

WHY BUSINESSES CHOOSE TRADESLY

Win more customers. From the first call to the follow-up.

Answer incoming calls, follow up with new leads by call, text and email, and restart conversations around unsold estimates. Tradesly brings AI and trained people together to move more opportunities toward a booking.

Best of both: efficient, human and built to convert.

- ✓ Free trial on your real calls or leads
- ✓ Keep your current provider while you test
- ✓ Money-back guarantee



PROOF AT A GLANCE

A growing law firm doubled its close rate with Tradesly.

The firm gets about 4,000 leads a month from heavy ad spend. Prospects hire the first firm that responds, and its previous offshore reception service couldn't call them back fast enough. With Tradesly handling intake and fast callbacks, its close rate went from 24% to 48%.

LAW FIRM · ~4,000 LEADS / MONTH

2× close rate improvement

Before 24%
With Tradesly 48%

90% consultation-to-client rate
~2× return on the same ad budget
~50% lower cost per signed client

Customer-reported results from one law firm.

"The immediate callback from a real human was the biggest selling point. Once callback success reached about 90%, the value was clear."

Law firm customer, on human backup

HOME SERVICES

\$552K annualized net-new revenue

Annualized from one customer's first 30 days on nights-and-weekends coverage only: a pace of 1,032 net-new bookings a year.

Annualized results from a Tradesly legal customer.
Lead values are estimates, not collected revenue.

\$40.8M

est. qualified-lead value

8,160

qualified leads delivered

\$6.7M

est. recovered-lead value

FIND THE GAP

Where are opportunities slipping away?

✗ Callers hang up the moment they hear a bot.

✓ Real people, on request.

✗ They take a message. You still have to call back.

✓ Qualified, booked or handed off.

✗ The lead came in. The callback came too late.

✓ Follow up while interest is fresh.

✗ They replied. Now someone has to handle the question.

✓ Give the reply an owner.

✗ The estimate went out. The conversation stopped.

✓ Reopen the conversation.

✗ Five tools, five bills, and none of them talk to each other.

✓ One service for calls and follow-up.

THE SCORECARD

Choose how the work gets done.

	AI-ONLY	HUMAN-ONLY	TRADESLY
Answers routine calls instantly	✓ Yes	— Staffing-dependent	✓ Yes
A real person when the caller asks	✗ Needs your team	✓ Yes	✓ Yes
Books the job	— Integration-dependent	— Scope-dependent	✓ Higher conversion
Follows up by call, text & email	— Separate tool or add-on	✗ Not typical	✓ Calls, texts & email
Handles objections & complex calls	— Rules-bound	— Rep-dependent	✓ Your best rep every time
Live in-call coaching	✗ Not applicable	✗ Not typical	✓ Every rep
Setup & ongoing tuning	— Often on you	— Scripts you maintain	✓ Managed for you
Changing a workflow	— Builder or templates	— Request a script update	✓ Just tell it
Calls and follow-up in one service	✗ Separate tools	✗ Separate tools	✓ One service
Price backed by performance	✗ Not typical	✗ Not typical	✓ Money-back guarantee

EASY TO RUN

Change a workflow by saying what you want.

OTHER TOOLS ✗ COMPLICATED Learn a builder of triggers, branches and conditions first.	TRADESLY ✓ SIMPLE Say what you want, the way you'd tell your team.
✗ FEDIOUS Click through menus and settings for every small change.	✓ FAST Type the change. The workflow updates in front of you.
✗ TEMPLATED Bend your process to fit someone else's template.	✓ TAILORED Workflows shaped around how your business already runs.
✗ TIME-CONSUMING Weeks of setup, then a support ticket for every tweak.	✓ DONE FOR YOU Setup and training included. Changes don't wait on a ticket.
THE RESULT <i>You end up spending more time and money managing the software.</i>	THE RESULT You run your business. Tradesly makes it easier and brings you more of it.

HOW IT STARTS

Start with the opportunity you want to improve.

- 01 Pick the gap.**
Incoming calls, new leads, unsold estimates or an eligible group of past customers.
- 02 Set the workflow.**
Agree on systems, qualification, channels, who handles which conversations and how success is measured.
- 03 Test on a defined group.**
Choose the trial audience or call volume, and keep other tools from contacting the same people during the test.
- 04 Expand what works.**
Review comparable results, then decide what to move over or add next.

PRICE & PERFORMANCE GUARANTEE

Lower price. Better conversion. Or your money back.

Bring your current provider's quote. If Tradesly doesn't deliver both a lower price and better conversion results for the agreed scope, we refund your covered service fees.

Scope, success metrics and refund eligibility are agreed in writing before you start. See tradesly.ai/services-agreement.

Make more of the opportunities you already have.

Show us where calls, leads or estimates get stuck. No need to cancel your current provider to try it.

[Request a free trial →](#)

tradesly.ai/why-tradesly
team@tradesly.ai · (917) 727-4868