

INTERNET LEADS BY THE NUMBERS

A LOOK INSIDE THE STATS THAT DRIVE LEAD CONVERSION

78% OF PROSPECTS CONVERT WITH THE FIRST PARTY TO MAKE CONTACT

80% OF LEADS DO NOT CLOSE ON THE FIRST CALL



THE FIRST PARTY TO CONTACT A PROSPECT



HAS A **238%** HIGHER RATE OF CONVERSION THAN THE SECOND

40% OF LEADS EVENTUALLY CONVERT WITH LONG TERM FOLLOW UP

50% OF LEADS ARE ONLY CALLED **1** TIME

LEADS CONVERT **22** TIMES MORE OFTEN WHEN CONTACT IS MADE IN **5** MINUTES OR LESS

THE AVERAGE LEAD REQUIRES **OVER 5** ATTEMPTS TO MAKE CONTACT



RESPONDING TO LEADS IN THE FIRST MINUTE CAN IMPROVE CONVERSION AS MUCH AS
+++ 391% +++



MAKING **2** CALLS VERSUS **1** INCREASES THE CHANCES OF CONTACTING A PROSPECT BY **87%**

5 BEST HOURS TO CONTACT AND QUALIFY A LEAD

1. **4-5 PM**
2. **2-3 PM**
3. **8-9 AM**
4. **3-4 PM**
5. **9-10 AM**



3 BEST DAYS TO CONTACT AND QUALIFY A LEAD

1. **THURSDAY**
2. **TUESDAY**
3. **WEDNESDAY**

