

The Speed2Lead Playbook

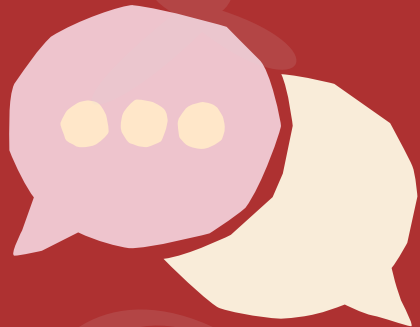


How **Market**
Leaders **Close**
Deals **Faster**

Text First & Text Fast

90% of Texts are read within 3 Minutes.

Your **customer** is likely **speaking** with 3-4 **competitors**.



Engaging leads 1st is the largest predictor of who **wins** the deal.

Text each lead within **1-2 minutes** to optimize conversion rates.

Call in 3 Minutes or Less



Having a **conversation** is still the **fastest** way to **convert** or disqualify a **lead**.

Increased screening options and spam callers make **consumers** less likely to **answer calls** from unknown numbers.

Texting first lets leads know who you are before you call.

Use Video in Email

Video in email can boost open rates by 19% and increase CTR by 300%

For initial lead engagement, use **personalized**, lower production videos that are **30 seconds or less**.

Check out tools like Vidyard and Loom to create them at no or low cost.

After first few days of engagement, **interweave higher production** qualify videos with **personalized videos** into nurturing touches.

Focus video content **on value adding content** and less on promotion to **boost engagement**.



Nurture All Leads

Effective nurturing can increase sales by 50% at 33% less cost

To **optimize** lead **conversion** rates, your team needs to make **8-10 touches** on each lead.

Omnichannel nurturing ensures **optimal contact rates** across varying demographics.

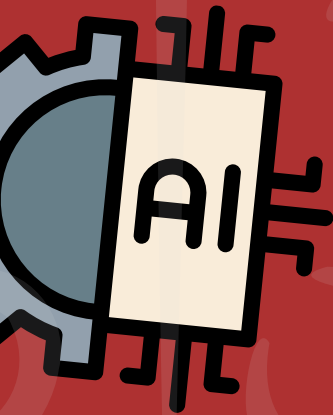
Nurturing should include **texting, calling and emailing** and **vary delivery times** across optimal engagement periods of the day.



Automate to Grow

Effective sales automation can increase conversion rates by 2-300%

Limited budgets and quality sales staff require each organization to **do more with less.**



Focusing **sales automation** on the most **menial aspects** of selling (lead engagement, proposal follow-up, post-sale retention, reputation, and referral gathering) can **yield massive results** in revenue, team productivity, and staff retention.

Ready for Better Results?

Get Started Now!

