

# HOW TO GET YOUR SALES LEADS TO CONVERT FASTER

## 17 TOP TIPS

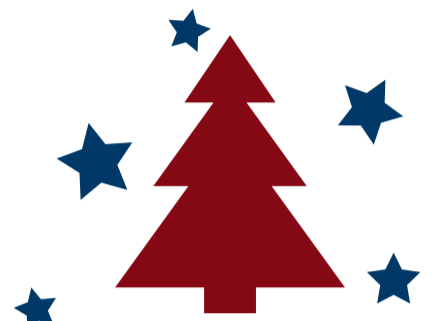


Call your leads within **5 seconds** there is an almost **30%** chance that lead could become a customer!!



**TUESDAY, WEDNESDAY, THURSDAY**

are the best day to call your leads. The chances are twice as high your leads will convert to customers during these three days.



Christmas time is one of the best times to get your leads to become customers-don't lose out on this opportunity!!



Remember to call your leads within the first **60 seconds** as you get them from your website.



One of the best months to launch a marketing campaign is in **February** this month presents the highest opportunity to convert leads into customers.

### TUESDAY

is the best day of the week to get leads to buy into your products and services-there is a **30%** chance on this day you get increased sales.

The most optimal time to follow up with potential customers is from



**8:00 AM - 12:00 PM**

with closer to lunch time being the best time to close a deal.

The best time for sales leads nurturing is, surprisingly, between



**9:00 PM - 12:00 AM**

of the day, such as sending an article, a whitepaper, or webinar content.

Converting cold leads into sales can be difficult - to accomplish this task, your sales team should be in the office by



**8:00 AM**

this is the best time sales leads will be responsive and alert.

The slowest holidays for sales lead conversion are Memorial Day

**4th of July**  
Labor Day

Thanks giving Day, and Black Friday. There is a **60%** drop off rate during these days.

Christmas Eve and Christmas are not to be ignored when starting a brand new marketing campaign - the sales lead conversion rate can be as high as

**20%**



Do not discount the week after New Year's Day - conversion rates can still be quite high, as potential customers are looking for new deals.



When getting more leads to convert, visual aids are important. The use of visuals are processed **60,000** times faster than just written text.

Introduce an anecdotal story to get your lead into a customer

**63%** of sales leads will remember the humor, and convert over.

THE LAST **5 MINUTES**



of your conversation are what sales leads remember the most - end this with a bang and get that customer!!!

**70%**

of leads will convert over when you use the problem-solving approach to close the deal.



When using e-mail to reach out to a sales lead,

**7/10**

will convert when presented with a coupon or other discount offer.



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### SOURCES

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- 2) [www.slideshare.net/JakeAtwood1/20-shocking-sales-stats](http://www.slideshare.net/JakeAtwood1/20-shocking-sales-stats)
- 3) <http://blogs.salesforce.com/company/2013/07/email-marketing-stats.html>