

3 Steps to Effective Lead Reponse Management

Effective lead management can lead to a steadily growing book of business, but how do you turn a potential sale into a certain one? Starting with Hometown Quotes' real-time, TCPA compliant leads is the first step, but lead response management is the next step.



1 Strike while the iron is hot

The sooner you contact the lead, the greater chance you have of making a sale. Ideally, you should call the prospect within the first five to ten minutes after you receive the lead. This gives you the best chance of reaching the prospect while they are engaged and expecting to be contacted. With our real-time leads that are delivered within 3 minutes of validation, your chances of closing the sale is even higher.

2 Be strategic with timing



Consumers most frequently shop for insurance between 4-5PM and around 8AM, according to a study by the Harvard Business Review. If you can't call within 5 minutes of receiving a lead, consider calling during one of these windows! Thursdays and Wednesdays also have better contact rates than other weekdays, so if you can't make immediate contact, try calling on these days.

3 Follow up systematically

If you don't hear back from a lead right away, vary your communication type - give them an initial call, then follow up with an email or a text. This gives your prospect the chance to choose their communication avenue, whether it's over the phone or via email or text. If you don't hear back in a day or two, give them another call. From there, reach out every couple of days. Studies show that agents who made at least 6 call attempts had a 90% contact rate, compared to less than 70% for fewer than 3 calls.



*Set yourself up for success from the get-go with the **Hometown Quotes Advantage!***

*What are you waiting for? Get in touch with your Hometown Quotes Regional Director to discuss our **TCPA compliant, real-time leads and how they can benefit your bottom line!***

Call Us Today to Learn More!

1-800-820-2981

Or, visit HometownQuotes.com