



5 WAYS TO IMPROVE YOUR *SPEED TO LEAD*

The clock starts ticking as soon as a potential customer finds your business online and completes an interest form. Speed to Lead is the average time your business takes to contact prospects and is a significant factor in sales success.

Boost your Speed to Lead with these five steps and start closing sales before your competitors even pick up the phone.

Why Speed to Lead Matters

78%

of customers buy from the first business that responds to them.

21x

more effective to call a lead within 5 minutes than after 30 minutes.

7x

more likely to convert a prospect if you call within the first hour.

A Survey of 433 Companies found:

7%

responded within 5 minutes to leads.

55%

took 5+ days to respond or didn't respond at all.



1 Optimize landing pages to convert leads

- Add Web Forms to capture leads
- Include CTA buttons that motivate clicks

2 Test Your Response Times

- Designate a tester to complete web forms with fake info.
- Time response rates to calculate average speed to lead.
- Reward sales reps who respond promptly.

3 Configure Your CRM to Automatically Route Leads to Reps

- Lead completes a web form
- Lead automatically synced into CRM
- Lead added to Rep's follow-up cadence
- Rep notified by text & email of new Lead
- Rep contacts Lead

4 Follow Up with Leads Through Multiple Channels

Call

- Creates a 1:1 interaction with leads.

Text

- 64% of consumer think business should contact them more by text.

Email

- Automate a response email to send when leads populate in your CRM.

5 Add a Chat Feature Your Website

Live Chat

- Chat managed by a third-party company.
- Pro: human-to-human interaction.

Chatbot

- AI-powered chat.
- Con: AI can only answer a limited number of questions.



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Sources: <https://www.diff.com/blog/lead-response-survey/> - <https://www.leadfez.com/the-sales-process/> - https://www.linkedin.com/pulse/contact-lead-less-than-5-minutes-jamin-warrathese/2160/pulse-article_more/article_related-content-card - <https://www.voicesage.com/blog/20-smm-marketing-statistics-2022-you-need-to-know/#:text=64%25%20of%20consumers%20think%20businesses,all%20don%27t%20use%20SMS>