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HOW TO

Optimize Lead Response Strategy in 7 Steps

Why Rapid Lead Response Matters

Did you know you're **100 times more likely** to actually connect with a lead if you call them in five minutes versus in 30?

Responding to leads in a timely manner means you have a chance to close more deals and win more sales - before your competitors do.

What You'll Learn

- **How to** Optimize Your Rapid Lead Response Efforts in 7 Steps
- How to Build a Lead Funnel that Provides **Transparency, Accountability, and Results**
- **Real-World Benefits** from Business Leaders Like You
- Key Stats to **Get Buy-In & Ensure Alignment**

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What is Rapid Lead Response?

Rapid lead response is all about connecting with your potential customers at the **moment of peak interest**: when they first reach out to you.

Studies show that the company that responds first is more likely to win the deal. Simply stated, **speed is king.**

Rapid lead response benefits more than just the conversion, though. It also provides **visibility into lead quality**, **marketing ROI**, and **funnel strength**.

We've heard customers say that rapid lead response is a simple strategy shift that **unlocks their sales engine.**

Ready to get started? Here are **7 steps to optimize your rapid lead response strategy. >>**

Why Listen to Us?

Calldrip is a global leader in lead response and call-tracking software. More importantly, we're deeply committed to helping our customers grow.

10K+

users around the world.

1M+

leads distributed annually.

<1 min.

average lead response time.

6M+

Connected calls per year.

99.9%

up-time.

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Step 1: Evaluate Your Current Lead Response Strategy

Generating leads can be expensive. An efficient, effective lead response strategy helps you **make the most** of that spend. Any optimization effort needs to start with understanding what's working - and what's not.

Pay close attention to **response time**, **response quality**, and **lead sources**.

Start by **mapping the process** of your lead response. Ask questions like:
- What is you current lead response time?
- How do you respond: phone or email?
- What is your connection rate?
- Do you respond only with email or phone?
- Is the email customized to each response or just a generic reply?
- How are leads assigned?
- What is the lead volume from each lead source?
- What is the lead quality from each lead source?
- Is your sales team effectively communicating with potential customers?

Identifying what happens behind the scenes to connect a sales person helps to **pinpoint issues**.

This exercise helps identify areas of your rapid lead response strategy to be **improved**.

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Step 2: Prioritize Speed of Response

Studies show that you're **100x more likely to connect** with a lead if you respond in 5 minutes versus 30.

The challenge? Making sure your team is following the process to **prioritize fresh leads**, and always respond to the prospect at the **peak moment of interest**.

That's why it's important to build a lead response system that **emphasizes speed**.

Start my establishing a process to **respond to all leads in under 5 minutes.** Fresh leads are a golden opportunity and you only have a short opportunity to reach them **before your competitors do**. If you can get your sales team to prioritize and respond to the freshest leads (the best opportunities), **appointments and sales will follow**.

If this starts to feel overwhelming, know that software solutions like Calldrip exist to help assign leads, kick off that call, and **connect your sales team accurately** - and automatically.

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Step 3: Create a Personal Connection

It matters that you respond to leads quickly. It also **matters how you respond**.

A basic follow-up email can be useful when it's personalized to the prospect's inquiry; however, far too often, companies reply with a generic email response that doesn't resonate with the prospect. In fact, **70% of lead response emails go unopened**.

Email is simply not enough - particularly not for complex purchases. Almost **60% of customers prefer to talk to a real person** when making a significant decision. Plus, being the first company to create a personal connection with your prospect **improves conversion rates by 10-15x.**

If you're not already, start to **implement a quick phone call** into your lead response efforts at every stage of the funnel.

The data shows that a **friendly, fast call** to your lead when they request information creates a personal connection that can **help you close more deals**.

"

With Calldrip, we've decreased our response time and **increased our closing ratios dramatically**."

- *Zach M.*

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Step 4: Cultivate Accountability

It's critical to respond to a lead in the **peak moment of interest**. A successful strategy will include accountability measures that empower every team member. Knowing response time and connection rate for each team member **creates accountability**
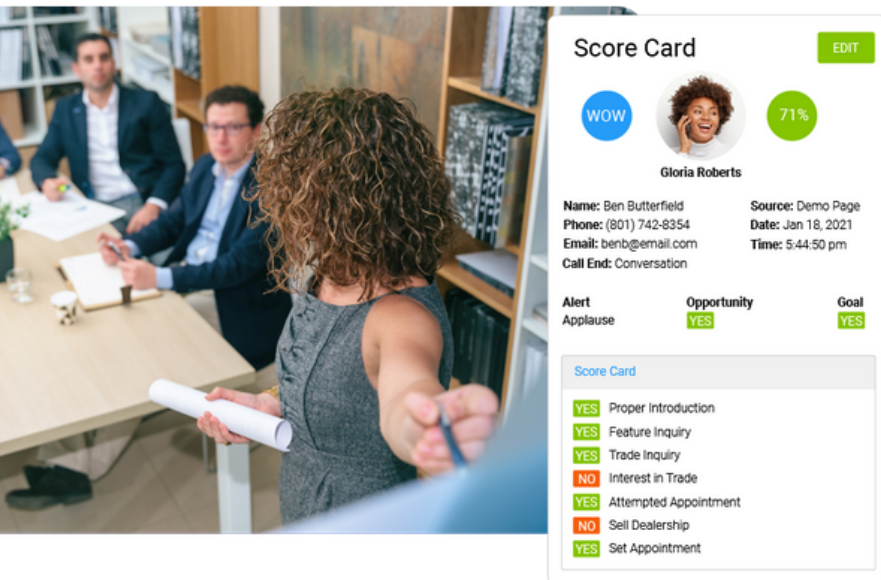
Understanding how each team member performs can identify process improving training opportunities. Ask questions like: how does your sales team **respond to prospects?** Are you **tracking lead source**? Is the customer experience positive? Are these conversations leading to appointments and sales? What about soliciting customer feedback?

To truly improve conversation quality, you'll need to l**isten to actual conversations.**

Make sure your call tracking and lead response tool shows **whether your sales calls actually connected**, how long it takes to reply, and lets you monitor each conversation for quality.

Calldrip offers built-in monitoring tools, like **call recordings**, **AI alerting**, **human conversation scoring**, and **customer feedback mechanisms**.

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Step 5: Implement Sales Coaching

Now you're sure that leads are quickly getting a response and are confident in the quality of the conversation. It's time to **focus on fine-tuning**.

This is where coaching is so valuable. Active coaching helps your **sales team consistently improve performance** and enhance the quality of the connection.

All too often, business make the mistake of relying on infrequent training sessions. This can result in blown opportunities, which **costs tens of thousands of dollars**.

Active coaching helps **optimize the performance** of each team member. This requires ongoing monitoring and coaching of their actual phone conversations.

With Calldrip's **coaching tools** - like a comprehensive scorecard with coaching notes and audio recordings - **are built-in**. As a sales leader, you can coach the team yourself or have our coaching professionals assist you.

The phone is the **most valuable tool for your business**. Continuous, personalized coaching reinforces the skills required to be successful, **generating more appointments** and **driving more sales**.

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Step 6: Ensure After-Hours Support

Today, **prospects shop 24/7**. What happens when a lead is generated after your business is closed? For some companies, more than **40% of leads come through after-hours**.

Some businesses send an automated email after-hours, or prioritize those leads first thing the following morning. That strategy ensures a response, but puts the deal itself at risk.

While the time of the inquiry will determine the type of response, the most effective response is always an immediate personal response. Remember, **70%** of appointments go to the **first company to connect** with a prospect.

If you don't have a plan in place and the technology or personnel, you may **lose that opportunity**. Luckily, this is easy to avoid.

Calldrip offers a **VIP Customer Connect** program that ensures you're always the first to connect.

Outsourced after-hours lead response support means prospects get a **high-quality, on-brand experience** even when your team's off the clock.

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Step 7: Optimize Digital Marketing & Advertising Spend

Now that you're confident your team is doing a great job connecting with your inbound leads, it's time to take a **look at the leads** themselves.

Generating leads is **expensive;** understanding how each lead source performs is essential to **making the most of that spend.**

First, figure out how much you're **spending on lead generation.** You might look at your overall marketing budget for a birds-eye view, or monthly ad spend if that's more relevant for your business. This helps illustrate the **cost of the leads** to your company.

You can get even more granular: what's your existing lead-to-customer conversion rate? What's your average sale price? With these two metrics, you can put a **potential deal amount on each new lead** that comes in.

Now, you can pinpoint how many leads each source generates, the connection rate for each of your sources, and ultimately, how many **appointments and sales are generated** from each source.

Once you understand the granular data for each lead source, you can **optimize your digital marketing spend.**

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How Calldrip Works

1. A LEAD SUBMITS AN INQUIRY

When a prospect fills out a form on your site, clicks on an ad, or calls into your business, Calldrip instantly records the inquiry.

2. CALLDRIP CONNECTS THE LEAD TO YOUR SALES TEAM

Calldrip automatically kicks off a call to the right sales rep, based on your customized lead routing. When your sales rep answers, they hear a whispered message with the lead's basic details and reason for inquiring.

3. TALK TO THE PROSPECT WITHIN 30 SECONDS

Right after the whisper, Calldrip dials the lead. Within just a few seconds, your sales team will be having a personal conversation with the lead at the peak moment of interest. You'll probably start hearing "Wow, that was fast!"

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Respond to Leads in Seconds & WOW Your Customers

For sales-focused organizations, optimizing rapid lead response can be transformative.

If you're looking to quickly and confidently connect with your prospects at the peak moment of interest, consider Calldrip.

Our all-in-one rapid lead response tool includes:

- **Instant phone and text response** to all your leads
- **Web chat tool** with phone and text functionality
- Configurable **lead routing**
- Customizable **call tracking**
- **Advanced analytics**
- Built-in call scoring and **coaching tools**
- **Online review capture** and reputation management
- Dedicated, **best-in-class customer success** team for your account

At Calldrip, we're here for you every step of the way.

Book a **free 30-minute demo** today!

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