



# 5 TIPS FOR CALLING CABOOM LEADS

# TIP #1

## CALL YOUR LEADS WITHIN 5 MINUTES

### WHY DOES IT MATTER?

Studies show that calling leads within 5 minutes increases your chances of qualifying them by up to 400% compared to waiting 10 minutes.

- AIM TO CALL WITHIN 1-2 MINUTES OF RECEIVING THE LEAD NOTIFICATION FOR THE BEST RESULTS.
- YOU'LL RECEIVE LEADS VIA SPREADSHEET, TEXT, EMAIL, AND YOUR CRM—USE THESE TOOLS TO ACT FAST!

**PRO TIP:** EVEN IF THE LEAD DOESN'T PICK UP, LEAVE A VOICEMAIL TO ENSURE THEY KNOW WHO YOU ARE AND WHY YOU'RE CALLING.

#### VOICEMAIL SCRIPT

Hi [Name], this is [Your Name] getting back to you about your request for [specific product/service]. Please call or text me back—it'll only take a couple of minutes to chat. Thanks!

# **TIP #2**

## **TRIPLE DIAL YOUR LEADS**

### **WHAT IT MEANS**

**Call the lead 3 times in quick succession during your first contact attempt. Many leads won't answer an unfamiliar number on the first call. Triple dialing increases the likelihood they'll pick up by showing urgency.**

### **HOW TO DO IT:**

- 1. CALL AND LEAVE A VOICEMAIL**
- 2. CALL AGAIN IMMEDIATELY**
- 3. CALL A THIRD TIME RIGHT AFTER THE SECOND**

**STAT TO KNOW: AGENTS WHO CONSISTENTLY TRIPLE DIAL REPORT UP TO A 50% HIGHER CONTACT RATE.**

# TIP #3

## SEND A TEXT TO YOUR LEADS

### WHY DOES IT MATTER?

Texting after a call or voicemail adds a personal touch and gives the lead an easy way to respond.

- KEEP IT SHORT AND SIMPLE.
- MENTION YOUR PREVIOUS CALL OR VOICEMAIL TO MAKE THE CONNECTION CLEAR.

#### EXAMPLE TEXTS

Hi [Name], this is [Your Name]. I just left you a voicemail—let me know a good time to chat!

Hi [Name], this is [Your Name] getting back to you about your request for [product/service]. I just need 5 minutes—what time works for you today?

# TIP #4

## CALL YOUR LEADS 3 TIMES A DAY

### WHEN TO CALL:

Make contact attempts in the morning, afternoon, and evening for maximum reach.

**GOAL: AIM FOR 9 CALLS IN THE FIRST 72 HOURS AFTER RECEIVING A LEAD. THIS PERSISTENCE SIGNIFICANTLY IMPROVES RESPONSE RATES.**

**STAT TO KNOW: RESEARCH SHOWS THAT 6-9 CALL ATTEMPTS ARE OFTEN NEEDED TO GET A RESPONSE, YET MOST AGENTS GIVE UP AFTER JUST 1-2 TRIES.**

**Pro Tip: Don't take a lack of response personally. Leads often appreciate persistence, especially when they've expressed interest in your services.**

# TIP #5

## SEND LEADS A PERSONALIZED VIDEO

### WHY IT'S UNIQUE:

Video messages stand out and show leads you're a real person—not a bot.

#### HOW TO DO IT:

1. RECORD A 15-20 SECOND VIDEO USING YOUR PHONE.
2. MENTION THE LEAD'S NAME AND REFERENCE THEIR REQUEST.
3. KEEP IT FRIENDLY, CLEAR, AND BRIEF.

#### SAMPLE SCRIPT

Hi [Name], this is [Your Name]. I'm a real person, not a bot! I'm getting back to you about your request for [product/service]. I'd love to connect—let me know when we can chat for just a couple of minutes.

**RESULTS:** AGENTS REPORT THAT 50% OF LEADS RESPOND TO PERSONAL VIDEOS, EVEN WHEN THEY DIDN'T ANSWER CALLS OR TEXTS.