

The Golden 10 Minutes



This is scary for Eastbourne Businesses!

We're going right back to basics for our first Tuesday Tip with the Golden 10 minutes...

When your business gets a new lead or enquiry - how long does it take you to get back to them? **An hour? A day? A week?!**

Here are some eye watering statistics:

If you call a lead within 10 minutes of them enquiring with you (*submitting the form/requesting the call etc*) - you have a 92% chance of getting hold of them.

If you call a lead just 30 minutes after the enquiry, that drops to 65%.

If you wait two hours (*which most people would consider to be a great result!*), you're down to a 39% chance of them ever answering the phone.

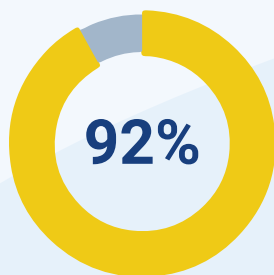
Imagine how low the number drops after just one day or even a week... (*it's scary!*).

FACT: The *SPEED* of your follow up will directly impact the number of sales you make.

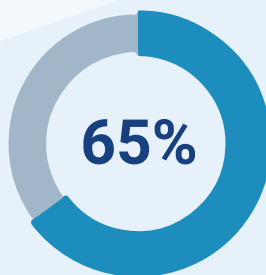
Leads and enquiries have a 'half-life'. Their value diminishes - by the minute! Your conversion rates will reduce with every hour that you sit on a lead before reaching out/responding to it.

So get your team on standby - because you want to be sure you're following up with leads in those golden 10 minutes...

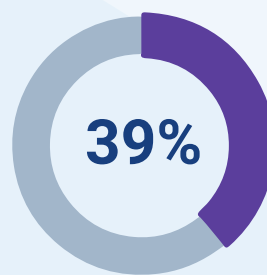
LIKELIHOOD OF GETTING HOLD OF A LEAD VS TIME SINCE ENQUIRY WAS MADE



WITHIN
10
MINUTES



WITHIN
30
MINUTES



WITHIN
2
HOURS

Call David Ruddle on 01323 458133 if you would like to discuss marketing your business with thebestof Eastbourne

thebestofeastbourne