

THE ONE-PAGE BREAKDOWN

The cost of slow lead response

Real numbers, on one page. Every hour a new enquiry waits, it cools, and someone else replies first. Here is what that silence is actually worth.

The first business to reply usually **wins the deal**. It is true, it is measurable, and almost nobody acts on it.

7x

more likely to have a real conversation with a decision maker if you reply within an hour, versus waiting just one hour longer.

SOURCE

Harvard Business Review, "The Short Life of Online Sales Leads," 2011.

21x

drop in the odds of qualifying a lead when you reply in 30 minutes instead of 5 minutes.

SOURCE

Lead Response Management Study, Dr James Oldroyd, Kellogg School of Management.

42 hrs

is the average time a business takes to respond to a new online enquiry. Your job is to beat 8 seconds.

SOURCE

Harvard Business Review, "The Short Life of Online Sales Leads," 2011.

WHAT IT COSTS, WORKED EXAMPLE

A business taking **60 enquiries a month** at an average customer value of **£3,000**, closing **1 in 4** of the leads it actually reaches.

REPLY IN SECONDS

You catch almost everyone

Leads that slip away	5%
Lost leads per month	3
Revenue at risk / month	£2,250

REPLY IN A FEW HOURS

Most of them are gone

Leads that slip away	40%
Lost leads per month	24
Revenue at risk / month	£18,000

THE GAP BETWEEN FAST AND SLOW

£15,750 / month

That is nearly **£189,000 a year**, on leads you have already paid to generate. Not a volume problem. A speed problem.

Change the inputs and the gap holds. The slower you reply, the more it costs. Slow is never cheaper.

The fix is speed, not more leads

Speed to Lead contacts every new enquiry by SMS, WhatsApp and email within **8 seconds**. Around the clock. With no extra staff and no change to how you work. Leads come in, get answered instantly, you just take the warm calls.

See your own number

- 01 Get your grade in 60 seconds at speedtolead.odrissystems.com/scorecard
- 02 Or a **10-minute live test** on your own enquiries. No pitch. Just reply and we will set it up.