

LeadMaster
Voice Leads
Sales Frequently Asked Questions (FAQ)



Why is Voice Leads necessary? We get to our Internet leads relatively fast.

Voice Leads allows your reps to get on the phone with all Internet leads within seconds of their inquiry. That means that you are not only getting to the lead when they are the most receptive (when they are thinking of you), but before the competition. Bottom line: Internet leads will inquire at a minimum of 3 websites when searching for companies or schools. And 78% of prospective customers/students will convert with the company/school that contacted them first.

Additionally, prospects that send an inquiry via an online form want an immediate response. Yet, most web inquiries that arrive by e-mail or get posted to a database result in delayed phone calls – if any at all. According to the study, "How Much Time Do You Have Before Web-Generated Leads Go Cold?" conducted by Dr. James Oldroyd, Professor-Sloan School of Management, MIT, rapid response time is critical. You have got to be "fast" in order to have a real shot at connecting and converting your leads. Here is the take-away: The odds of contacting a lead if called in 5 minutes versus 30 minutes drop 100 times. The odds of qualifying and converting a lead if called in 5 minutes versus 30 minutes drop 21 times.

Our conclusion: If you don't have a call center dedicated to calling leads in 5 minutes or less, then use Voice Leads. It will do it for you.

How much does it cost?

LeadMaster's Voice Leads fees are based on a billable call designation. What this means is we only bill for calls where the Sales/Admissions Rep presses '1' to dial the lead and is on the phone for more than 30 seconds after connecting with the lead. If the rep does not press '1', there is no charge for the call. If the rep does press '1', the lead does not answer and the rep hangs up after a minute, there is no charge for the call.

The service is billed based on connectivity and you only pay for billable calls. The billable call rate is based on your lead volume. (Need to set-up appointment with LeadMaster to find out what that rate will be).





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Is it difficult to install? I don't have time to install new software.

Voice Leads is internet-based, and therefore, there is no software to install. All we need is to be copied on the incoming lead information – either via email or post and we can generate the Voice Leads call to your sales/admissions team based on a set of rules and criteria that you have given us. For example, we can route calls to different numbers based on geography, time of day, or even lead source.

Installation time takes between 3 to 5 days and our set-up includes account generation, reporting page integration, lead source testing and in-depth user training for your whole sales/admissions team.

Any additional benefits/features?

Voice Leads includes real-time reporting that allows you to see all of your calls and get a clear picture of rep performance (are they pressing 1?), connectivity of leads by source, and billable call volume.

What if I just want to do a test/pilot? I don't want to sign-up before I know if this will work for us.

All of our services are offered on a subscription basis, i.e., month to month. That means that you can cancel any time with 30-day notice. However, we do not want our clients to cancel and that is why we like to measure all of the Key Performance Indicators prior to launching live. This allows us to measure the results at 30, 60 and even 90 days post-installation. Every company/school is unique and Voice Leads is not right for every situation.

That being said, new clients are eligible for a free 30 day trial of Voice Leads. The Free trial waives the set up fee and includes 30 days of service or 300 billable calls, whichever comes first.