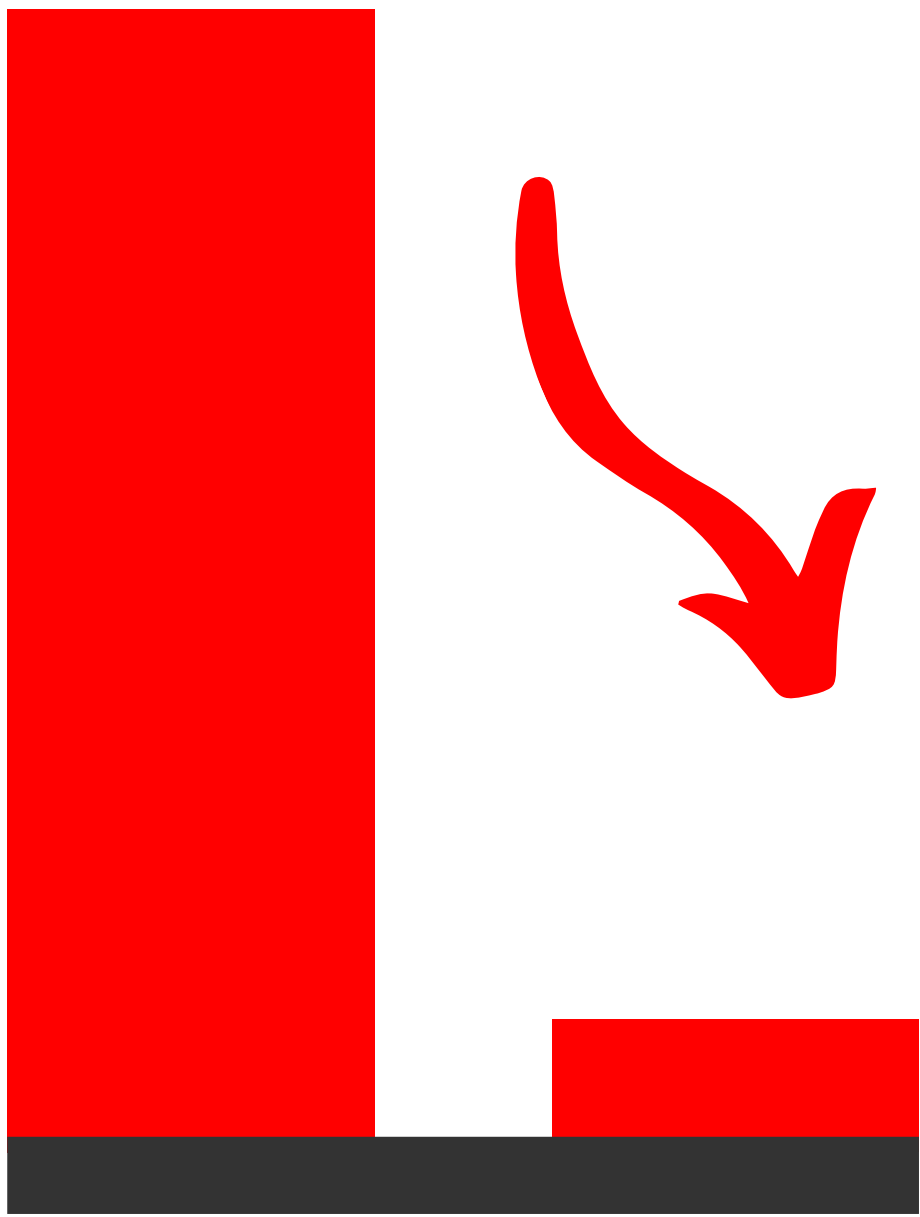


Speed Matters When Following up

HOW FAST ARE YOU?



Within

5

Minutes

Within

30

Minutes

100X Rule

If a company attempts phone contact within 5 minutes after lead submission, the odds that the lead is contacted are 100 times greater than if it is contacted 30 minutes after submission

3 hours
8 Min.

Average Response
Time per Lead

47%

Are never followed
up with

How Often Should You Call?

THE MORE ATTEMPTS THE HIGHER THE PERCENTAGE

48%

70%

81%

86%

90%

93%

94%

96%

97%

1

2

3

4

5

6

7

8

9

OF CALL ATTEMPTS TO MAKE INITIAL CONTACT