

BEST PRACTICES FOR CONTACTING LEADS

DID YOU KNOW? **74%** OF INSURANCE SHOPPING BEGINS ONLINE

1

BEST DAYS TO MAKE CONTACT

There is a **49% difference** between **Tuesday** vs **Thursday**



2

BEST TIMES TO MAKE CONTACT

Best time



4pm - 5pm

2nd best time



8am - 9am

There is a **164% difference** in contacting leads in the early afternoon (**1pm - 2pm**) vs late afternoon (**4pm-5pm**)

3

RESPONSE TIME

The moment a consumer **completes a web form (lead)** until a sales representative contacts them

Recieve



Send

Key points to consider

- Responding to leads in the 1st minute can improve conversion as much as 391%
- 88% of leads that eventually convert are contacted in the 1st 24 hours
- Leads convert 22x more often when contact is made in 5 minutes or less

4

PERSISTENCE

40% of leads eventually convert with long term follow up

Chance of making contact:

Always make at least 6 call attempts

90%



chance of making contact by the 6th call

50%



of leads are only called 1 time

Average call attempts by reps:

Most reps give up on leads too soon

30%



of leads are never contacted at all

70%



of reps will experience more success by making a few more call attempts

*Sources: Data from InsideSales.com