Are you Fast Enough?



For years there's been an issue sabotaging businesses up and down the country, and it was brought to light by a colleague of ours recently.

When talking to a business owner, who runs a kitchen company, said owner was getting frustrated that they weren't getting enough design consultations and therefore not enough sales.

Our colleague delved a little deeper and found that they were in fact getting dozens of enquiries a week through their website and email.

But the team at the kitchen company weren't getting back in touch, on average, until 4.5 days later to organise a consultation!

And that's just too long.

People have moved on with other things by then, meaning they were a lot harder to get hold of and if they did, it's no longer fresh in their minds and the interest in the service is diminished.

And that's why I wanted to take you back to our very first ever Tuesday Tip - The Golden 10 minutes...

When your business gets a new lead or enquiry - how long does it take you to get back to them?

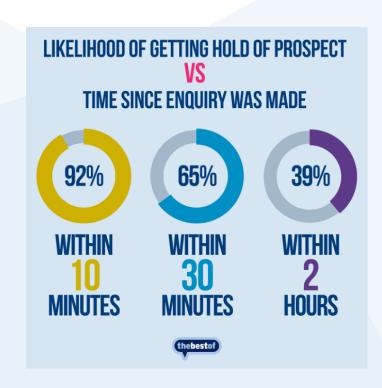
An hour? A day? A week?!

Here are some eye watering statistics *Hubspo

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.



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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.

Don't always think it's a case of not getting enough leads or enquiries. More often than not, it's simply a case of speeding up your response times that'll improve your conversion rates.

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



