Solving the Sales Lead Follow-up Problem
How to Insure Sales Reps Connect with Leads Quickly

Most companies are evolving their lead management strategies to take advantage of lead management CRM systems. The majority of these solutions include technologies that provide instant notification / distribution of new leads through email, text messaging and mobile CRM access. But are those leads immediately followed up on, improving the chances of successfully being converted into sales?

What happens when immediate action isn't taken?

- The prospect quickly turns their attention to other matters.
- Competitors have the opportunity to win the business.
- The lead quickly goes cold.

Even though reps are notified about new leads they don't always take immediate action. A recent study found that only 40% of leads receive a phone response within 24 hours. The conclusion is that instant notification / distribution of leads isn't enough. Leads must be followed up quickly to realize the benefits:

- More sales
- Shorter sales cycles
- Increased profit

The goal is to reduce both the number of leads that don't get a follow-up call and to decrease the amount of time it takes to follow-up. Leads need to be converted to conversations before they can be converted to sales.

- The first business to contact a lead will realize 238% more conversions than those businesses that contact the lead later, according to a LeadQual study.
- Leads called within five minutes have a 194% better chance of conversion.
- A Kellogg study found that the odds of reaching a lead increase 100% if called within 5 minutes vs. 30 minutes.
- The study also found that the odds of qualifying and converting a lead increase 21 times if called within 5 minutes vs. 30 minutes.
- Approximately 35% of leads are reached on the first call and up to 72% are reached on the second call, but 48% of leads never get a second call.

One solution would be to have an inside sales team that performs the following service:

1. Call the rep
2. Read the lead to the rep
3. Call the prospect and hot transfer the prospect to the rep

In this case, if the prospect answers the phone, then the rep would have no choice but to speak with them. The inside sales team could produce a report with:

1. The total number of leads
2. The number of times the rep did / didn't answer the phone
3. The total number of conversations with prospects

This solution would certainly go a long way toward 100% lead follow-up and dramatically reduce the amount of time it takes reps to follow-up on leads. No doubt the response time would be less than 5 minutes, so connection rates would increase at least 100% and conversion rates would increase by nearly 200%.

For prospects that don't answer the phone, the inside sales rep can schedule call backs until they reach the prospect and then follow the standard process mentioned above.

One drawback of this solution is that it can be expensive to hire, train, maintain and manage an inside sales team. Additionally, many people balk at the idea of hiring a team of people to make sure sales reps are doing their job.

But what if there was a way to insure sales reps instantly connected with their new leads without having to hire a team of people? What if connecting sales reps with their hot prospects was as easy as pressing '1' on the phone?

Introducing Voice-Leads from LeadMaster. A better-faster-cheaper way to connect leads with sales reps. When a new lead comes into the LeadMaster Lead Management CRM whether via the website, landing page, email lead or manually entered, Voice-Leads will call the designated sales rep, read them the lead information, and ask them to 'Press #1' if they'd like to be immediately connected to the prospect.

Voice-Leads benefits include:

- Instant connection with Internet leads
- Reduced time from prospects clicking "submit" to your phone ringing (approx. 3 seconds)
- Connection rates are dramatically improved
- No more missed opportunities by not following up with leads
- Improved connect rate means improved close rate
- Complex calling trees are no problem
- Real-time reporting

It's not just about generating leads; it's about what the sales organization does with an incoming lead that impacts the bottom line. Relying on sales rep initiative alone may mean losing the sale if your competition reaches the leads faster. A web-based Lead

Management CRM system is a critical success factor, but it doesn't ensure immediate follow-up with the lead.

Lead response management service clients have reported lead conversion rate increases of up to 300%. Rapid response time is a critical advantage and Voice-Leads can make the difference between leads that lead to nothing and significantly boosting lead conversion rate.

Get started today with Voice-Leads from LeadMaster. See for yourself you can improve your sales lead conversion ratio, sales and profits with a free trial.

Visit the LeadMaster website for a demonstration
http://www.leadmaster.com/LeadMaster-Products/Voice-Leads.asp
and then call LeadMaster today 800-699-4164.