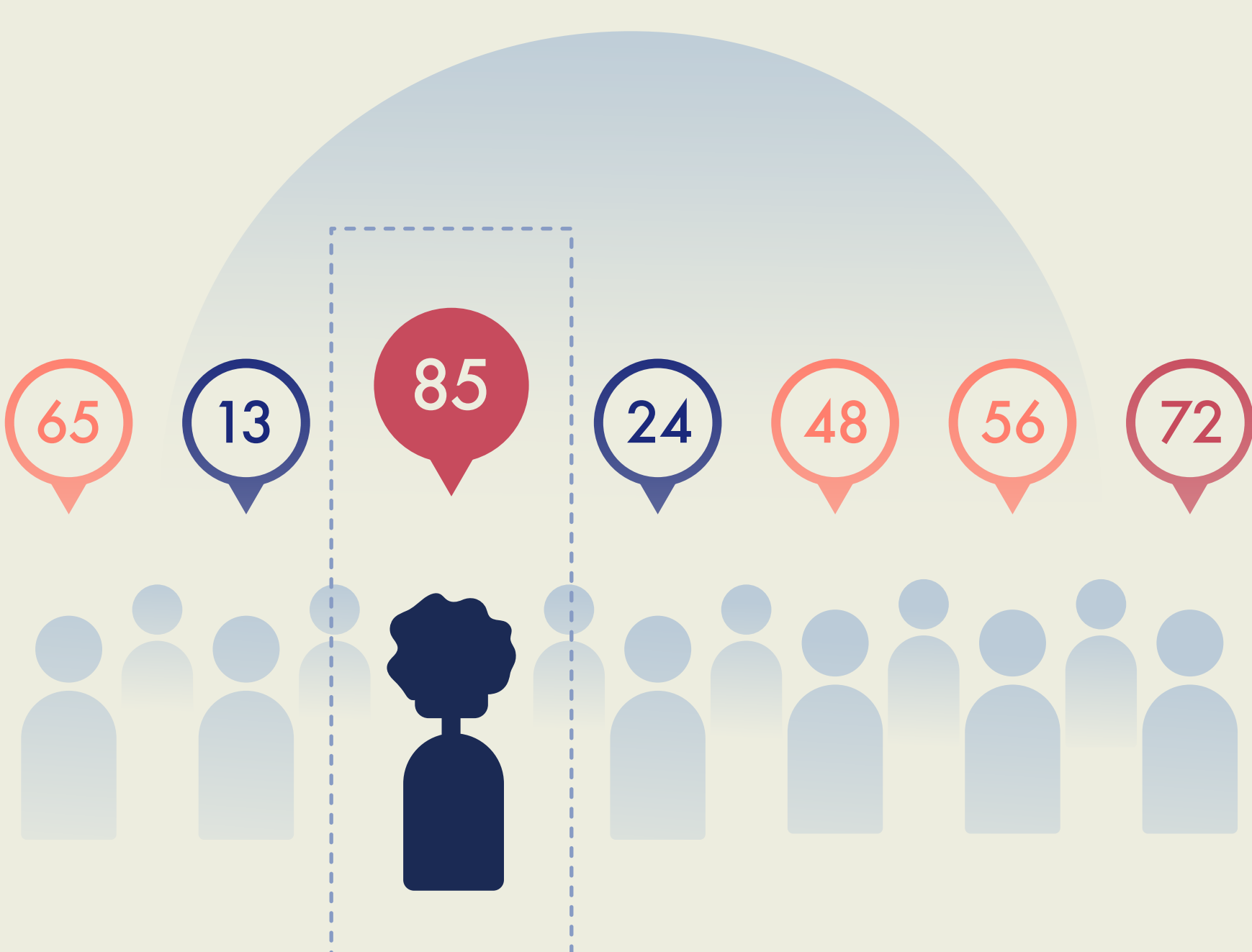
1 Auto-assign leads to your sales reps

Skip the process of manually assigning leads to sales reps and ensure no lead gets left behind. Distribute leads based on their geography, industry, business size, etc. and have them auto-assigned to sales reps in round robin.



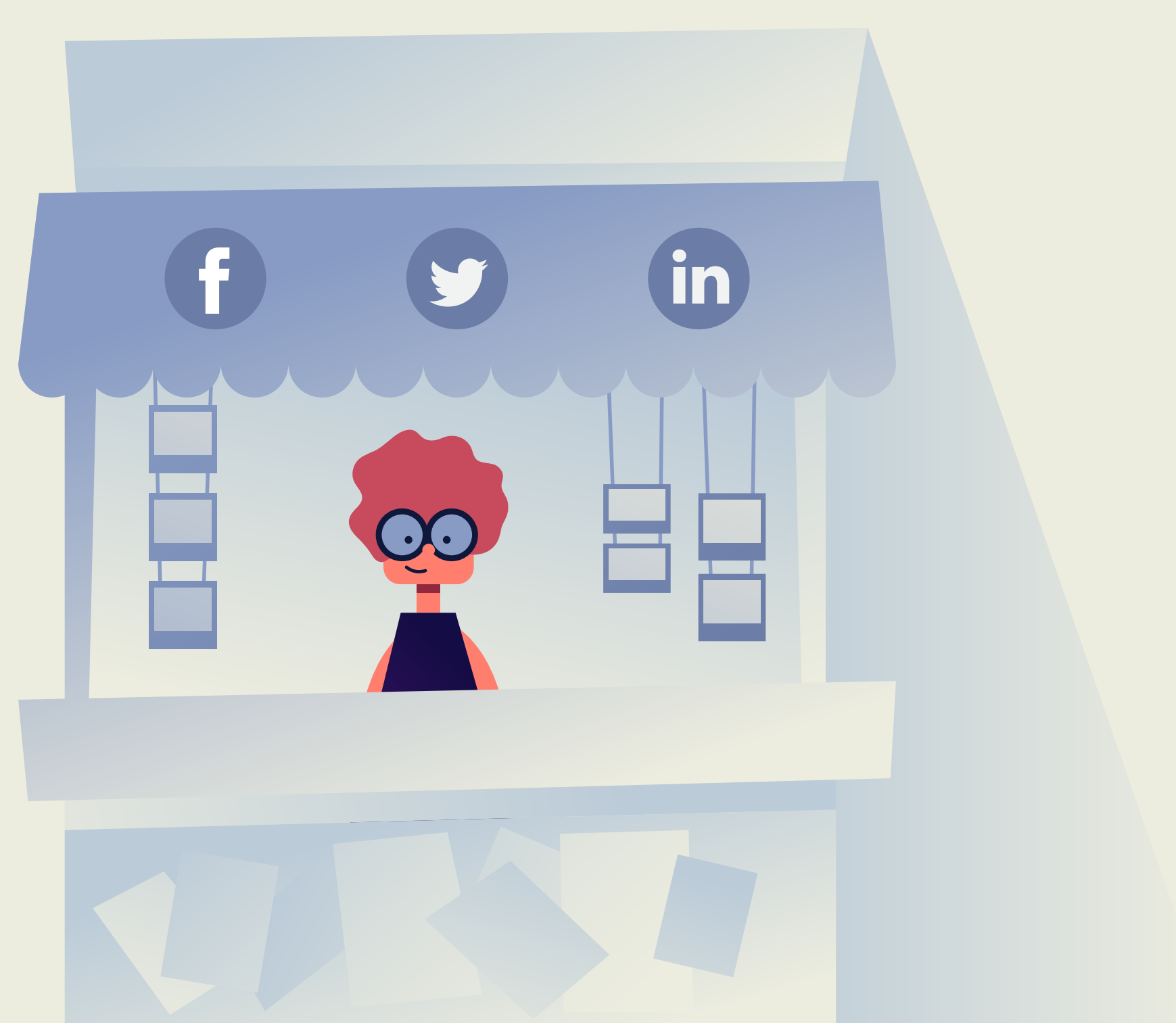
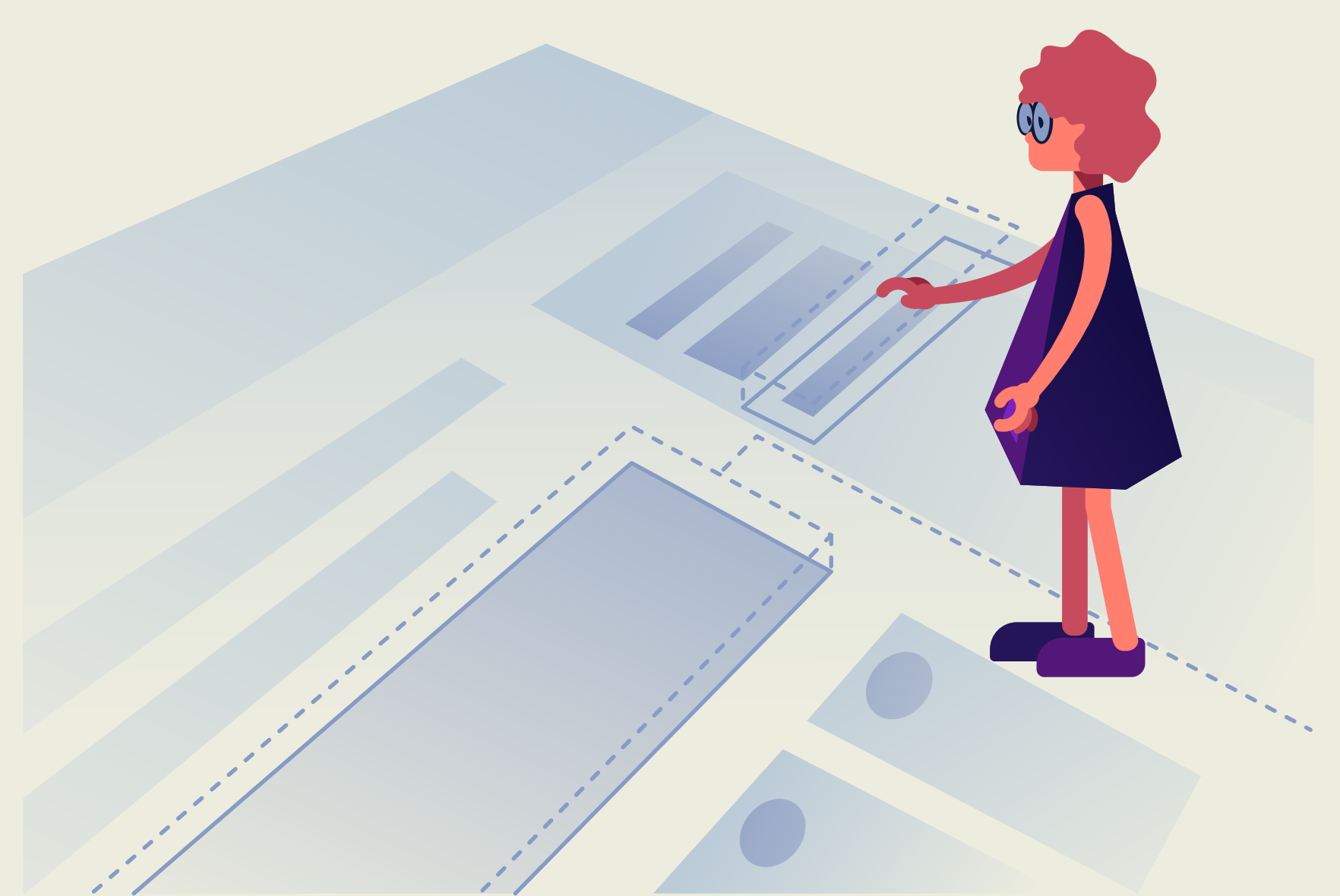
2 Prioritize your hot leads

Don't let your hot leads turn cold in your sales funnel. Instead, prioritize your lead outreach by scoring leads based on their properties, touch points, engagement with your business using Lead Scoring in Freshsales.



3 Follow your lead's journey across your website

Get context on your lead's website activity using event tracking to sell effectively. Understand the pages that caught their eye and center your conversation around it.



4 Sell better using social media

Leverage social media to connect, follow, and engage with leads. Freshsales auto-enriches the lead's profile for you so you can connect with your leads on Twitter, LinkedIn, and Facebook.



[Learn more](#)