

How to Come in **1st** with *Hot* *Lead Dial!*



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INTRODUCTION

Have you ever started dialing through your lead list only to discover that most of the leads weren't interested because they had already spoken to someone else? If this has happened to you before, you understand the frustration of reaching a lead a little too late. There's a way to make sure that you're the first to talk to a hot lead, and that's Hot Lead Dial. Hot Lead Dial puts you in touch right away with interested leads. When you're the first to reach an interested contact, you're more likely to make a sale. You know the story of King Midas, who with a single touch could turn anything into gold. Just imagine what it would be like to have King Midas' touch. Like King Midas' touch, with Hot Lead Dial, you can start turning your hot leads into gold.



WHAT DOES HOT LEAD DIAL DO?

Hot Lead Dial helps you automatically connect with leads that are hot. As soon as a lead enters your system, Hot Lead Dial will right away dial that lead on your behalf. This ensures that you're the first to reach the lead. We all know how important it is to come in first. After all, in the immortal words of fictional race car driver Ricky Bobby from the film, [Talladega Nights: The Ballad of Ricky Bobby](#), "If you ain't first, you're last."

This statement doesn't always true. As Ricky Bobby's dad later points out, you can come in first, second, and third place. However, in sales, truer words have never been spoken. A study published by the [Harvard Business Review](#) revealed the importance of being quick to answer leads who accessed information about a business online. The more time that lapsed between initial lead capture to follow-up contact, the less willing the lead was to have a meaningful, forward-progressing sales conversation with a salesperson. According to the study:

Although 37% responded to their lead within an hour, and 16% responded within one to 24 hours, 24% took more than 24 hours – and 23% of the companies never responded at all. The average response time, among companies that responded within 30 days, was 42 hours.

[The faster salespeople were to answer leads' inquiries](#), the more willing leads were to progress in a sales conversation. In sales, the saying, "if you ain't first, you're last," really is the perfect motto. Additionally, if you don't respond to interested leads at all, well, you're out of the race completely. Hot Lead Dial is a feature that accelerates your response time and pushes you to the front of the pack.



HOW CAN YOU USE HOT LEAD DIAL?

Hot Lead Dial puts you in first place by enabling you to communicate with potential customers as quickly as possible. Not too long ago, the only way to make a call was to pick up the telephone and ask the operator to direct your call where you wanted. Can you imagine how much time that took, especially if you used party lines and had to wait for someone else to get off the phone before you could even place a call? In those days, obtaining information of any kind took a long time.

CONSUMERS WANT TO RECEIVE INFORMATION QUICKLY

In modern times, you can look up anything from the palm of your hand and access the information you need in seconds. Because of this, people today expect to receive answers right away when they have questions. If you have an Amazon Prime account, you've probably noticed Amazon's [X-Ray feature](#). While enjoying a show on a computer, laptop, or phone, you can click or tap the screen to immediately learn the cast, soundtrack, and trivia. When watching a show on television, you're not able to acquire these answers right away. As a result, you might spend your time googling the information instead of following the show. Amazon cleverly devised a way to keep its customers' attention to the screen.

Here's another example of how websites have adapted to provide information quickly. Have you ever been online shopping and encountered an issue when purchasing something like a pair of jeans? Most online stores now realize the importance of quick communication, so they include a chat feature on their website. If you experience an issue, you can use the [chat feature](#) to write a message to the company. The chat is assigned to a live agent who can often respond to your question, and solve the issue, in under a minute.

Customers are accustomed to [quick conversation](#), which means you need to be able to connect with potential customers as soon as they contact you. Hot Lead Dial lets you do that! Here's how the feature works if you're an insurance agent. A consumer decides that he or she needs insurance. He or she fills out an online questionnaire to obtain an insurance quote. A lead provider captures that information and sells it to multiple insurance agents. You're one of those insurance agents. The lead immediately comes into your system, and if you have Hot Lead Dial set up, your phone promptly calls the lead. You win the race to become the first person to connect with the potential customer and provide a quote!



USE COLD CALLING SCRIPTS TO INCREASE SALES

Are you using call scripts when you make a cold call? If not, you could drastically increase the number of sales you make over the phone. Some of us have an astounding ability to think on our feet; you know the right thing to say at exactly the right time. The rest of us, however, struggle to communicate effectively sometimes. Whether we're distracted, we're fatigued, or we feel under the weather, we're simply not at our peak performance, and therefore, conversations don't flow as easily. Exceptional cold calling scripts can atone for those times when we're not functioning at our best. Using a cold calling script supports you in remaining focused and guarantees that you talk about all the important points in your sales pitch. Here are some suggestions for crafting the [best cold calling scripts](#).



HOW TO USE HOT LEAD DIAL WITH BLITZ SALES SOFTWARE

Hot Lead Dial is a powerful feature that can “do bad all by itself.” (Thanks, [Tyler Perry](#).) Being the first person to connect with leads as soon as they arrive in your system hugely increases your chance of making a sale. However, Hot Lead Dial only covers one portion of the sales funnel. If you’re truly serious about transforming leads into customers, you need to use Hot Lead Dial in combination with a follow-up software, like [Blitz](#).

WHAT IS A FOLLOW-UP SOFTWARE?

A follow-up software aids salespeople in following up with the leads already in their system. If you don’t reach a lead the first time with Hot Lead Dial, you might forget to call the lead again. A follow-up software will remind you that the lead exists in your system and should be contacted. Blitz Sales Software is a follow-up software that uses [automation](#) to make follow-up easy!



EASILY AUTOMATE YOUR FOLLOW-UP PROCESS

You’re busy calling leads, and you might not have time to do a run-through of people who weren’t available the first time you called. Having a sales follow-up software, like Blitz, is similar to hiring an employee to do the run-through for you. Early each morning, Blitz completes a scan of the system and automates the necessary follow-up activities you. These activities could include automatically sending emails on your behalf, scheduling call follow-ups, updating contract dates, and reassigning leads to different salespeople. Using Blitz safeguards you from allowing a potential sale to slip away!

USE BLITZ'S WEB FORMS TO CAPTURE YOUR OWN HOT LEADS

There are a couple ways to obtain hot leads. One of the most common ways is to purchase them from a lead provider. If you want to attain your own hot leads for free, you can use a web form on your website to capture lead information. Blitz Sales Software has a [web form feature](#) which you can use to collect data and gather new contacts. Here's a video about how to easily [create your own web form](#). There's a [podcast](#) available, as well. Once you've got a web form set up on your website or in your email, any leads that submit information will be sent to the Blitz database. Hot Lead Dial will make sure that you're immediately in touch with the lead to answer any questions the lead may have.



CONCLUSION

In conclusion, Hot Lead Dial allows you to automatically connect with leads that are hot. As soon as a lead enters your system, Hot Lead Dial will right away call the lead on your behalf. This ensures that you're the first to reach the lead. Remember, when trying to connect with an interested lead, "if you ain't first, you're last." Next, consumers are accustomed to quick answers and prompt service thanks to live chat features and companies like Amazon. With Hot Lead Dial, you can meet consumers' expectations and provide them service as soon as they come into your system. Finally, you should consider using a sales follow-up software like Blitz along with Hot Lead Dial to quickly contact new leads and track your follow-up. When you have a thorough sales process that includes Hot Lead Dial and Blitz, you can take a lesson from King Midas and easily turn your leads into gold.