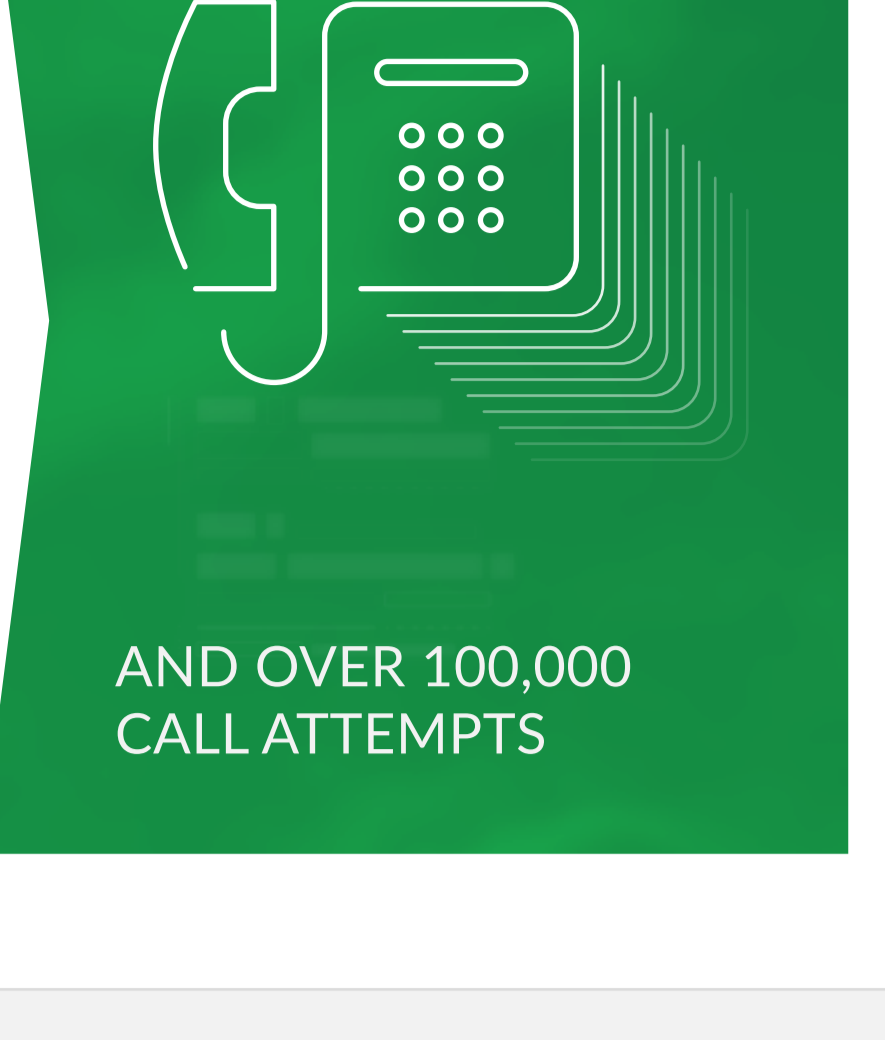


BEST PRACTICES FOR LEAD RESPONSE MANAGEMENT

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

As Published in **Harvard Business Review**



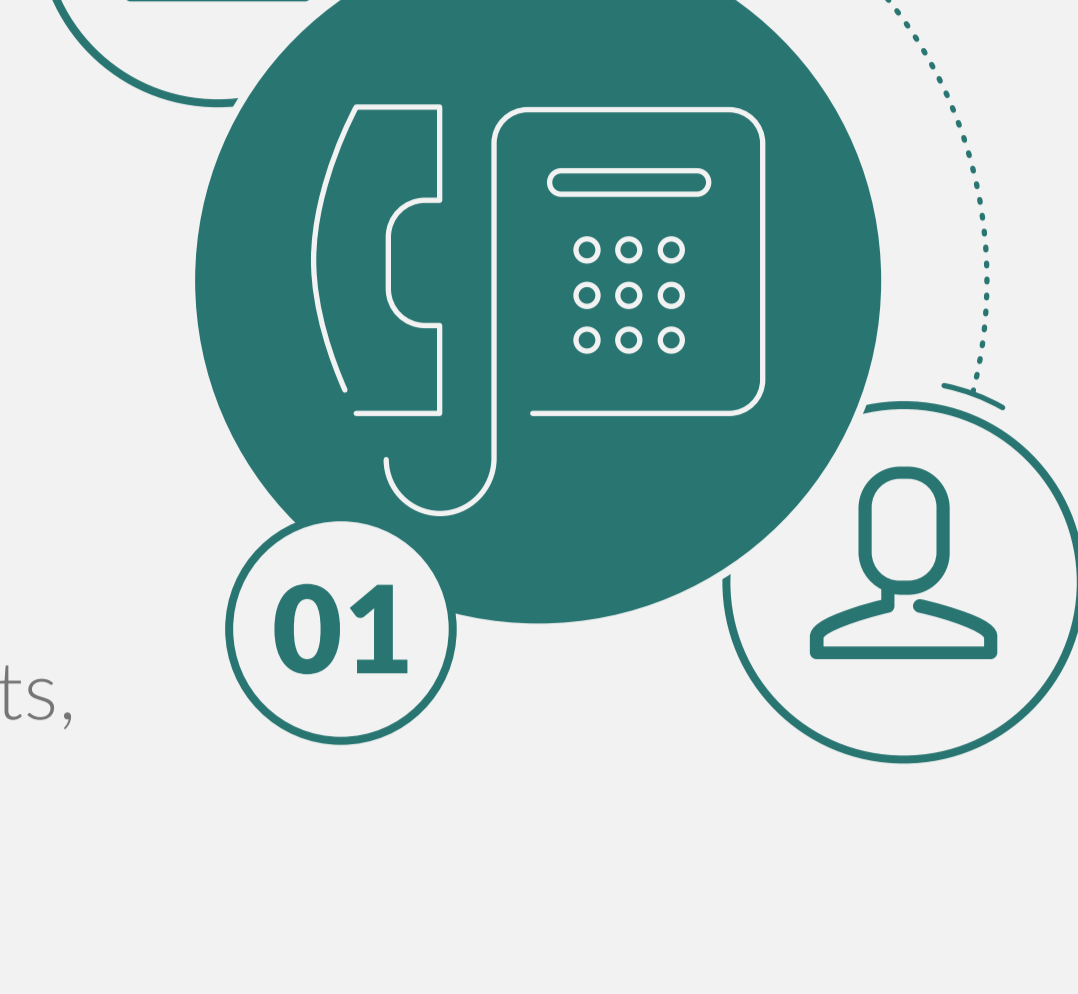
WE FOCUSED ON 1 QUESTION

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

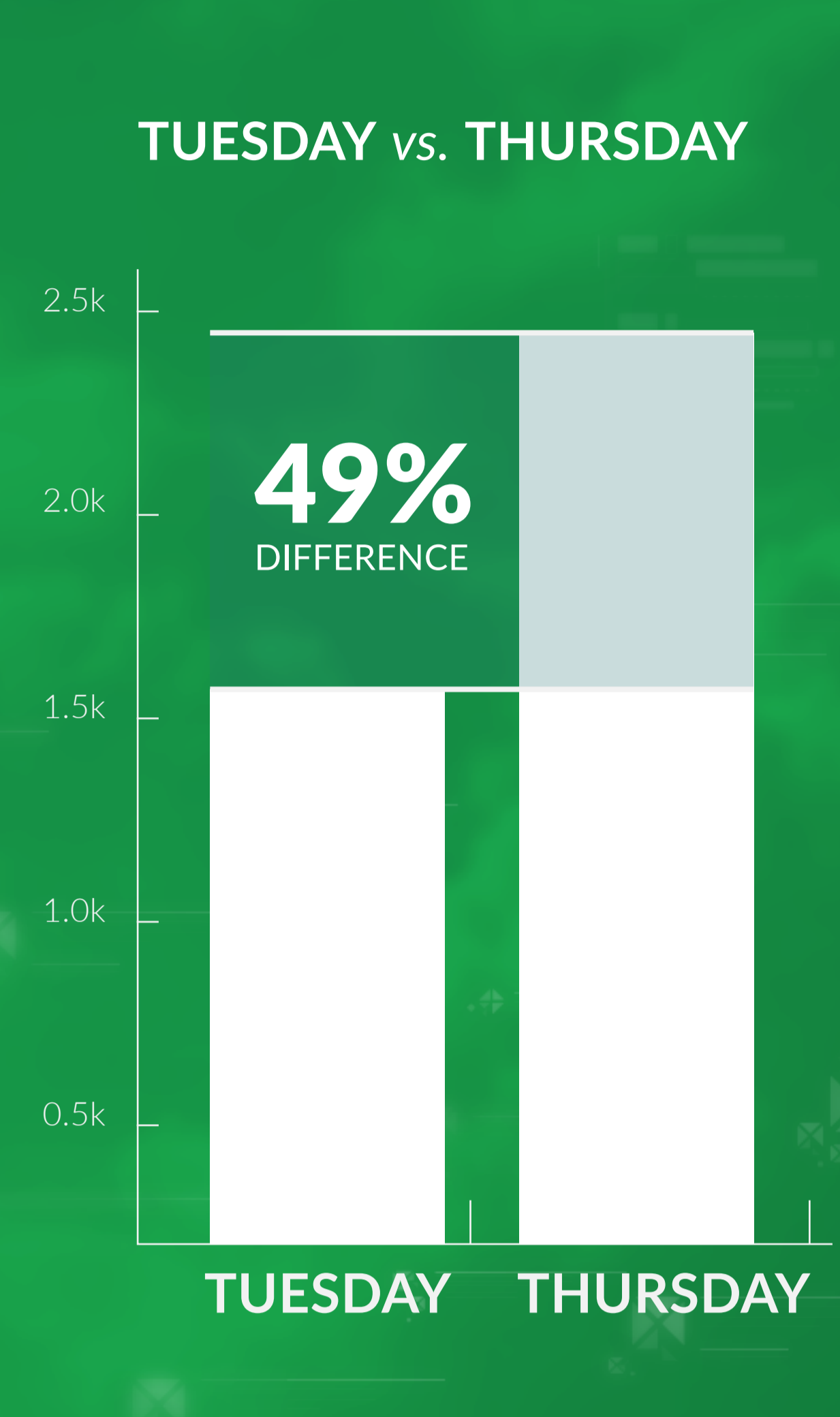
THE MISSION:

1. MAXIMIZE RESULTS
2. MINIMIZE EFFORT

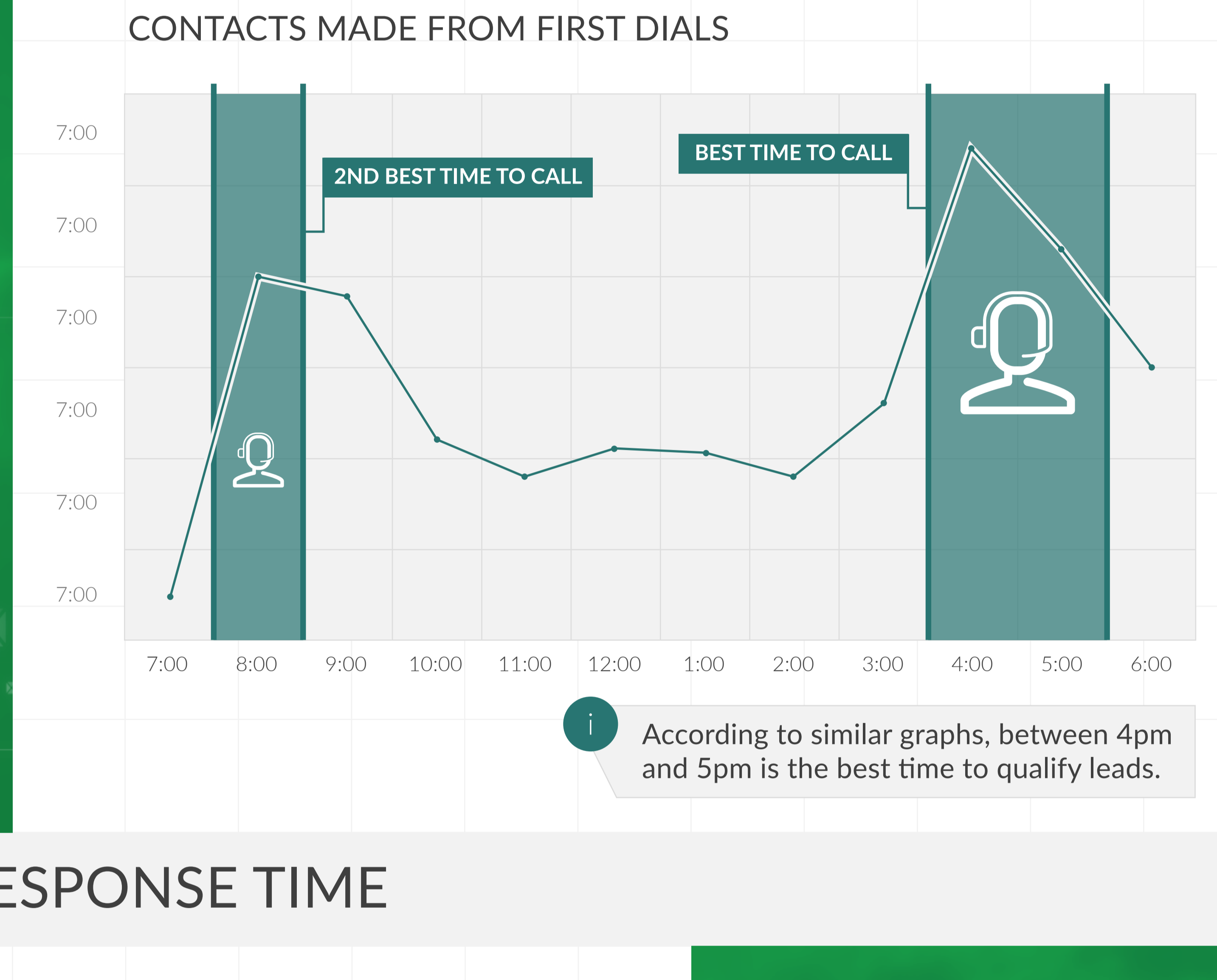
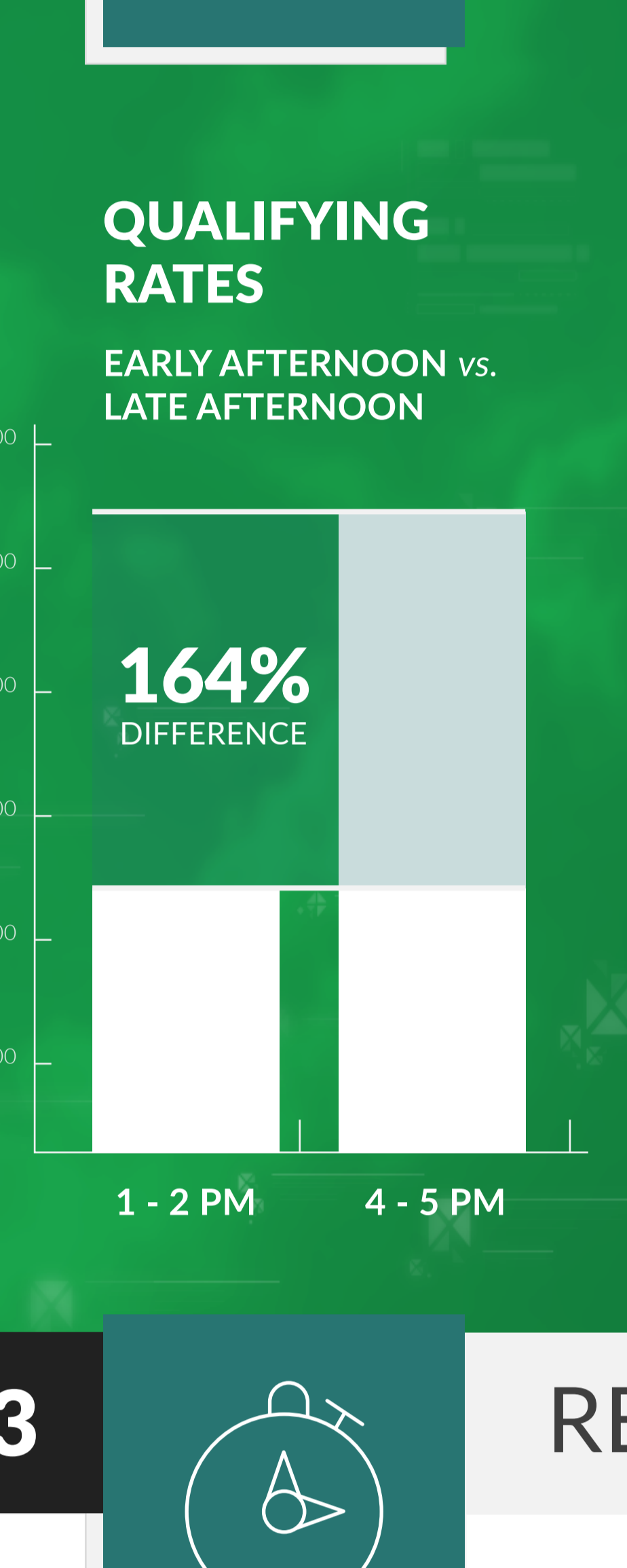
Many of the results in this study are based on first call attempts, indicating how to get the job done right the first time.



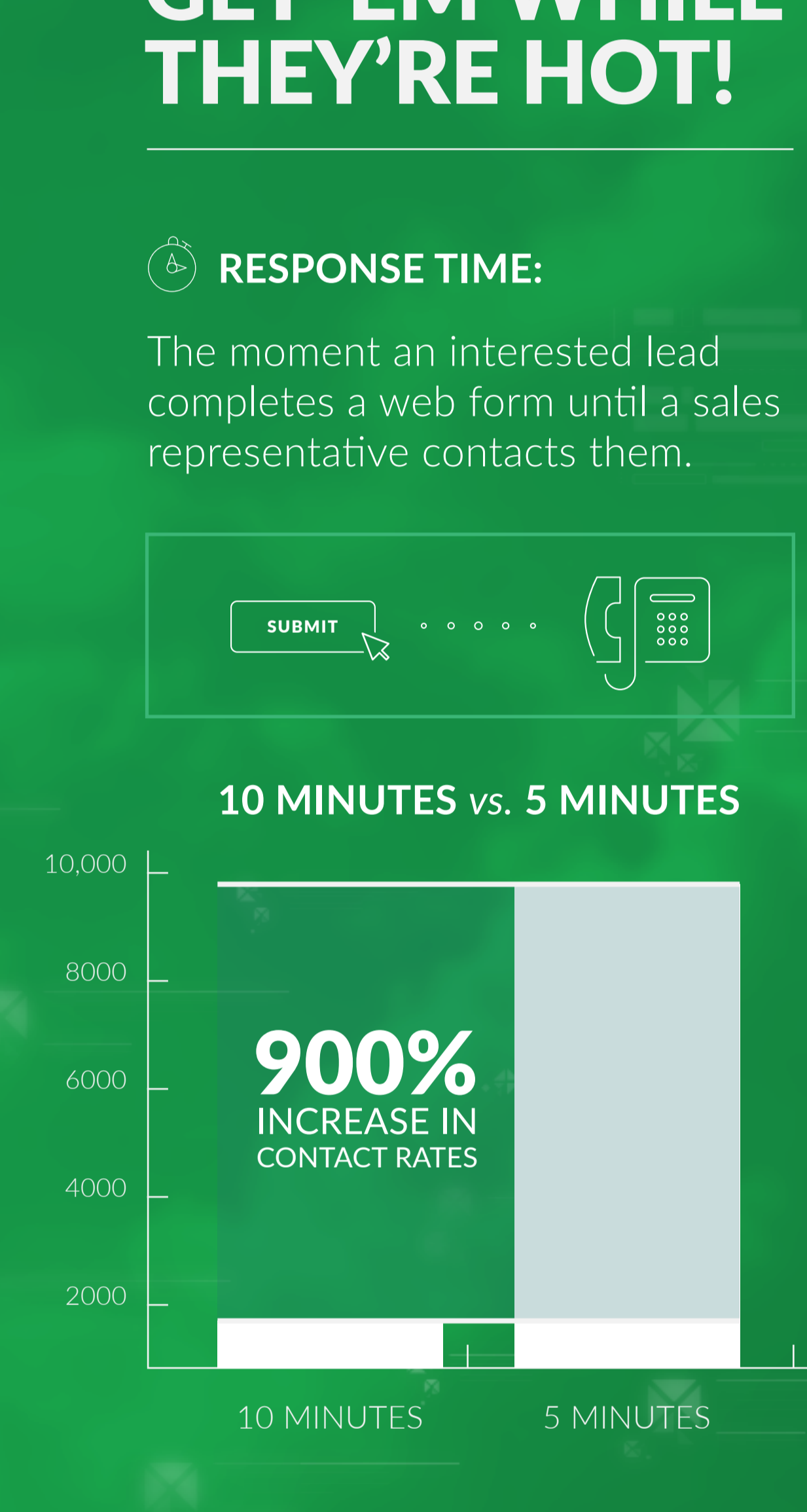
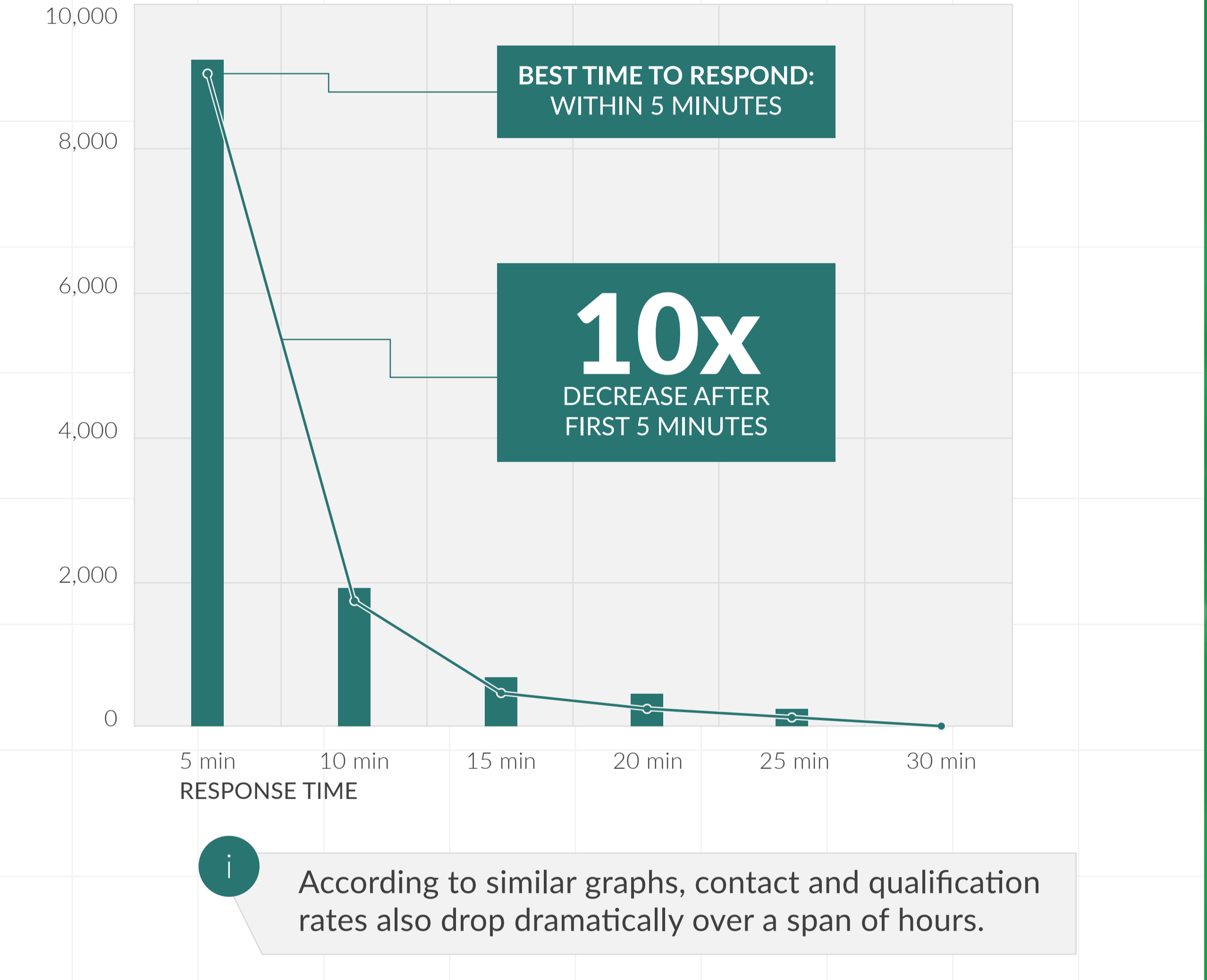
1 BEST DAYS TO MAKE CALLS



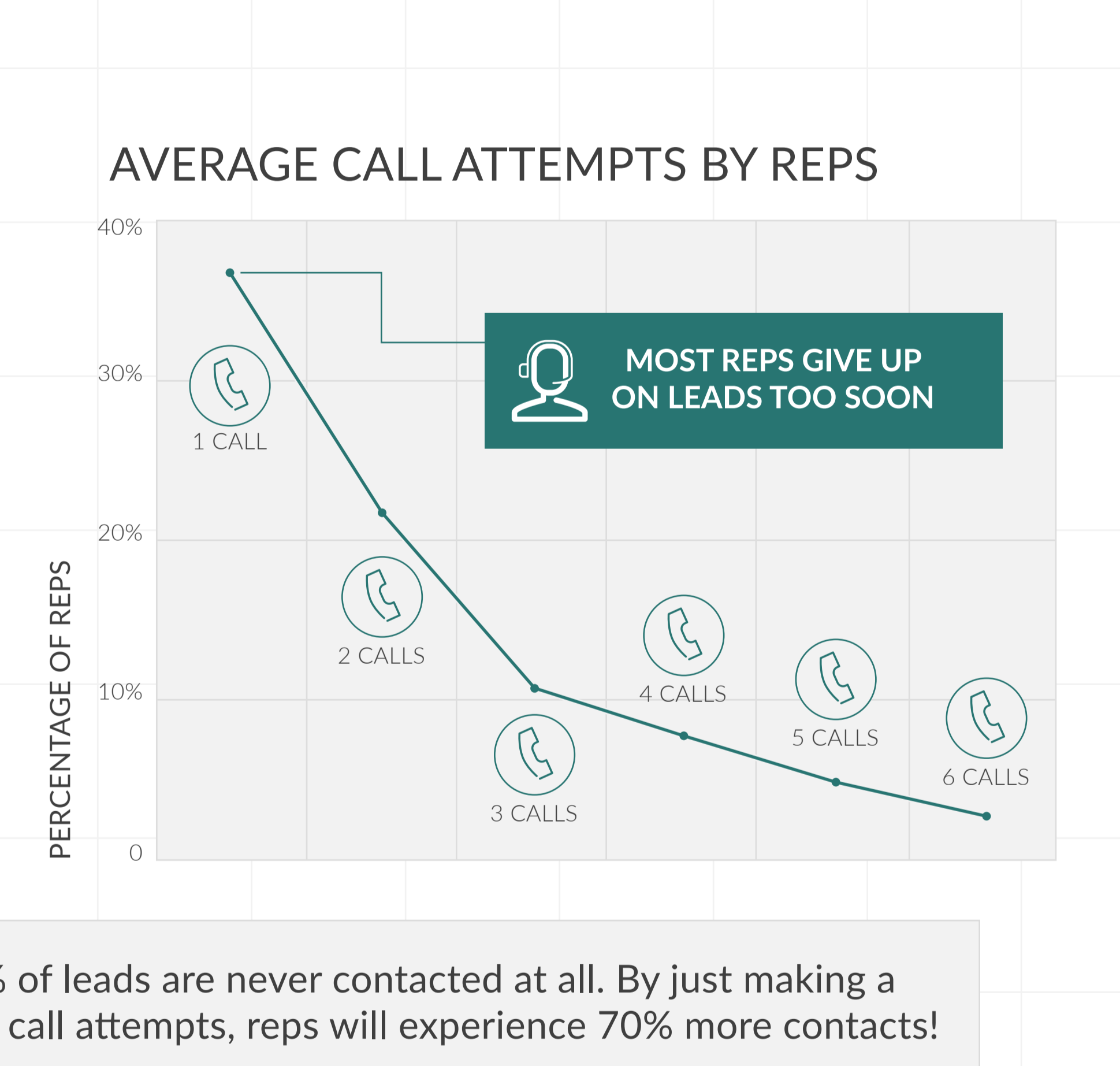
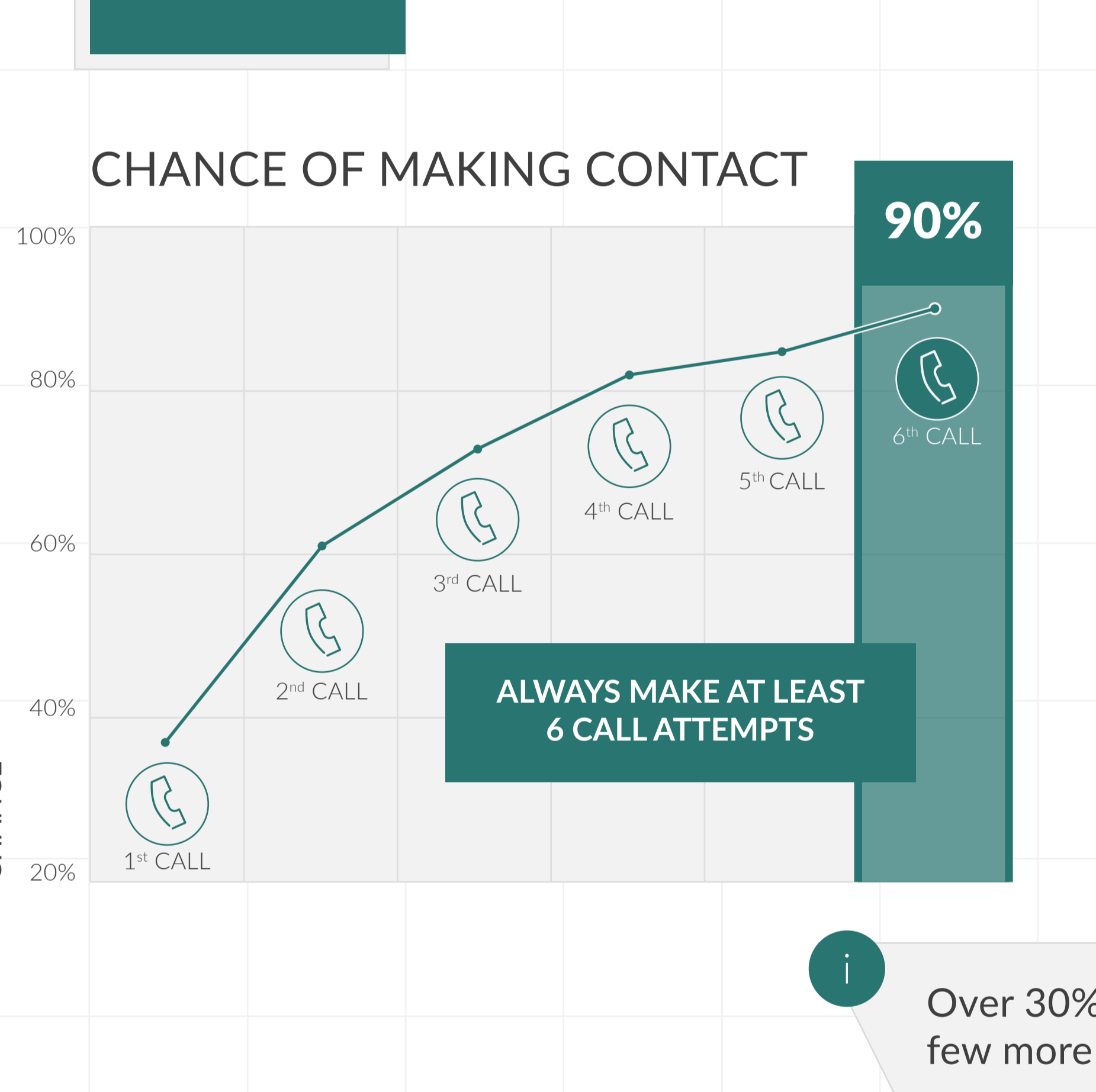
2 BEST TIMES TO MAKE CONTACT



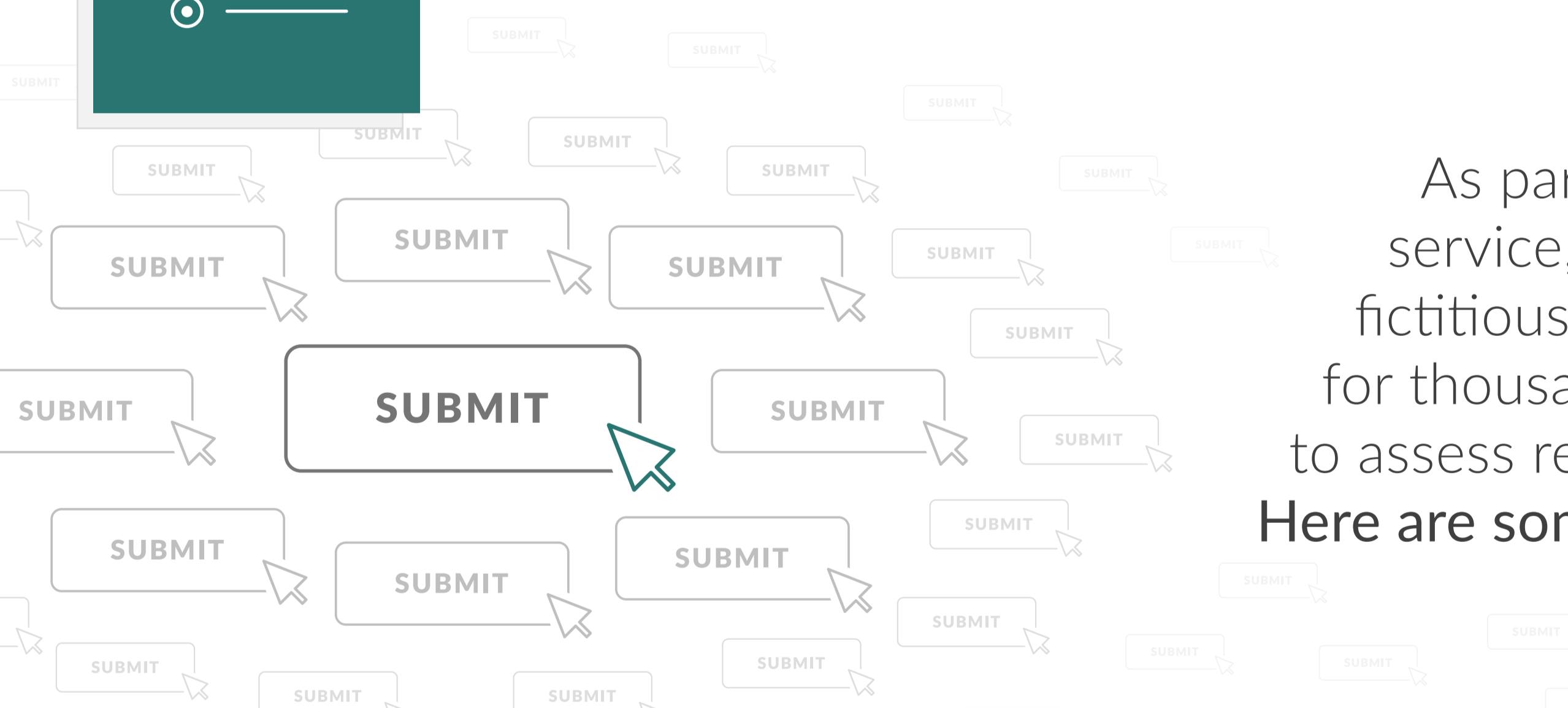
3 RESPONSE TIME



4 PERSISTENCE



5 RESPONSE AUDIT



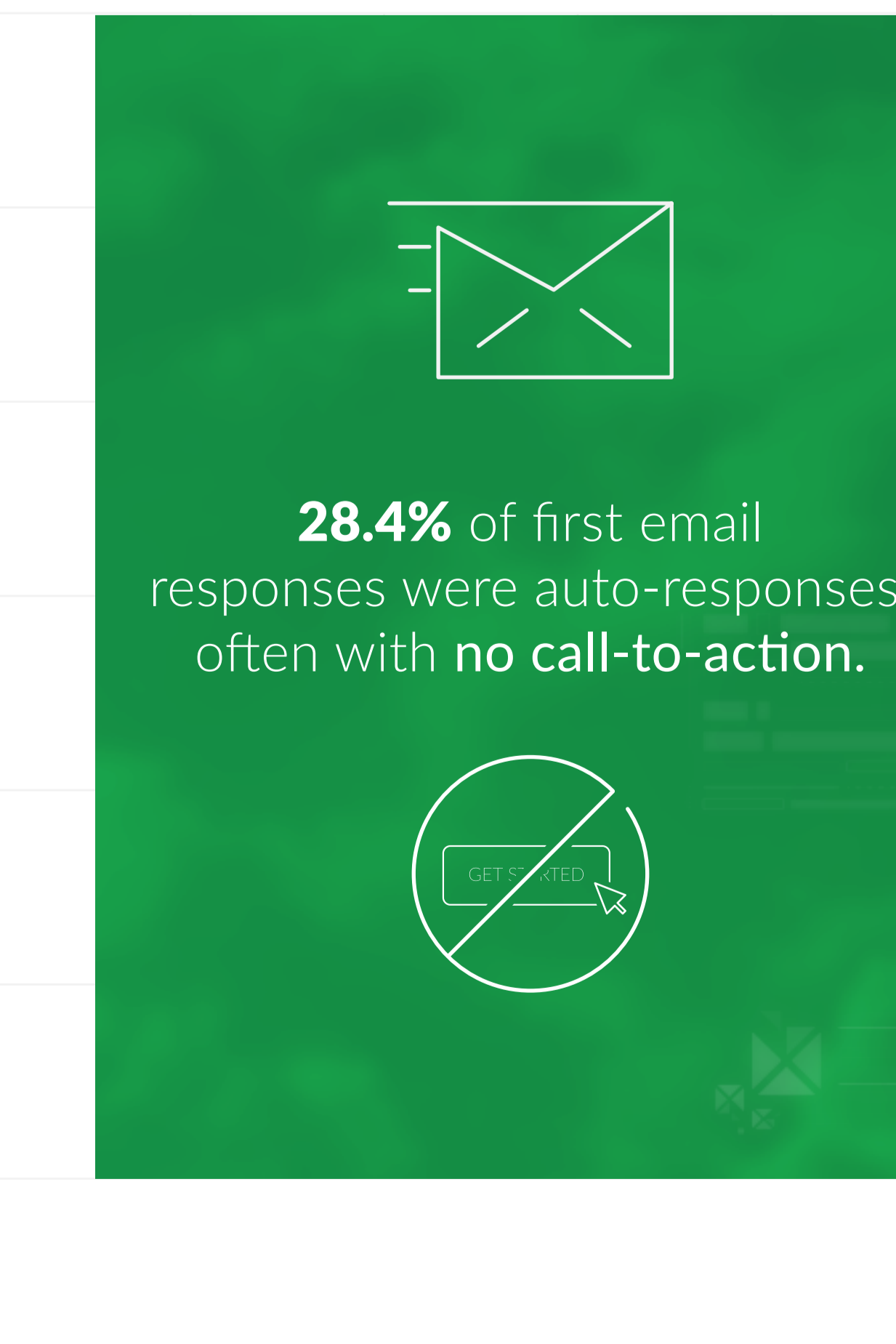
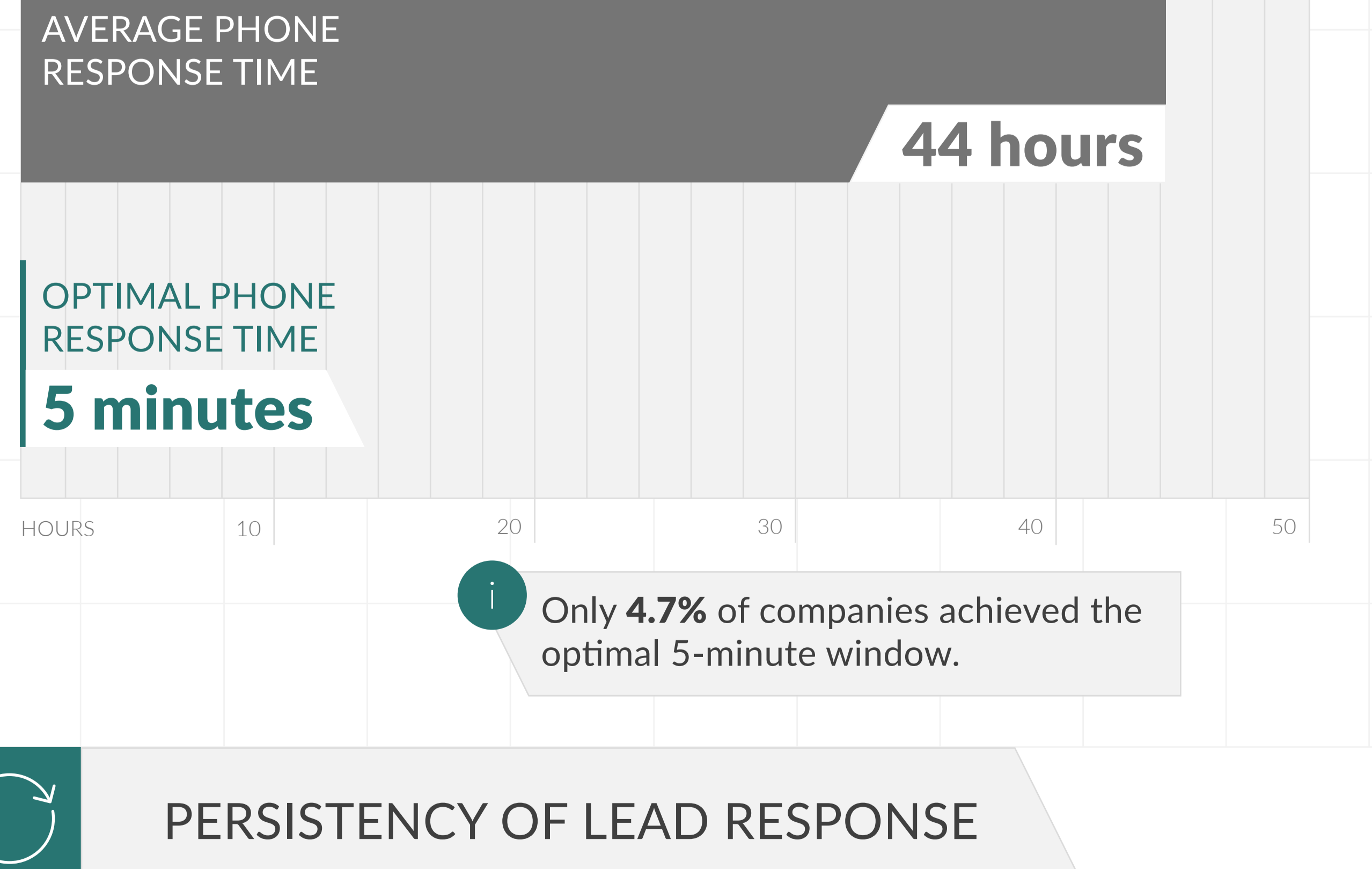
As part of their ResponseAudit™ service, InsideSales.com has used fictitious leads to fill out web forms for thousands of companies in order to assess response time and quality. Here are some startling trends.

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.



IMMEDIACY IN RESPONSE



PERSISTENCY OF LEAD RESPONSE

