# SPEED WINS!

How speed to lead creates a sustainable competitive advantage

## Speed to lead stats you need to know:



of customers buy from the company that responds to their inquiry first (Lead Connect)



**//**X more likely to qualify leads when reaching out within an hour as opposed to iust one hour later (Harvard Business Review)



**21X** more effective when calling within five minutes of prospect first contact as opposed to calling after 30 minutes (LeadSimple)



increase in lead conversions when responding within one



of companies respond to leads within five minutes, while 55% of companies respond in five or more days (Drift)





decrease in your odds of qualifying the lead after five minutes has elapsed (Vendasta)



**OX** less likely to have leads respond if your outreach takes more than five minutes (Lead Response Management.org)



of leads never get followed up with (InsideSales)



of prospects go to a competitor if not contacted (Website Builder)

## **Breaking down speed to lead**

Speed to lead is your lead response time, and it consists of two components:



**Response Time** 



**Processing Time** 



Representative Response Time



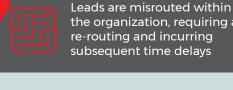
## Common challenges for speed to lead



unattended to, before being routed to a rep for follow up

Leads sit, stalled and

SPEED TO LEAD



the organization, requiring a re-routing and incurring subsequent time delays



information, resulting in a need to research and/or triage the leads for data

Leads lack sufficient contextual



routed, sales rep delay in following up

After leads are correctly

# **Optimizing your speed to lead**



ead Processing

lead-to-account (L2A) matching to eliminate time-consuming and costly human bottlenecks



# **Response**

Representative

Automate

## routing solutions that automatically reroute leads when SLAs expire or specific actions are taken

Deploy

Build reporting mechanisms and

dashboards within your CRM to track

Coach

lead response metrics in real time



Automate

Automate lead routing to ensure each lead is routed to the correct





(think: conversion!) follow up

representatives on

every time

representative on time,

**Get Started Today:** Visit LeanData.com to learn more about LeanData's go-to-market operations solutions for Matching, Routing

and Engagement, or visit us on AppExchange.

**Request Demo** 

Why LeanData? LeanData is the leader in Lead-to-Account Matching, Routing, and Sales & Marketing Engagement solutions. We stand at the center of your CRM, connecting data to the right people. By aligning Marketing and Sales with accurate matching, routing, and trustworthy engagement analytics, sales reps only get the leads, contacts, accounts and opportunities they need to

work on, so they can close more deals and drive more revenue, faster.

