Voicemail Lead Generation Service

Voicemail Leads are created by making outbound calls and playing a pre-recorded message to the recipient of the call. If the recipient is interested in hearing more information about the product or service, they can press a touchtone on their phone.

After the recipient presses the touchtone, a second message will play to give them further information. At the end of the second message they will record a message into the system. You will be able to retrieve these messages and call back the interested prospects.

WHAT KIND OF RESPONSE RATIO CAN I EXPECT?

The average response ratio is 1%. This means that for every 100 answered calls you should get 1 voicemail response. This ratio can vary depending on many factors such as the product or service being offered, the database being called, the message being played, or the time of the call.

Dialtel provides analytics so you can see how your campaign is performing in real time. This allows you to monitor the progress and make changes where you see fit. This will help you to continuously improve your campaigns performance. An example is shown just below.

Voicemails per 100 Answered Calls:	1.27
Average Length of Voicemails:	46 seconds

Not only can you get your analytics data as you see above, but you can filter that data by **Last One Hour, Today, Last 3 Days, Last One Week, or Last One Month.** This is helpful if you make a change to your message or want to track long term progress. For example, you could run a report an hour after you change your message to see how that new message is working out.

DON'T PUT ALL YOUR EGGS IN ONE BASKET

Take the time to develop multiple campaigns with each campaign having a different message and database. This will help you to find out what works well.

The Greendialer Interface gives you complete control over all of your campaigns. You can run as many campaigns simultaneously as you need. Use the power of this software to rapidly develop campaigns that target your niche effectively.

T: (800) 788-5078
E: sales@dialtel.com

BEST PRACTICES FOR LEAD HANDLING

It is not good enough to simply generate leads. You must handle the leads with the highest level of care in order to convert as many of them into sales as possible.

Voicemail Leads are very convenient because they allow you to filter through audio files to find prospects who sound interested in your product or service.

The biggest issue with Voicemail Leads is that they lose value gradually from the time they are created. If you wait too long, they will get cold and become worthless. This is why you need to have internal processes that outline how you will handle callbacks.

You should contact your leads within 24 hours of their creation. If you can contact them within 4 hours that would be ideal. If that means slowing down production in order to satisfy your policy then do it. It would be better to slow down production than neglect calling the leads back in a reasonable timeframe.

BE PREPARED FOR CALL BACKS

When calling back your leads you want to make sure that you are well equipped to deal with the objections the prospect may raise.

It is a good idea to make a list of all the possible objections you can think of and how you will respond to each one. As you go along you can add rebuttals and responses that you learn from the calls you make.

Also remember that the only information the prospect knows about you is the information you gave them on the previous call in which they left a message.

You want to make sure that you know what was said in that message so you do not misrepresent the product or service that you are offering. One example would be if you told the prospect on the initial call that you are offering free installation. Then when you talk to them on the phone you tell them the installation is $100. You will lose that prospect immediately if you misrepresent the information you initially gave them.

It is easy to generate leads and call them back. The challenge is to maintain the integrity of your product or service and to stay true to the policies that protect your investments.