

The Best Practices for Lead Response Management

Based on the research of James Oldroyd, PHD, visiting research fellow at M.I.T. & David Elkington, CEO of InsideSales.com

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Focus

For the best results, how should companies respond to their leads?

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.

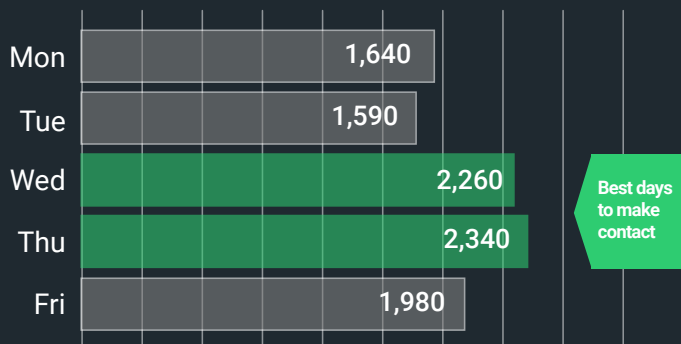
3 Years of Data

Across many companies that respond to web-generated leads

15,000
Unique leads

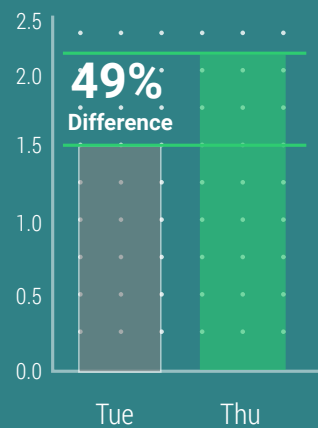
100,000
Call attempts

1 BEST DAYS TO MAKE CONTACT CONTACTS MADE FROM FIRST DIALS



Best days to make contact

Tuesday Vs. Thursday

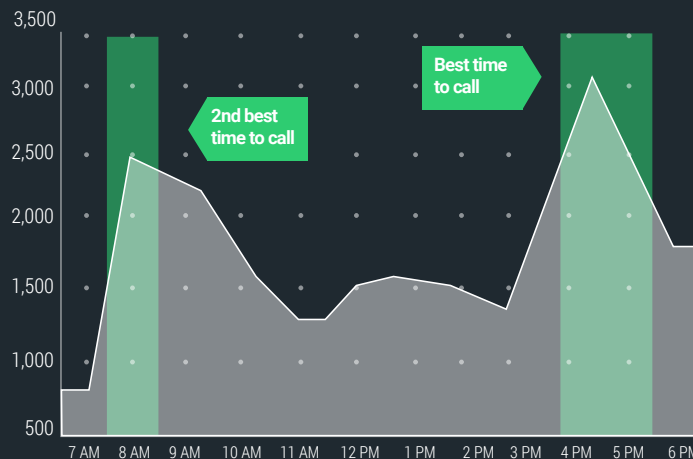


The best days to qualify* leads are **Wednesdays and Thursdays**.

*Qualification - the stage in the lead nurturing process where the lead is willing to enter the sales process

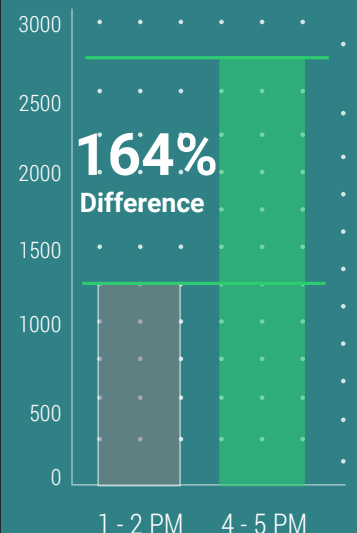
2 BEST TIMES TO MAKE CONTACT CONTACTS MADE FROM FIRST DIALS

The best time to qualify leads is **between 4:00 pm and 5:00 pm**



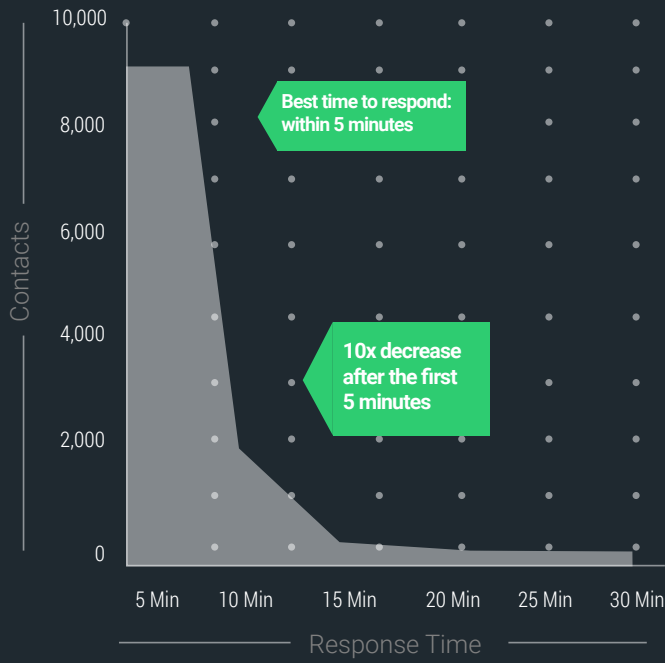
Qualifying Rates

Early afternoon vs. Late afternoon

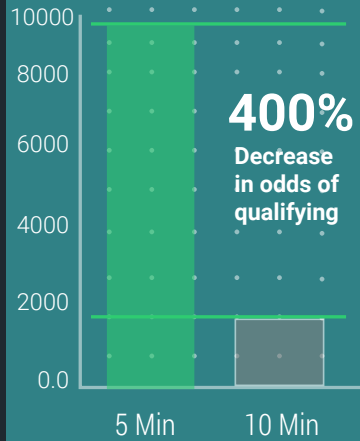


3

RESPONSE TIME CONTACTS MADE FROM FIRST DIALS



5 Minutes Vs. 10 Minutes



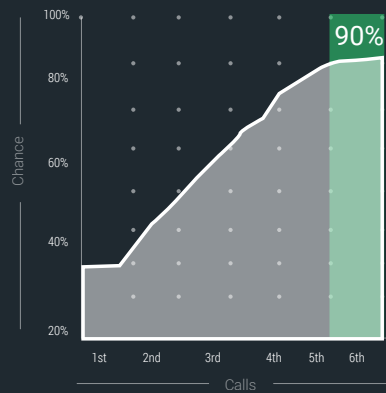
Contact and qualification rates **drop dramatically in just minutes** and continue to decrease over the next few hours

RESPONSE TIME:

The moment an interested lead completes a web form until a sales representative contacts them.

4

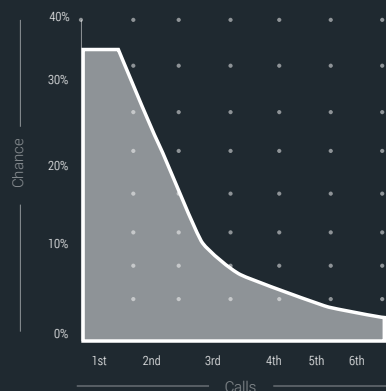
PERSISTENCE CHANCE OF MAKING CONTACT



Always make at least 6 call attempts

Over **30% of leads** are never contacted at all.

AVERAGE CALL ATTEMPTS BY REPS



Most reps give up on leads too soon

By just making a few more call attempts, sales reps can experience up to a 70% increase in contact rates.