

# The Best Practices for Lead Response Management

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



3

Years of Data

Across many companies that respond to web-generated leads

15,000

Unique leads

100,000

Call attempts

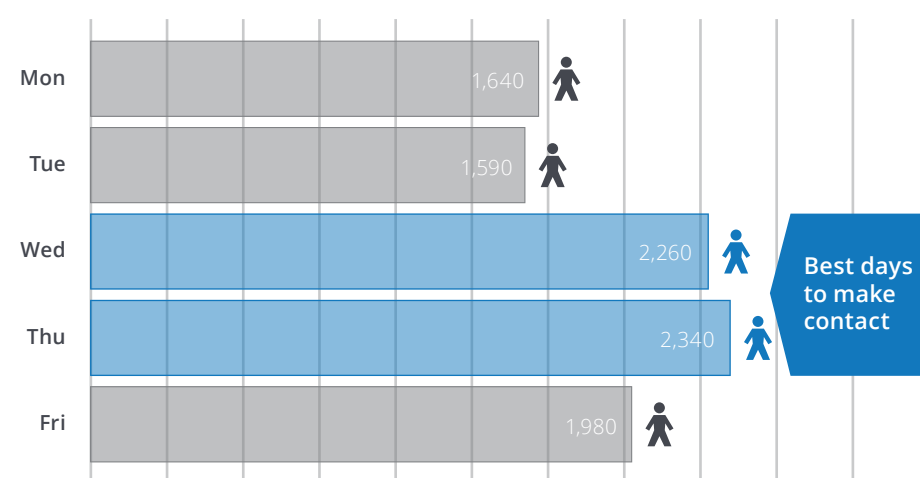
## The focus

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.

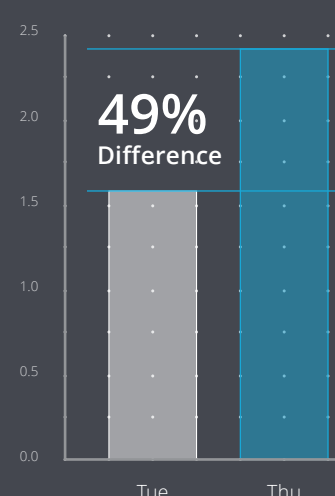
### 1 Best days to make contact



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

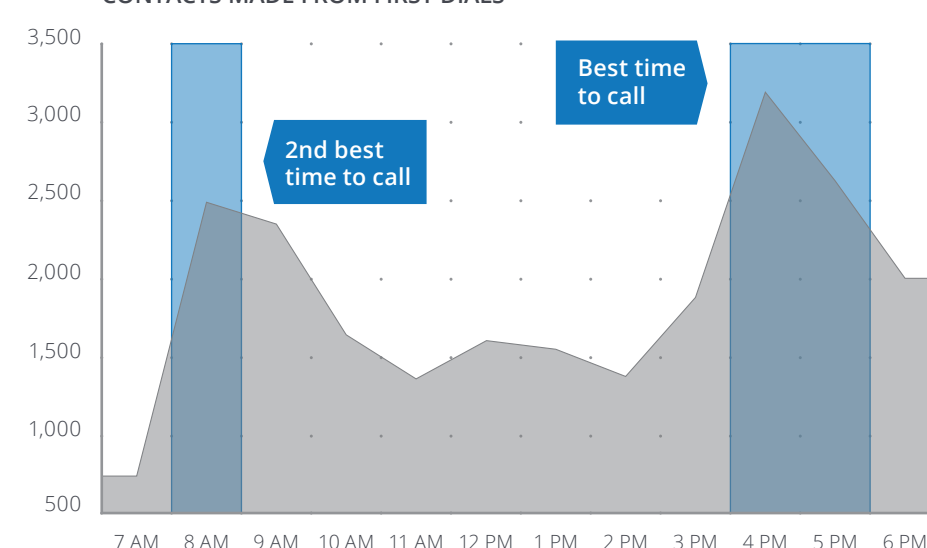
\*Qualification - the stage in the lead nurturing process where the lead is willing to enter the sales process.

TUESDAY VS. THURSDAY



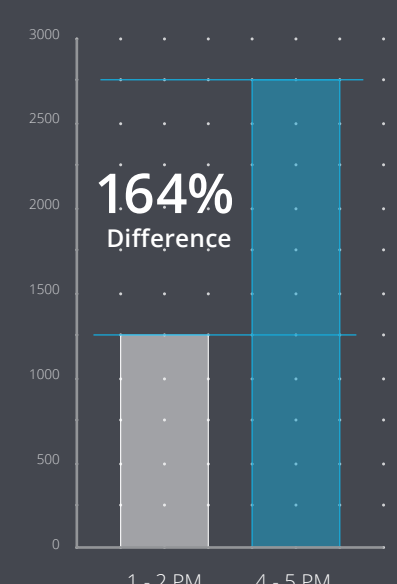
### 2 Best times to make contact

CONTACTS MADE FROM FIRST DIALS

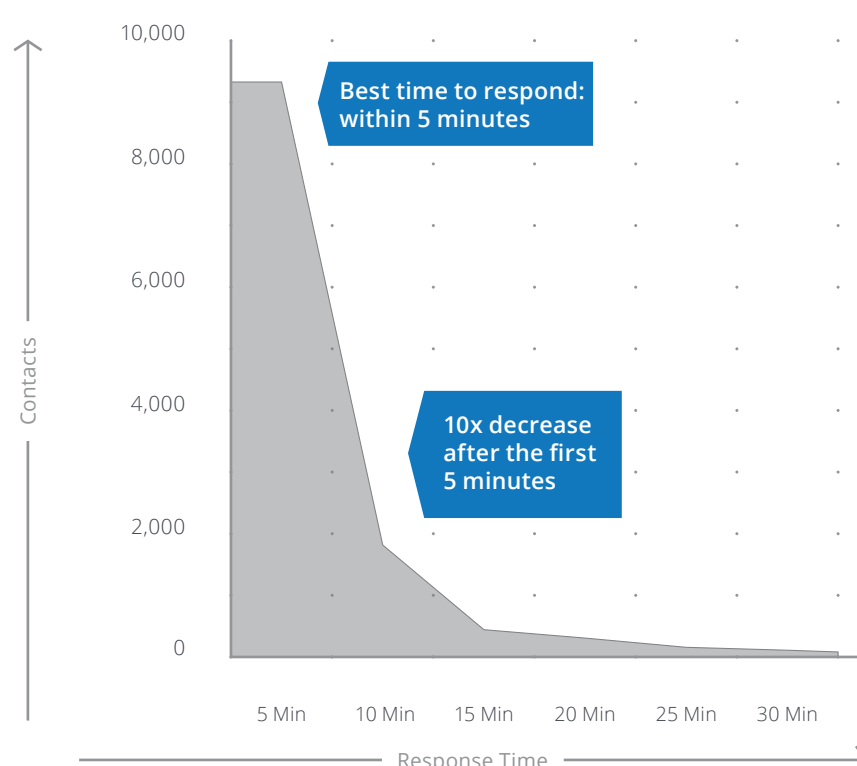


► The best time to qualify leads is **between 4:00 pm and 5:00 pm**

QUALIFYING RATES  
Early afternoon vs. Late afternoon

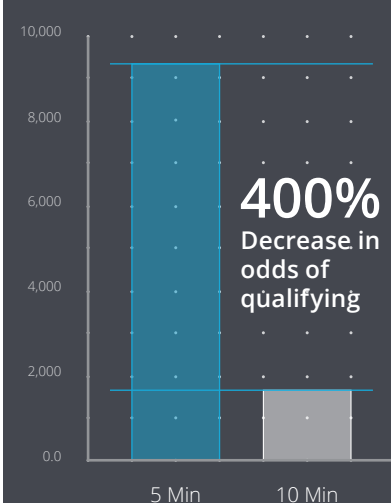


### 3 Response time



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

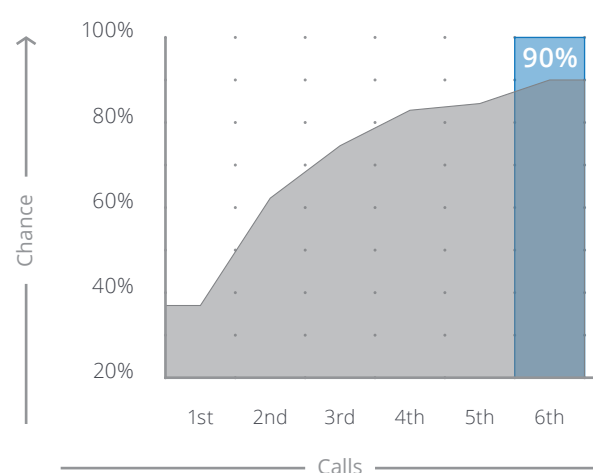
5 MINUTES VS. 10 MINUTES



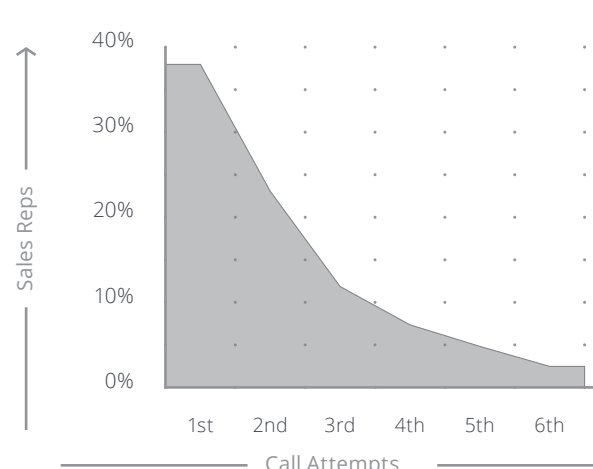
**RESPONSE TIME:**  
The moment an interested lead completes a web form until a sales representative contacts them.

### 4 Persistence

CHANCE OF MAKING CONTACT



AVERAGE CALL ATTEMPTS BY REPS



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

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