



FREE GUIDE: How to Automatically Turn Missed Calls Into Sales in 5 Simple Steps

Huyen B

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Overview

Missed calls don't have to mean missed opportunities. By using automation, call tracking, and the latest AI technology, you can turn them into revenue. Here's a step-by-step guide to implement a Missed Calls to Sales system for your business, even if you have minimal technical skills.



Step 1: Tracking the Phone Calls

The first step is to use call tracking software with tracking numbers—virtual numbers assigned to monitor the source of incoming calls. These numbers provide detailed analytics about where your calls originate and help you optimize your communication strategy.

By using an inbound call tracking software, specifically a Communication Platform as a Service (CPaaS), you can monitor incoming calls, identify missed calls, and gather detailed analytics on your call activity. Most importantly, you can set up automated actions in case of missed calls. This ensures no missed call goes unnoticed, setting the foundation for effective follow-up.

Pro Tip:

Use a call tracking software that requires no coding skills if you are not a technical business owner.



Step 2: Register and Get Approval for Automated Messaging

In 2023, major changes in the telecommunications industry—particularly around A2P 10DLC—require businesses to register and comply with new messaging regulations. These updates were introduced to combat spam, improve message delivery, and increase trust in business communications.

Before you can send automated SMS messages, it's essential to comply with regulatory requirements. This involves registering your business, brand, and campaigns with the The Campaign Registry, a third-party organization created by mobile carriers to review and approve campaigns under the new 2023 A2P 10DLC guidelines. This step helps ensure that your messages are not flagged as spam and reach your customers effectively.

Understanding A2P 10DLC

- **What is A2P 10DLC?** It stands for Application-to-Person messaging using a 10-digit phone number.
- **Why the Change?** Carriers now require businesses to register their brand and messaging campaigns to reduce spam and fraud. It ensures that only legitimate businesses can send bulk messages and improve SMS deliverability.
- **Impact on Small Businesses:** Non-compliant businesses risk their messages being blocked or flagged as spam, along with fines.
- Getting approval can take 4-6 weeks.



Step 3: Use Automated SMS to Follow Up on Missed Calls

Once you have your call tracking and regulatory approvals in place, automate your follow-ups. Set up automated SMS messages that are triggered the moment a call is missed in your call tracking system to instantly engage missed callers, guiding them towards your website for further assistance (See Step 4). These messages should be personalized, engaging the customer immediately and keeping them from turning to your competitors.

- **Automated Follow-Up Messages:** Send a polite message with a link to your FAQ or sales page.
- **Consent Management:** Ensure your messages follow A2P compliance by including opt-out instructions (e.g., “Reply STOP to unsubscribe”).

Pro Tip:

Some call tracking software vendor often offers automated messaging features along with call tracking. For non-technical small business owners, look for a platform that handles call logging, messaging, and A2P compliance without requiring any coding or technical expertise.



Step 4: Create a High-Converting FAQ Sales Page

Redirect your customers to a specially designed FAQ Sales Page after they receive your automated SMS. Your FAQ page should do more than answer questions—it should persuade visitors to take action. This is where sales copywriting comes in. Craft your FAQs to address customer pain points and position your products or services as the solution.

How to Use Sales Copywriting:

- **Use Strong CTAs:** Encourage customers to explore products or request a quote.
- **Answer Objections Preemptively:** Frame your FAQs to overcome common doubts customers may have.
- **Highlight Testimonials or Case Studies:** Provide social proof to build trust.
- **Prevent Competition:** Use your FAQs to discuss what benefits you offer over a local competitor.

Pro Tip: Use generative AI tools like ChatGPT to quickly draft compelling sales copy, refine your message, and test multiple variations. AI can streamline the process, saving you time and ensuring consistency in your tone and messaging.



Step 5: Deploy a Dynamic AI-Powered Sales Agent on Your FAQ Page

Enhance your FAQ Sales Page with an AI-powered Sales Agent. Using tools like ChatGPT, you can deploy a chatbot that engages with customers around the clock. This AI Sales Agent can answer questions, collect contact information, and guide customers through the buying process. The AI Sales Agent's main goal is to capture customer contact info for your e-mail marketing campaigns. Implementing an AI-powered chatbot on your FAQ page allows you to engage visitors in real-time, answer questions, and drive sales. When done well, it's like having a full-time sales assistant on your website, without the overhead costs.

Why Use AI for Sales?

- **24/7 Assistance:** Even when your team is unavailable, your AI agent can respond to customer queries.
- **Personalized Recommendations:** AI can analyze customer behavior and suggest products based on their needs.
- **Lead Capture:** Use your chatbot to collect customer information (like name and email) to nurture leads with email campaigns.

Pro Tip:

Use basic prompts to create a customized sales agent that aligns with your brand's tone and goals. ChatGPT can help you generate scripts and design workflows tailored to your business—making it easy to deploy an AI agent that feels like an extension of your team.



Special Offer: Missed Calls To Sales Course

If you're ready to implement this system but need a bit of guidance, our "Missed Calls To Sales" course is designed just for you. This comprehensive, hands-on course will walk you through every step of the process, from setting up call tracking to deploying your AI Sales Agent in less than a day—no coding or technical skills required.

Here's what you'll learn:

- How to set up a powerful call tracking system for your business.
- How to quickly navigate the regulatory approval process to use automated SMS campaigns.
- How to create high-converting SMS campaigns to response automatically to missed calls.
- How to create an effective FAQ Sales Page to get sales and keep customers from going to your competition.
- How to create, train, customize, and deploy a ChatGPT powered AI Sales Agent to generate leads and sales for your business.

Don't miss out—click [\[here\]](#) to sign up and start turning your missed calls into sales today!

