

Your list in. The next step, earned.

Know who is still interested, who needs more time and who has moved on. Give your team the context to take the right conversation forward.

A useful handover comes with the reason.

Ripen works the space between a name on a list and a person willing to take a defined next step. Their own words determine the progress.

Work the opportunity

Revisit past customers and quiet enquiries. Develop permitted new prospects. Follow up questions and help people work through what stands between interest and action.

Keep the context

Receive the conversation, the questions, the constraints and the agreed next move. Your team takes over knowing what was said and what the person expects.

Choose the programme that fits

Day one is Construction, Motor and Recruitment. Mortgage and insurance: managed programmes only for now. Exhibitor and post-show programmes run with the organiser.

One list. One purpose. A clear finish.

Agree the audience, contact basis and Ready outcome. A human approves every handover, so a soft yes is never charged. We do not price by dials, minutes or sends.

A setup fee covers the work. A fee for each Ready handover is the outcome. Continuing services are monthly. If nothing becomes Ready, you pay the setup fee only. Prices are shared when we talk about your list.

Reactivation, outbound and nurture are ready to start. Inbound and client conversations are set up with you. Enrichment is scoped per list.

Talk to Andy about your first programme

andy@ripen.nz | 027 2258099

The next opportunity may already know you.

Past customers, old enquiries and unaccepted proposals hold unfinished conversations. Find out which still deserve your team's time.

Replace a quiet record with a useful answer.

Still considering it. Waiting for a change. Already gone elsewhere. Understanding the reason helps you decide where to act and where to stop.

Pick up the conversation

Start with the history you can stand behind. Ask what has changed and whether the original need still exists. An old enquiry is context, not a claim that they want to buy today.

Know what comes next

Hand over a specific commitment with the person's words attached. Keep an agreed later date where one exists. Record a clear no and honour an opt-out.

Your team keeps the relationship

Ripen prepares the next conversation. Your team owns the advice, proposal and close. The customer's history and latest expectations stay in view. A human approves every Ready handover, so a soft yes is never charged. If nothing becomes Ready, you pay the setup fee only.

Begin with one dormant list

Choose an offer, a period and an owner for the handovers. Check previous outreach and exclusions before contact. Review the reasons behind the results, as well as the totals.

A setup fee plus a fee per Ready handover. 90 days of nurture included.

Contact eligibility is checked for the programme. Previous custom or an old enquiry is not blanket permission to contact.

Talk to Andy about the list you already own

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Make the introduction. Earn the next step.

A relevant introduction starts a conversation. What the person says next determines whether it becomes an opportunity.

Interest is useful. Commitment is different.

A request for information deserves an answer. A ready handover needs a concrete commitment to the next step agreed for that campaign.

Start with relevance

Define the audience, their likely problem and a credible reason to speak. Use approved facts about your offer. Keep the opening focused on one small, understandable response.

Work the response

Answer the actual question, surface the constraint and establish whether there is a next move. Follow-up timing and limits are agreed before the programme starts.

You receive more than a name

The handover includes their words, the purpose of the next conversation and anything your team needs to resolve. A budget or due-diligence question alone does not make someone ready. A human approves every Ready handover, so a soft yes is never charged. If nothing becomes Ready, you pay the setup fee only.

Define success before the first message

Agree the permitted list, approved copy, sender, response handling and handover owner. A useful outcome might be a scoped discovery conversation, not an immediate purchase.

A setup fee plus a fee per Ready handover. 90 days of nurture included.

Email programmes require setup and approval. Other channels are separately scoped; this paper makes no automatic multichannel promise.

Talk to Andy about a focused first campaign

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An enquiry deserves a next conversation.

A form fill tells you someone reached out. A conversation tells you what they need, what is holding them back and what they want to do next.

Carry the question forward with its context.

The inbound programme brings Ripen's qualification discipline to new enquiries. Each connection to your website or systems is scoped first.

Understand the enquiry

Use the information already supplied. Clarify the purpose, answer from your approved material and identify questions that need your team. Avoid making the person start again.

Prepare the right handover

Bring forward the specific next step, the person's words and the remaining questions. A download, form submission or email open is not evidence of readiness by itself.

Fit the way your business receives demand

Agree the source of enquiries, response ownership, operating expectations and destination for handovers. Confirm the integration before promising a continuous or immediate response service.

Scope one enquiry route first

Choose one entry point and one offer. Define the questions Ripen can answer, the escalation path and the commitment that earns a handover. Rehearse the route before release.

Setup, then a monthly subscription by enquiry volume.

Set up with you. The enquiry source, volume and integration are agreed before launch.

Talk to Andy about your enquiry flow

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Keep the interest. Understand the hesitation.

Some people need an answer. Some need time. Others have already decided. Give each conversation a next step that fits what was actually said.

Move at the pace the evidence supports.

A real question can show interest. Readiness requires commitment. A vague 'later' is a pause, not a date invented to keep a pipeline looking busy.

Resolve what matters

Use your approved information to answer questions and clarify constraints. Bring your team in when the decision needs their judgement. Keep promises within the scope of the offer.

Hand over with clarity

Show why this person is ready for the agreed next step. Include the evidence, their expectations and unresolved points. A human approves the handover and its destination.

Make the waiting visible

An agreed return date belongs on the record. So does a pause with no date. A clear no has a reason. Opt-outs stop contact. These outcomes are useful even when no sale follows.

Agree what your team will take over

Define the commitment, the person who receives it and the response expected from your business. Review downstream outcomes so the programme is judged beyond the number of handovers.

Included for 90 days with every reactivation and outbound batch, then continues monthly if you want it.

Response and follow-up settings are agreed per campaign. No autonomous sending, purchase or conversion guarantee is implied.

Talk to Andy about the gap before the handover

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Your offer. A conversation with substance.

For complex offers that need educating. Give prospective customers a way to explore your offer, ask useful questions and work towards a next step grounded in their needs.

Your facts. Their questions. A clear boundary.

A client-specific conversation draws on approved material and the context of that offer. It should recognise when an answer or decision belongs with your team.

Explain what you offer

Shape the conversation around your services, audience and approved answers. Industry context helps interpret the question; your own facts determine what can be promised.

Recognise the next step

Agree what progress looks like for that offer. A question, a pause and a commitment mean different things. Preserve the evidence rather than treating every positive reply as a sale.

A configured experience, not a generic script

Define the knowledge, the boundaries and the route to a person. Carry the conversation into the handover so your team can continue from where the prospect left it.

Begin with one client and one offer

Review the material, test representative conversations and confirm identity, routing and escalation before release. The destination and supported next steps are part of the setup.

For complex offers that need educating. Setup, a monthly fee and a fee per Ready handover.

Configured capability. Wider rollout depends on client setup, tenant routing and the approved integration; not a self-service launch claim.

Talk to Andy about a conversation for your offer

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One relationship. More useful conversations.

Bring Ripen to the businesses you serve. Start with a programme for your own organisation, then offer a separate programme to customers or members.

Agree who buys, who benefits and who acts.

The partner, the participating business and the people being contacted have different roles. Each programme needs a clear purpose, owner and contact basis.

Start with your own list

Work new relationships, renewals, lapsed customers or an existing offer. Define the next step that matters to your organisation and the team that will receive it.

Extend the benefit

Introduce a separate programme for businesses in your network. They can work their own enquiries and customer records, with the scope and any partner margin agreed first.

Keep the programmes distinct

Each participating business keeps ownership of its list and its customer relationship. A network relationship does not authorise pooling lists or contacting everyone across the network. Exhibitor and post-show programmes run with the organiser.

Prove one programme before expanding

Choose one list and one outcome. Agree reporting, handover responsibilities and the commercial arrangement. Review the first programme before offering it more widely.

A setup fee covers the programme, with a fee per Ready handover. Organisers can include post-show follow-up in an exhibitor package. Continuing services are monthly.

Partner programmes are scoped individually. These customer partnerships do not imply signed enrichment-supplier agreements.

Talk to Andy about a Ripen partnership

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Know the list before you work it.

Company names, missing addresses and uncertain records make a campaign harder to trust. Prepare an evidence-backed list with the gaps left visible.

A blank is better than a convincing guess.

The Ripen enrichment service records what is known, where it came from and what still needs review. A found address is not permission to contact.

Establish the company

Research domains and headquarters from traceable sources. Distinguish group headquarters from local entities and flag international offices. Keep ambiguous company matches unresolved.

Prepare the person

Separate published addresses, evidence-based inferences and provider results. Check mailbox status, review possible duplicates and apply agreed ownership and exclusion rules.

Get a master you can explain

Keep original records and row identities. Add sources, qualification, reasons and review status. Produce a separate candidate export so held or excluded people remain visible in the master.

Start with a scoped preparation pilot

Agree the fields, source priorities, budget and acceptance rules. Review coverage and unresolved records before expanding. Personal location and contact eligibility remain separate from company HQ.

A scoping fee, then a charge per record. Provider fees are passed through at cost plus handling.

Largely built and tested on a 5,000-company conference list. Delivery is scoped individually; embedded provider integrations and commercial agreements remain subject to approval.

Talk to Andy about preparing your next list

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