

# 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)



7x more likely to qualify leads when reaching out within an hour as opposed to just 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 minute (Velocity)



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)



10x less likely to have leads respond if your outreach takes more than five minutes (LeadResponseManagement.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:

Lead Response Time

=

Lead Processing Time

+

Representative Response Time

## Common challenges for speed to lead



Leads sit, stalled and unattended to, before being routed to a rep for follow up

SPEED TO LEAD



Leads are misrouted within the organization, requiring a re-routing and incurring subsequent time delays



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



After leads are correctly routed, sales rep delay in following up

## Optimizing your speed to lead



### Lead Processing

- A Automate** lead-to-account (L2A) matching to eliminate time-consuming and costly human bottlenecks
- B Automate** lead enrichment to provide context and eliminate the need for reps to do further research
- C Automate** lead routing to ensure each lead is routed to the correct representative on time, every time



### Representative Response

- Deploy** routing solutions that automatically reroute leads when SLAs expire or specific actions are taken
- Build** reporting mechanisms and dashboards within your CRM to track lead response metrics in real time
- Coach** representatives on timely and effective (think: conversion!) follow up

Request Demo

### Get Started Today:

Visit [LeanData.com](http://LeanData.com) to learn more about LeanData's go-to-market operations solutions for Matching, Routing and Engagement, or visit us on [AppExchange](https://www.appexchange.com).

### 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.

