

BEST PRACTICES

FOR LEAD RESPONSE MANAGEMENT

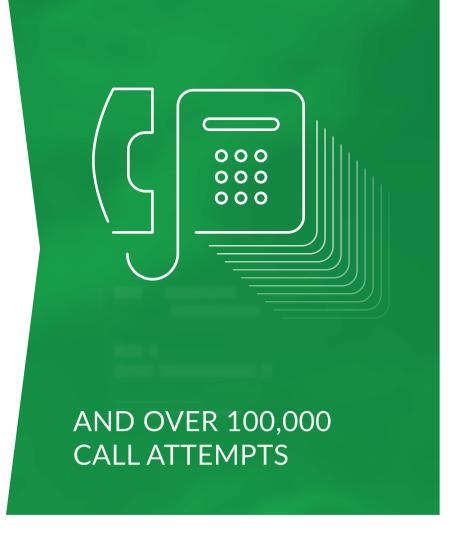
BASED ON THE RESEARCH OF JAMES OLDROYD, PHD, OHIO STATE UNIVERSITY & DAVE ELKINGTON, CEO, INSIDESALES.COM

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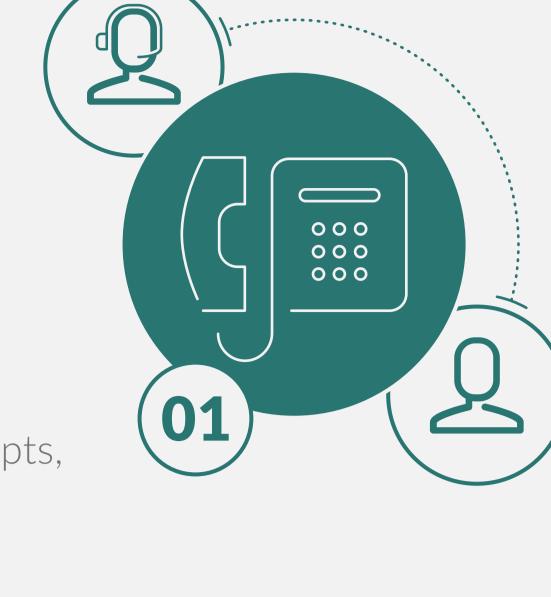
FOR THE BEST RESULTS, HOW SHOULD COMPANIES RESPOND TO THEIR LEADS?

THE MISSION:

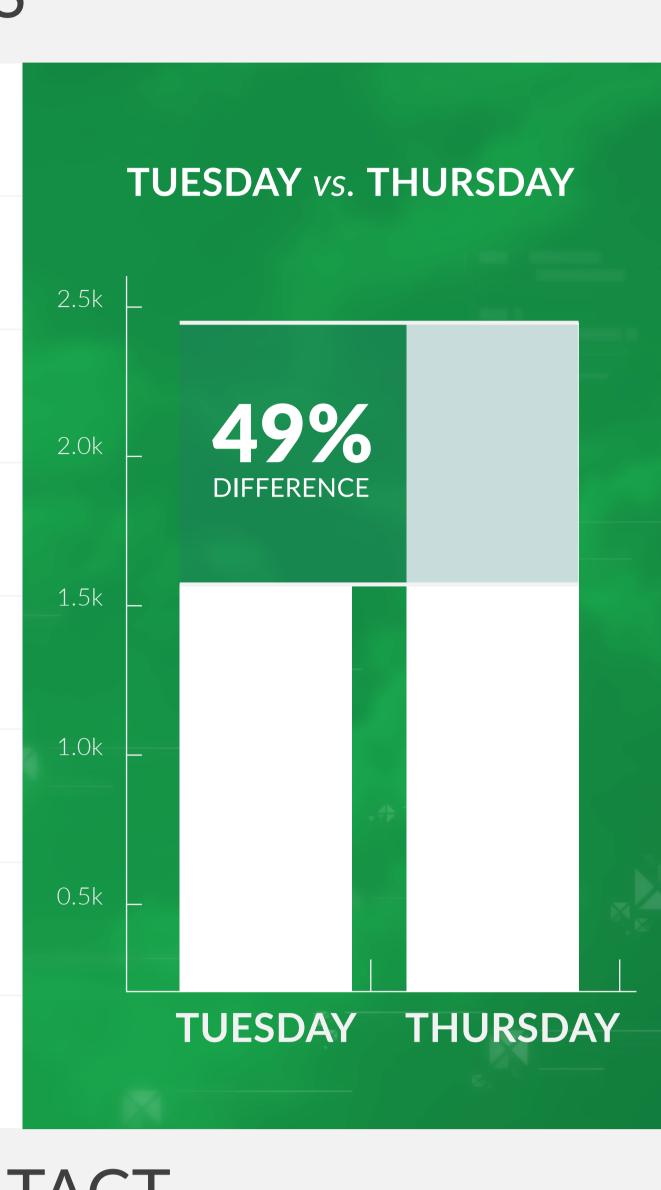
WE FOCUSED ON 1 QUESTION

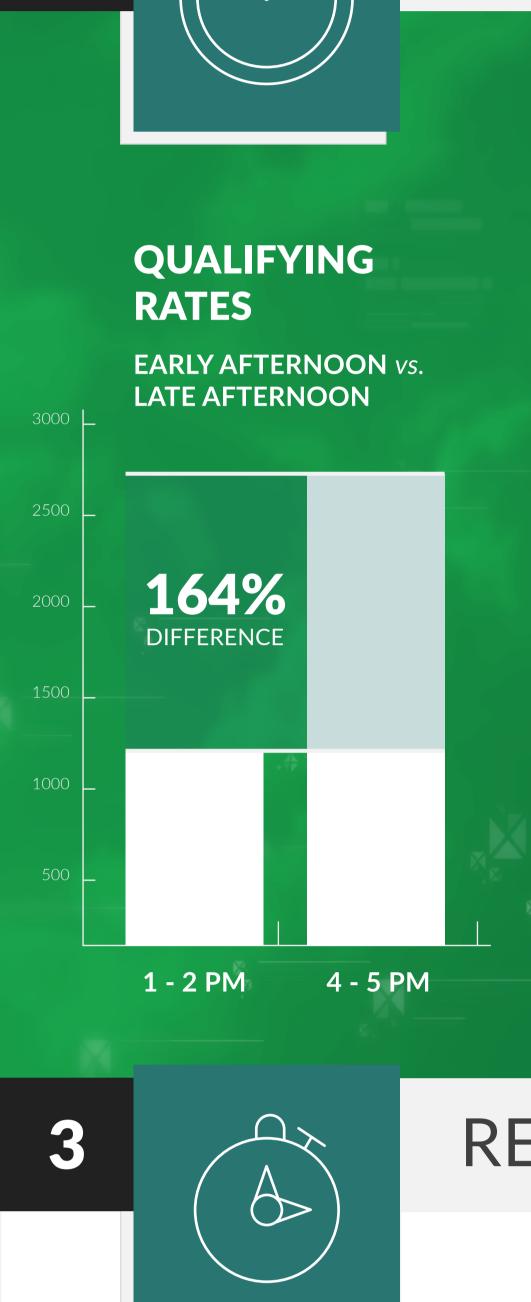
1. MAXIMIZE RESULTS 2. MINIMIZE EFFORT

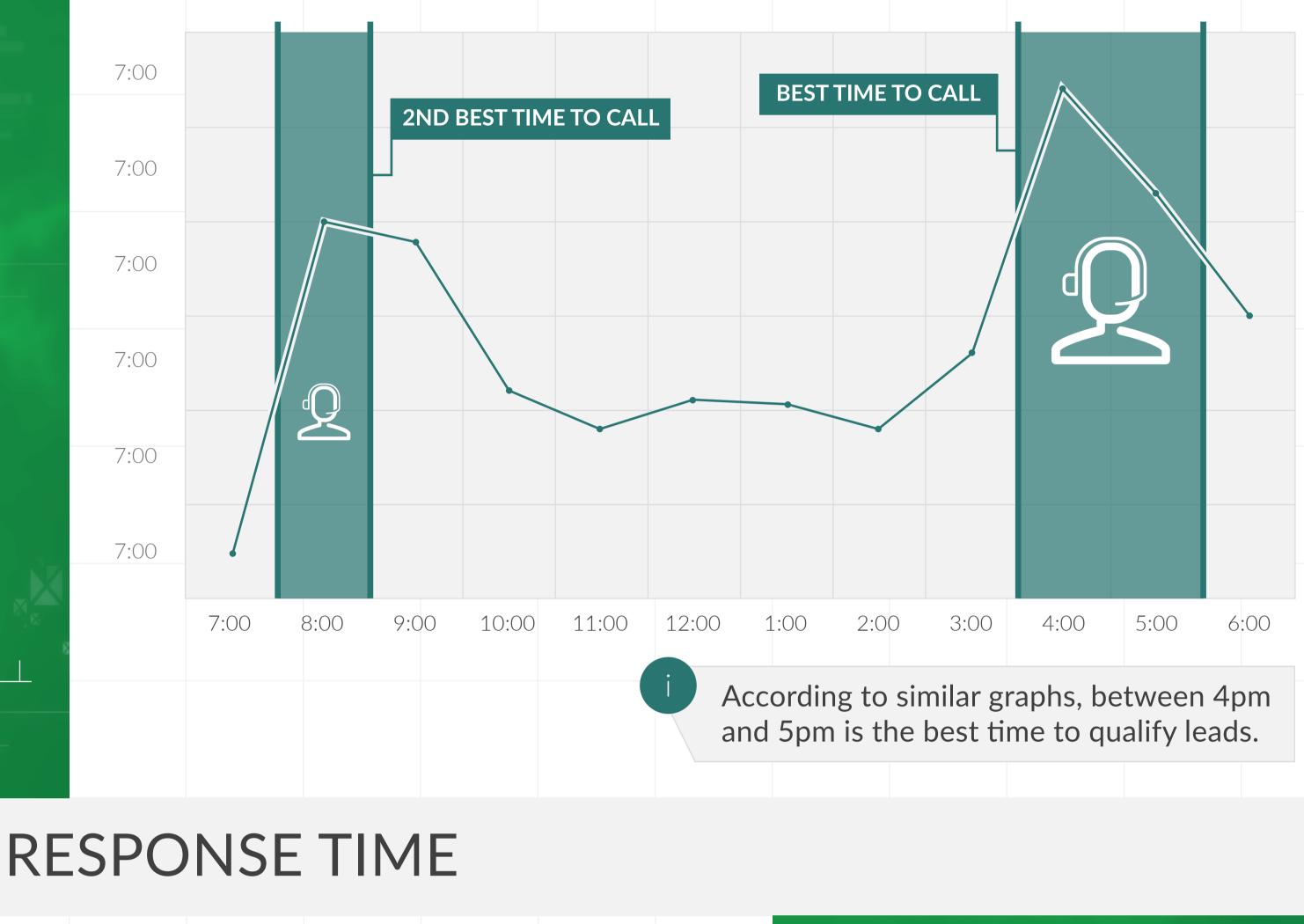
Many of the results in this study are based on first call attempts, indicating how to get the job done right the first time.





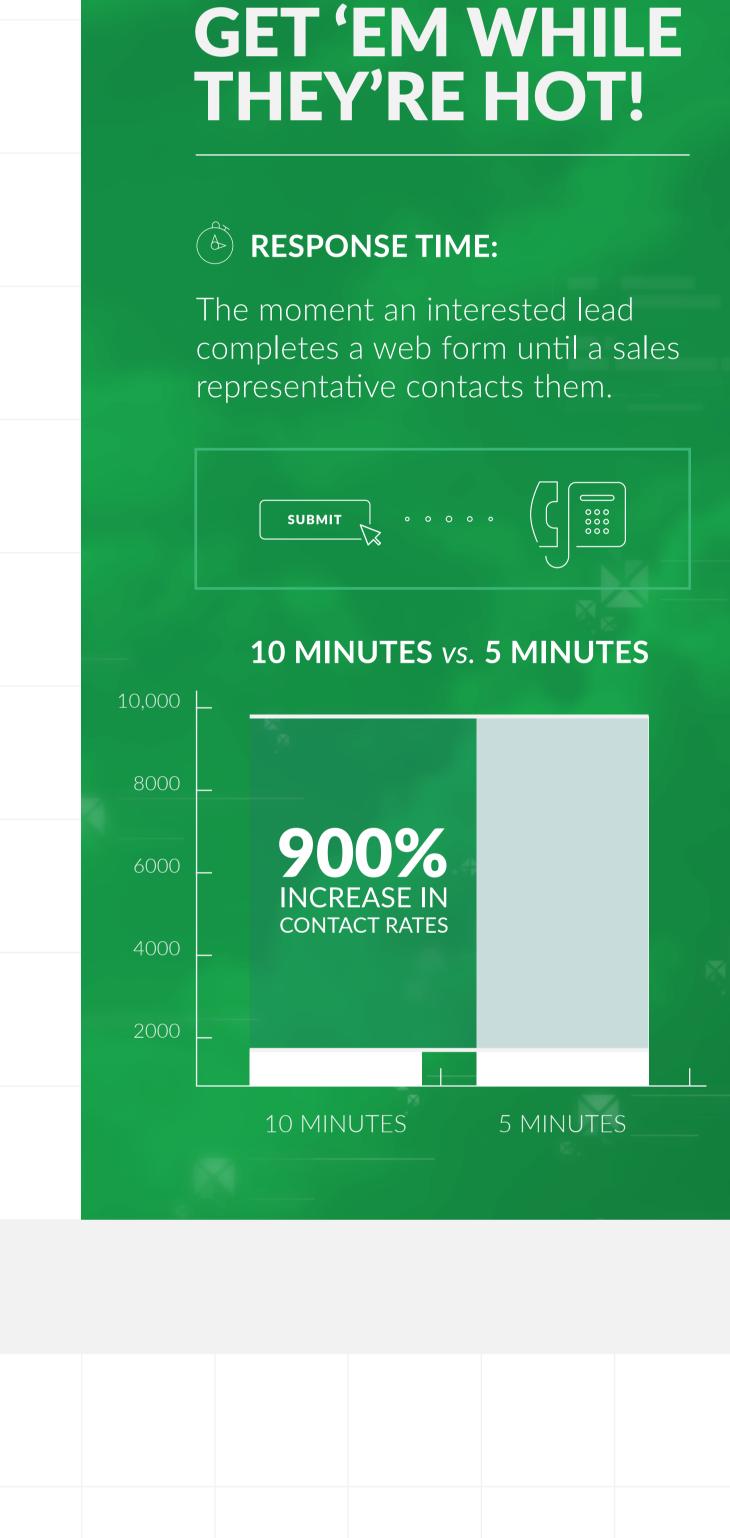






CONTACTS MADE FROM FIRST DIALS

CONTACTS MADE FROM FIRST DIALS 10,000 **BEST TIME TO RESPOND: WITHIN 5 MINUTES** 8,000 6,000 **DECREASE AFTER** FIRST 5 MINUTES 4,000 2,000 5 min 15 min 20 min 25 min 30 min 10 min **RESPONSE TIME** According to similar graphs, contact and qualification rates also drop dramatically over a span of hours. PERSISTENCE



MOST REPS GIVE UP

ON LEADS TOO SOON

4 CALLS

CHANCE OF MAKING CONTACT 100% 80%

60%

40%

90%

4th CALL

ALWAYS MAKE AT LEAST

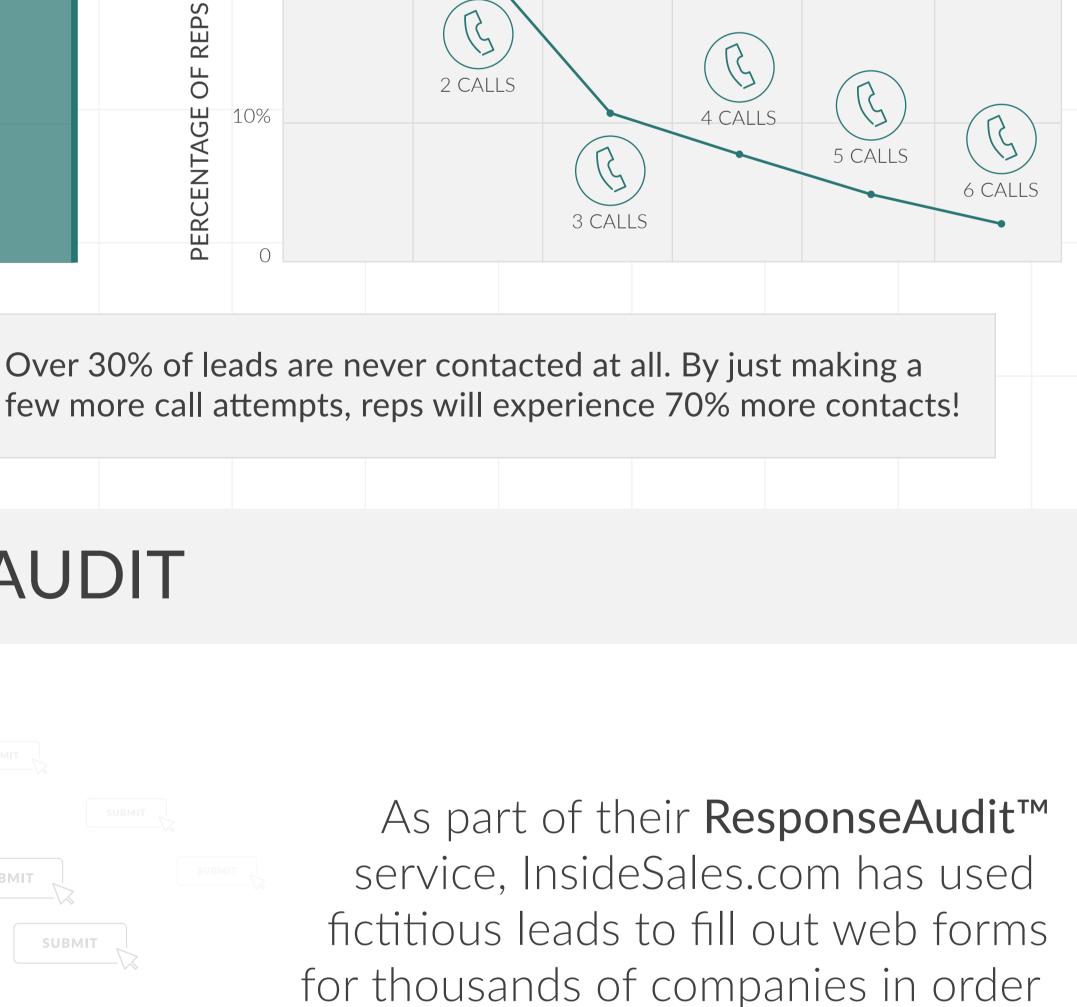
6 CALL ATTEMPTS

3rd CALL

2nd CALL

5th CALL





to assess response time and quality.

Here are some startling trends.

AVERAGE CALL ATTEMPTS BY REPS

40%

30%

20%

10%

1 CALL

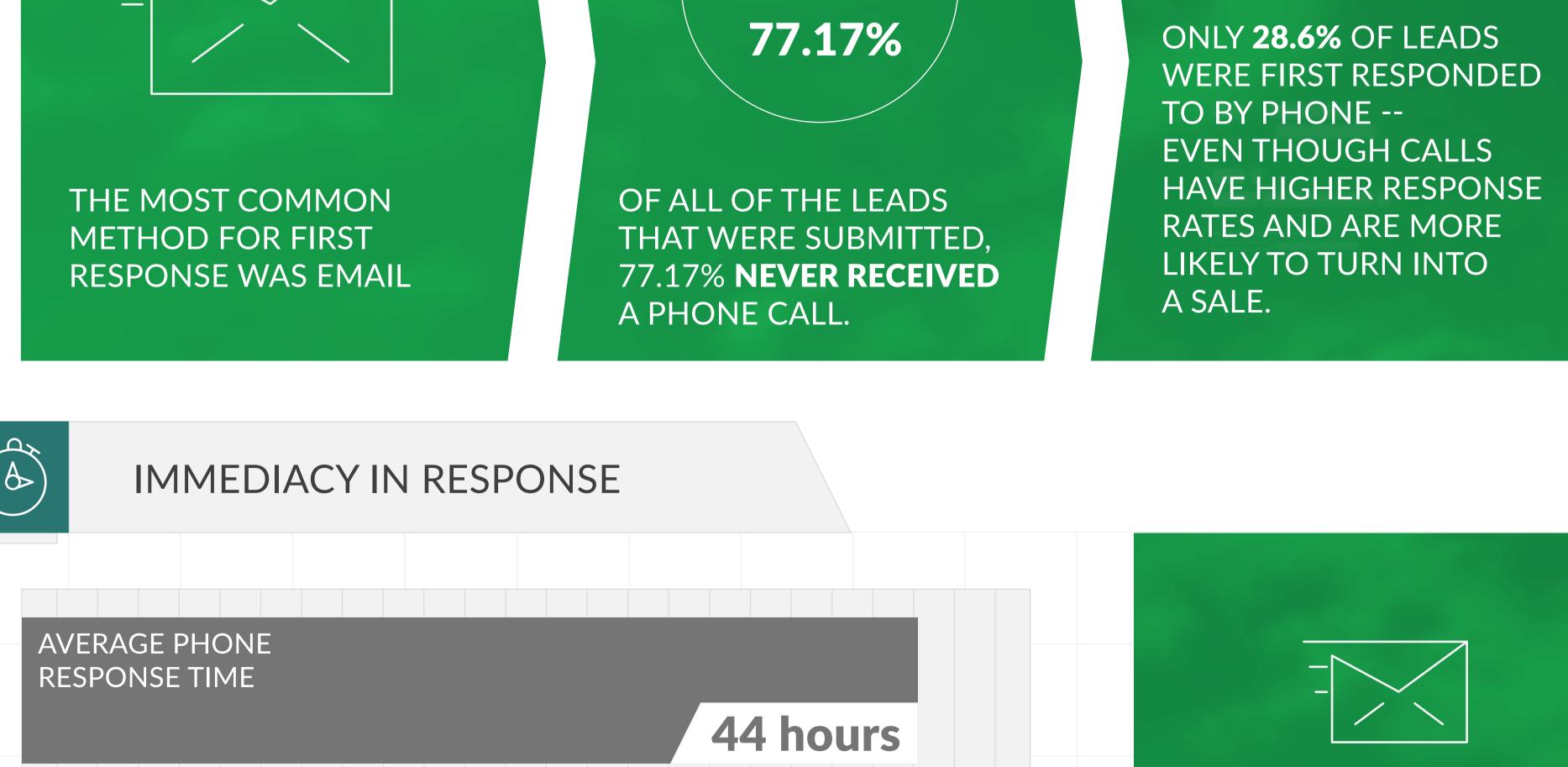
2 CALLS

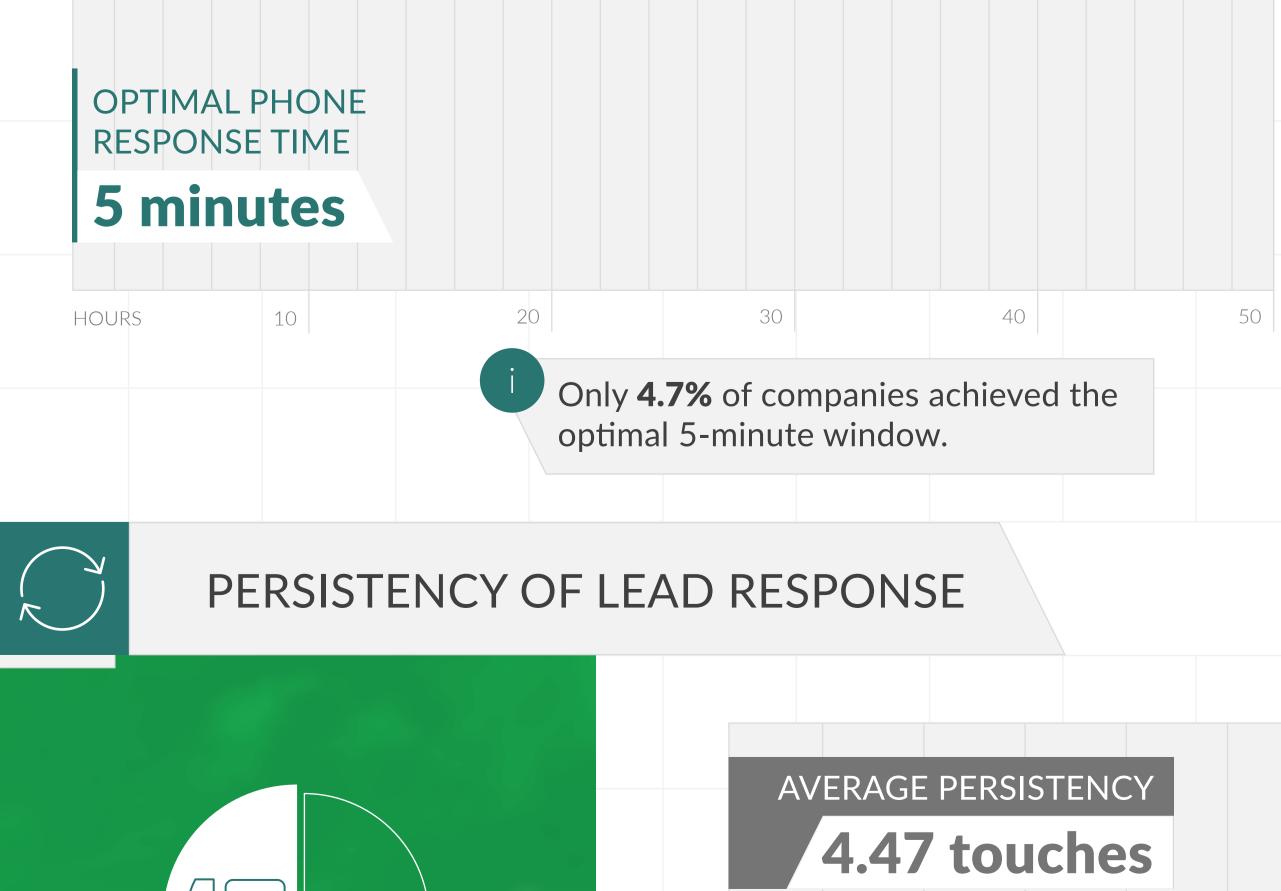
RESPONSEAUDIT™ 2016

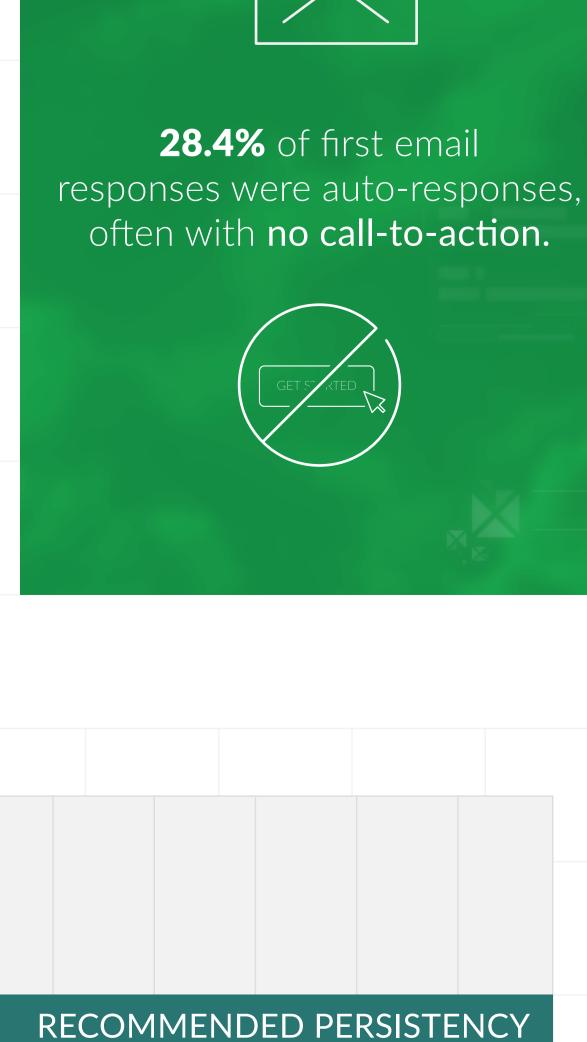
A study of 4,723 leads from InsideSales.com shows that companies

are slow to respond to leads and are not persistent in following up.

SUBMIT







12 touches

10



50% of leads

were not responded to at all.

06

Only 9.4% of leads received the

recommended 12 touches.

08

04

02

TOUCHES