

# Are you Fast Enough?

## TOP TIP TUESDAY!



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.

### LIKELIHOOD OF GETTING HOLD OF PROSPECT VS TIME SINCE ENQUIRY WAS MADE



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## TOP TIP **TUESDAY!**



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...



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