Mixmax

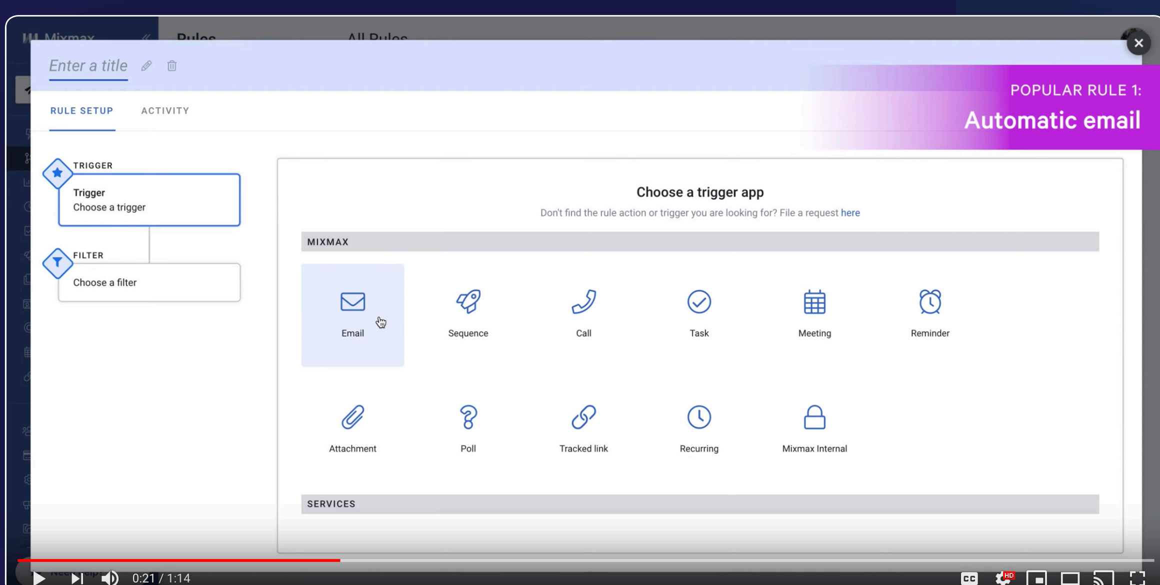
# Mixmax Rules

Mixmax Rules are a key part of the Mixmax automation suite. Our automation can not only change your life (seriously!), but also help you provide a flawless experience for your prospects. Here's how:

- Our rules eliminate many of the manual tasks that take away from engaging with your prospects.
- Workflow automation reduces the possibility for human error which means your teams are set up for operational excellence.
- Our rules work across many applications that you are already using so we're helping you get more from your existing investment in your applications.

At the end of the day it's a win-win. Mixmax rules make your sales team more effective. Sales teams are empowered to focus on creating the best possible sales experience, which makes it easier for your prospects to do business with you.

Not familiar with our rules? Here's a quick [1 minute video](#) overview:



# Mixmax Rules for Sales

**Did you know that over 60% of a sales rep's time is spent on non-selling activities?**
Think how much more effective your team could be if mundane administrative tasks were automated.

Here are our most popular rules for sales teams.

> "I really like the rules engine because I can automate almost anything."
>
> Edwin Lau, Rev. Ops Manager, Hiretual

## Ensure your CRM data is accurate and eliminate data entry.

Update the Salesforce contact or lead status when:

- someone confirms a meeting with you*
- someone is placed in your outbound sequence*
- someone votes in your Mixmax poll question or clicks your call to action button*
- someone asks to unsubscribe*
- someone moves through all stages of your sequence*
- someone sends you a bounce notification*

## Save time and ensure your prospect is receiving the correct information.

Place or remove someone from your sequence when:

- a new contact/lead is created in Salesforce*
- the contact/lead status changes in Salesforce*
- they complete all stages of a previous sequence
- they respond to your Mixmax poll question or call to action button

## Save time and stay on top of your inbox.

Be notified via Slack or text message when:

- somebody clicks on a link
- someone opens your email 3x or more
- you receive an email from a key stakeholder
- somebody books a meeting with you
- someone emails you 30 minutes prior to a meeting you have with them

When someone cancels a meeting with you:

- automatically send a template to reschedule
- drop them into a nurturing sequence

**these features are available on the Enterprise plan. Ask your Success/Sales contact to learn more!*