Get Your Speed To Lead Under 5 Minutes With These 5 Tips

Revenue

How long does it take your team to respond to an inbound lead?

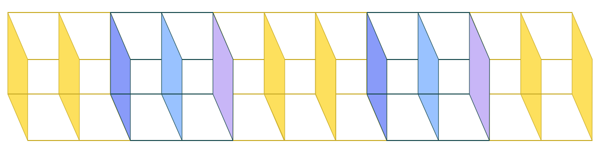
Response Time

5 MINUTES OR LESS	30 MINUTES	2 DAYS	NEVER
Research by HBR found that teams need to respond to leads within 5 minutes for optimal contact and lead conversion rates.	An extra 25 minutes causes 100x lower contact rates and 21x lower conversion rates on calls, according to research by MIT.	Yet the average response time for a B2B company to an inbound lead is 42 hours — if companies respond at all.	Shockingly, a study by Drift discovered that 58% of companies never respond to their hottest leads. They simply ghost them.

72% of B2B buyers say that a vendor's response time is the most important attribute of a winning vendor.

Fortunately, there are simple solutions that you can use to ensure your sales reps prioritize hot leads so you can gain more revenue.

1 Measure and optimize for better call response times.



It's a cliché, but it's true: what gets measured, gets managed. The fastest way to improve your inbound lead response times is to keep a careful eye on the data.

Revenue.io's speed to lead metrics live in Salesforce, making it incredibly easy to see which reps are responding the fastest to inbound leads and which need some improvement. A good old-fashioned leaderboard is a great way to encourage your whole team to strive for better response times.

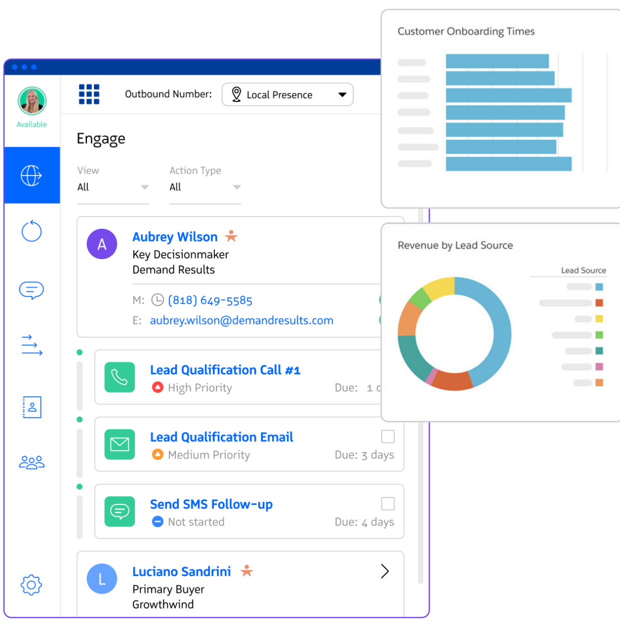
It's also simple to use Revenue.io data to dig into speed to lead by source, campaign, territories and any other factor important to your team. With this information, your marketing team can start increasing both the quantity and quality of leads, so that making more revenue is a breeze.

2 Recognize that not all leads are created equal.

And your reps know it. But because of this, they end up making judgement calls about which leads to respond to. To make sure they're prioritizing the right people, use a lead scoring system that awards priority to the leads and companies who are most likely to convert.

Set up scoring rules on high intent forms, with extra points for key qualifiers like company size or decision time. When a hot lead fills out the form, their score should propel them straight to the top of your sales reps' list so they can engage immediately.

The same goes for leads that are already in your CRM. Set scores for high intent downloads within a certain timeframe. If a lead starts to download content or show other signs of purchase intent, they should be called.



3 Make sure inbound leads are easy to see.

A lead that your reps don't know about is a lead that's not going to get contacted. It's as simple as that. To make sure they don't get lost in the shuffle, create a special list in Salesforce that high-priority leads (determined by your scoring system) are automatically added to. Reps should actively check this list to ensure they are followed up with as quickly as possible.

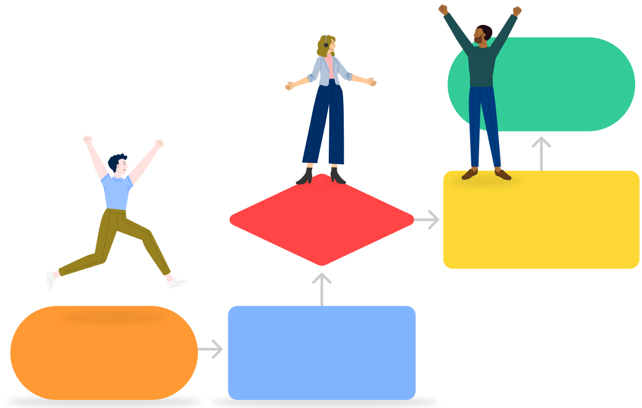
If you use a lead routing system, you can set it so all inbound leads are sent to a different rep on each day or during a certain time. That way the rep knows a period of time they are "on-duty" and can watch for new additions.

Revenue.io Hot Leads can make inbound leads even more visible, with instant lead alerts and notifications. When a lead becomes hot, they'll automatically appear in the assigned rep's RingDNA Dialer with complete context about their source, as well as important additional information. All the rep has to do is click to call, and they have the ability to pull up the proper call script right in the dialer.

4 Set your reps up for success.

Once you've assured that your reps can recognize a high-priority lead and act upon it, you can streamline your sales process so they can engage the lead as quickly as possible. Make sure that every rep has easy access to call scripts, email templates, and any other relevant sales content.

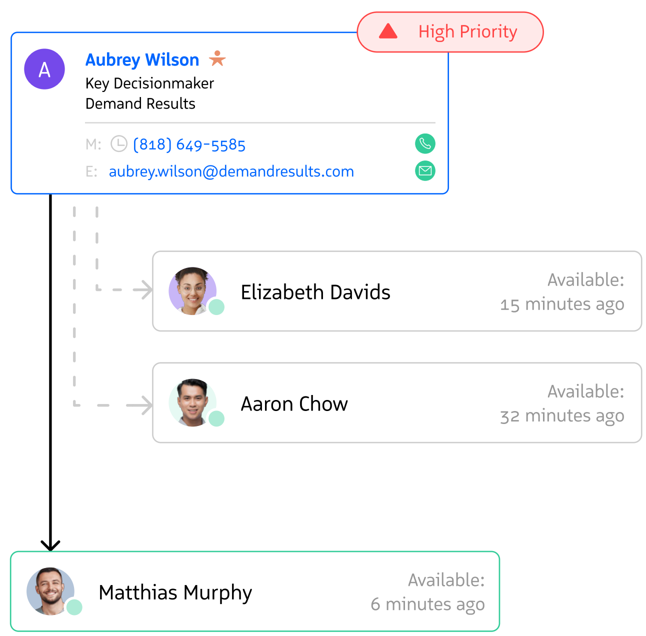
The less time a rep has to spend preparing to contact a lead, the quicker (and more confidently) they can reach out.



5 Route leads to reps based on their strengths.

Speaking of making sure that your reps are confident when speaking to leads — it's simply a fact of life that certain reps are better suited to certain leads. Pairing them together can raise both your inbound response time and your conversion rates. Here are just a few criteria you can use to start optimizing your lead flow:

- Time zone or country
- Language skills
- Product or service expertise
- Account owner
- Sales territory



Want to learn exactly how Workwave used Revenue.io to get the perfect lead response time? Check out their case study here! Or reach out to us for a personalized look at how the Revenue.io platform and Hot Leads in particular can help you reach every single lead in record time.

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