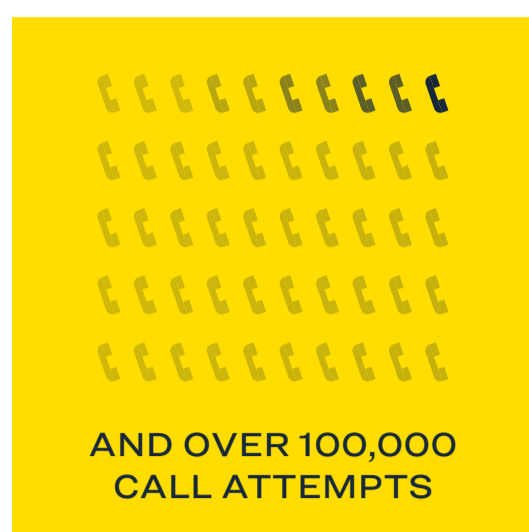
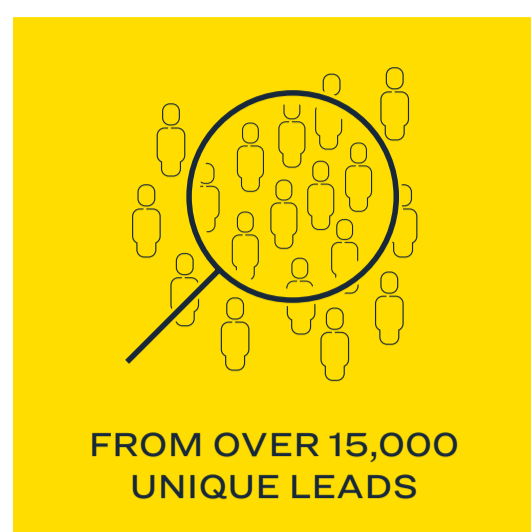


# BEST PRACTICES FOR LEAD RESPONSE MANAGEMENT

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Based on the research of  
JAMES OLDROYD, PH.D. | Ohio State University  
DAVE ELKINGTON, Chairman of the Board | XANT

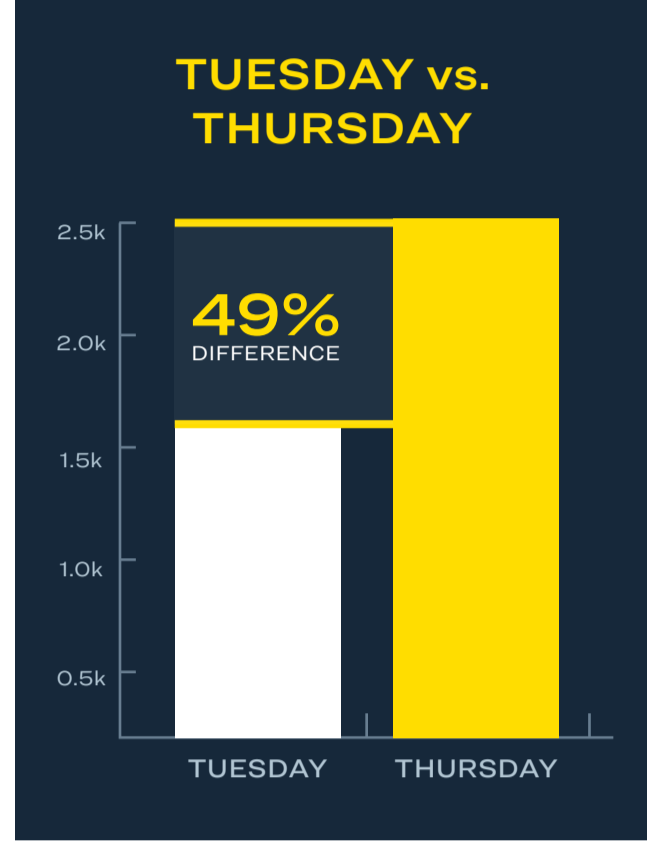
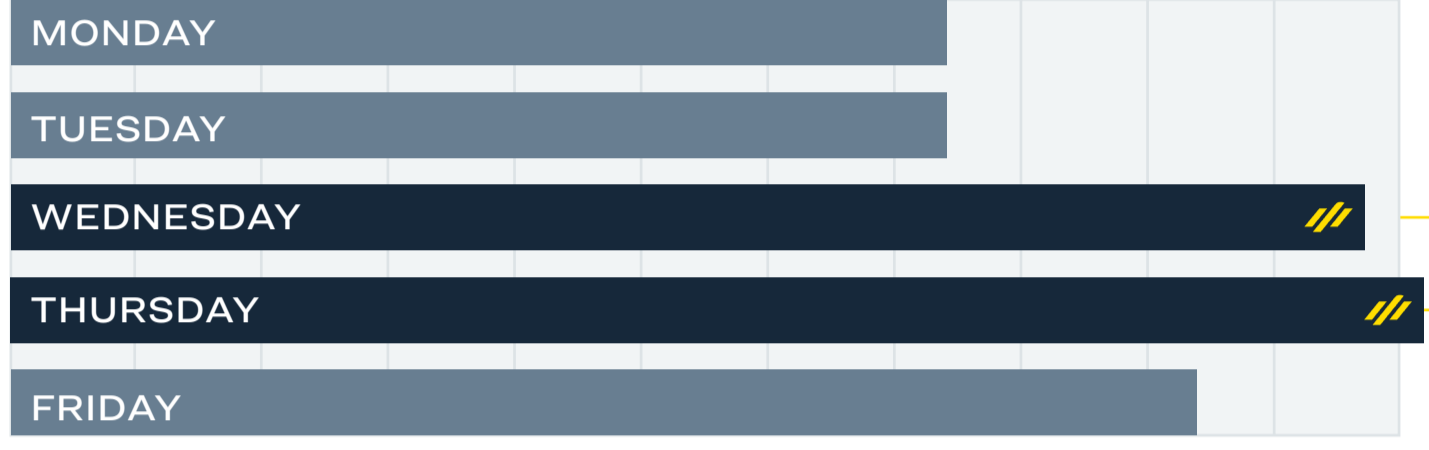


**WE FOCUSED ON ONE QUESTION:**  
FOR THE BEST RESULTS, HOW SHOULD COMPANIES RESPOND TO THEIR LEADS?

**THE MISSION:**  
1. MAXIMIZE RESULTS  
2. MINIMIZE EFFORTS  
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 THE BEST DAYS TO MAKE CALLS

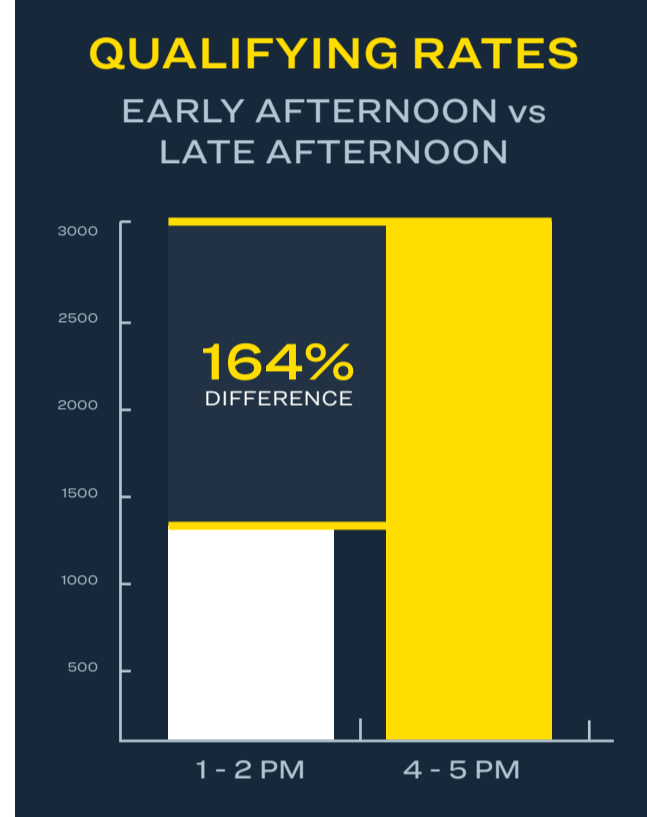
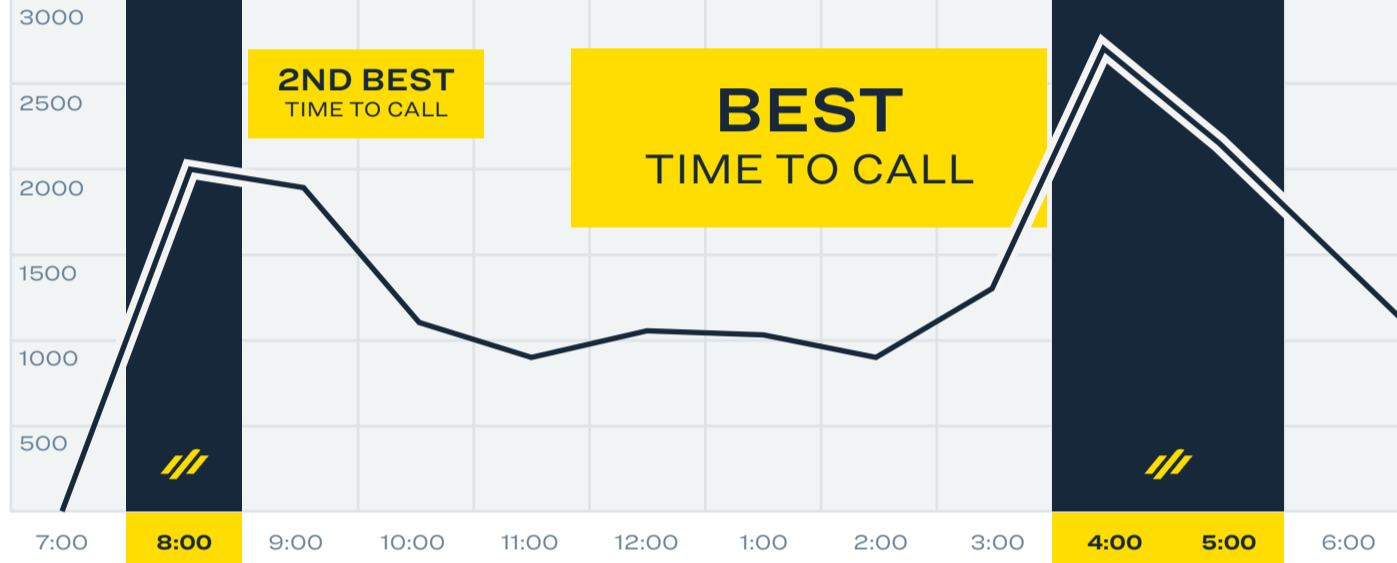
### CONTACTS MADE FROM FIRST DIALS



According to similar graphs, Wednesdays and Thursdays are the best days to **qualify**\* leads.  
\*QUALIFICATION - the stage in the lead nurturing process where the lead is willing to enter the sales process.

## 2 THE BEST TIMES TO MAKE CONTACT

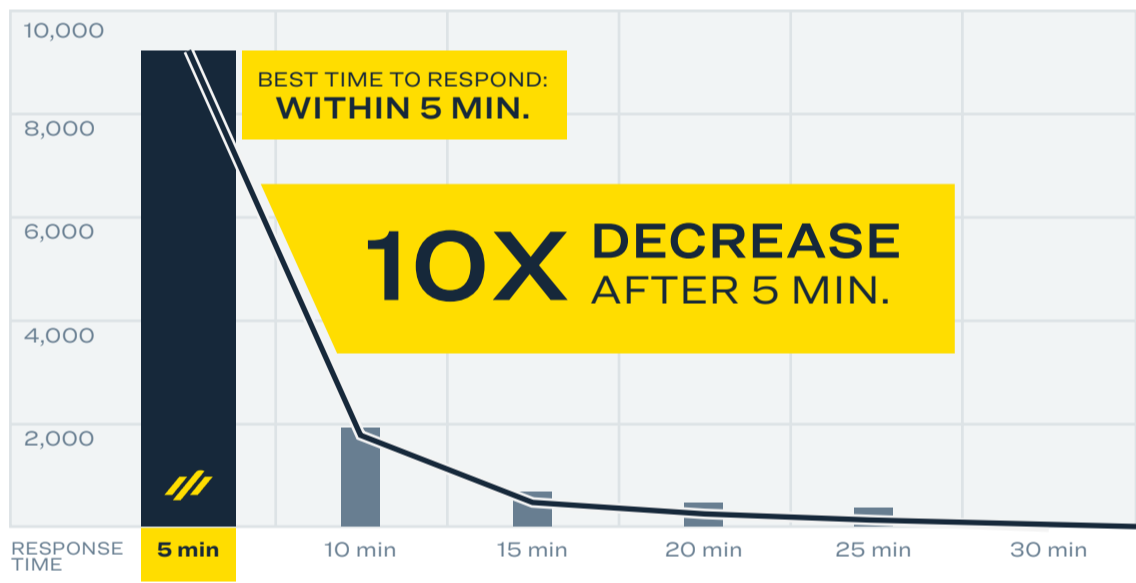
### CONTACTS MADE FROM FIRST DIALS



According to similar graphs, **between 4pm and 5pm** is the best time to qualify leads.

## 3 RESPONSE TIME

### CONTACTS MADE FROM FIRST DIALS



According to similar graphs, contact and qualification rates also **drop dramatically** over a span of hours.



## 4 PERSISTENCE

### CHANCE OF MAKING CONTACT



### AVERAGE CALL ATTEMPTS BY REP



Over 30% of leads are never contacted at all.  
By just making a few more call attempts, reps will experience **70% more contacts!**

## 5 RESPONSE AUDIT



As part of their ResponseAudit™ service, XANT used fictitious leads to fill out web forms for **thousands** of companies in order to assess response time and quality.

**Here are some startling trends:**



EMAIL WAS THE MOST COMMON METHOD FOR FIRST RESPONSE.

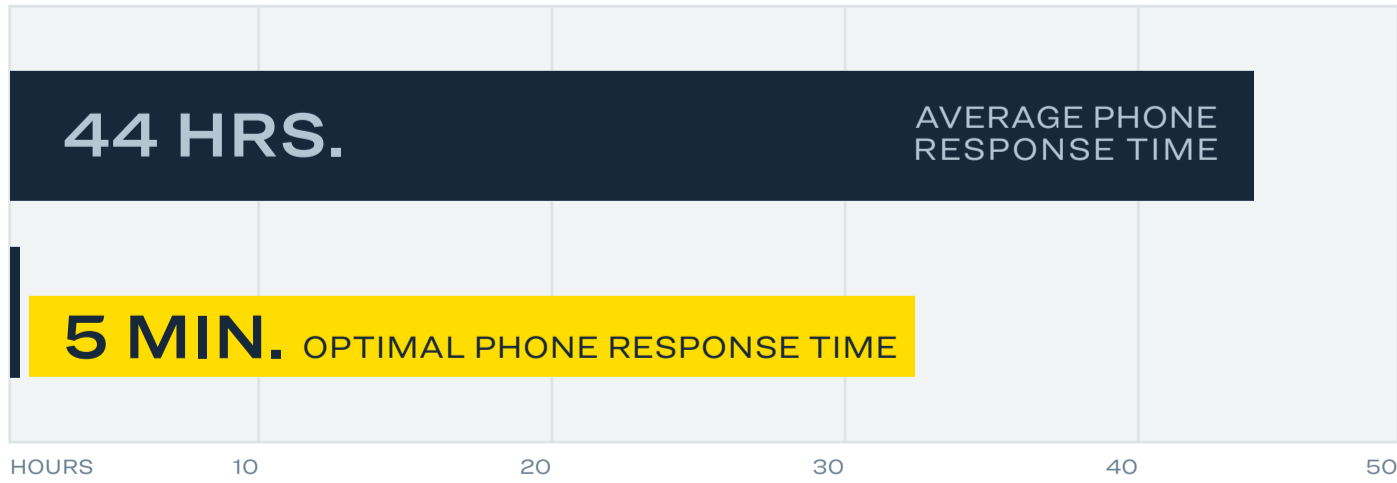


OF ALL OF THE LEADS THAT WERE SUBMITTED **77.17%** NEVER RECEIVED A PHONE CALL.

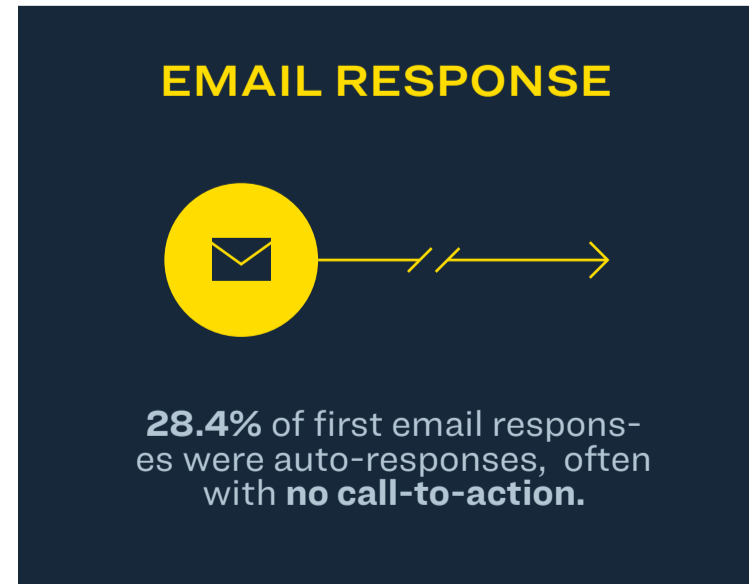


ONLY **28.6%** OF LEADS WERE FIRST RESPONDED TO BY PHONE, EVEN THOUGH CALLS HAVE HIGHER RESPONSE RATES AND ARE MORE LIKELY TO TURN INTO A SALE.

### IMMEDIACY IN RESPONSE



Only 4.7% of companies achieved the optimal 5-minute window.



### PERSISTENCY IN RESPONSE



Only 9.4% of leads received the recommended 12 touches.

