

Statistic & Research

In regards to Calling an Online Lead



Speed

The biggest difference in making contact with new leads is following up fast. Research found prospects receiving a call within one minute of their initial inquiry were 391% more likely to convert.

The odds of calling to contact a lead decrease by over 10 times in the 1st hour.

The odds of calling to qualify a lead decrease by over 6 times in the 1st hour.

The odds of contacting a lead if called in 5 minutes are 100 times higher versus 30 minutes

The odds of qualifying a lead if called in 5 minutes are 21 times higher versus 30 minutes.



Following up



30% of leads never receive a follow-up call after initial contact. However, the same survey found salespeople have a 90% success rate on making contact with their lead on the sixth call.

It takes an average of 8 cold call attempts to reach a prospect.

30-50% of sales go to the vendor that responds first.

The average sales rep only makes 2 attempts to reach a prospect

75% of online buyers want to receive between 2-4 phone calls before a company gives up; 12% would like a company to try as many times as it takes to get a hold of them

Why?



When we call back immediately we know where they are. We called it “presence detection.” If they just typed in an inquiry on a website, they are probably still by their computer and by their phone.

When we call back immediately we are still on their minds. This is “top-of-mind-awareness.” The average call back time is 46 hours and 53 minutes. Do you remember any of the sites you were surfing on nearly two days ago?

The “Wow Effect.” When you call back a Lead Immediately a normal reaction might be concerned it would freak people out (like big brother was watching.) Do you remember the first time you called someone with Caller ID and they answered and called you by name? Didn't it send a shiver up your spine?

But on the contrary, it seemed to impress people by the speed or “hustle” that we exhibited. In surveying them, their most common word was “Wow!” And they exhibited an emotional response that built trust, a feeling like, “that is probably the way they are going to service my account.” We called it the Wow factor.