



THE BEST TIME TO MAKE CALLS

Most of my employees and Realtors are eager to know the best time to cold call their prospects or internet leads.

It's an enticing idea:

Rather than waiting for a compelling event, researching the buyer, and crafting a personalized message.

The person simply needs to know the best day and time of day to make the call.

HERE ARE ANTHONY'S SIX SUGGESTIONS FOR WHEN TO CALL BUYERS IN 2020.

1. The Best Day for Sales Calls:

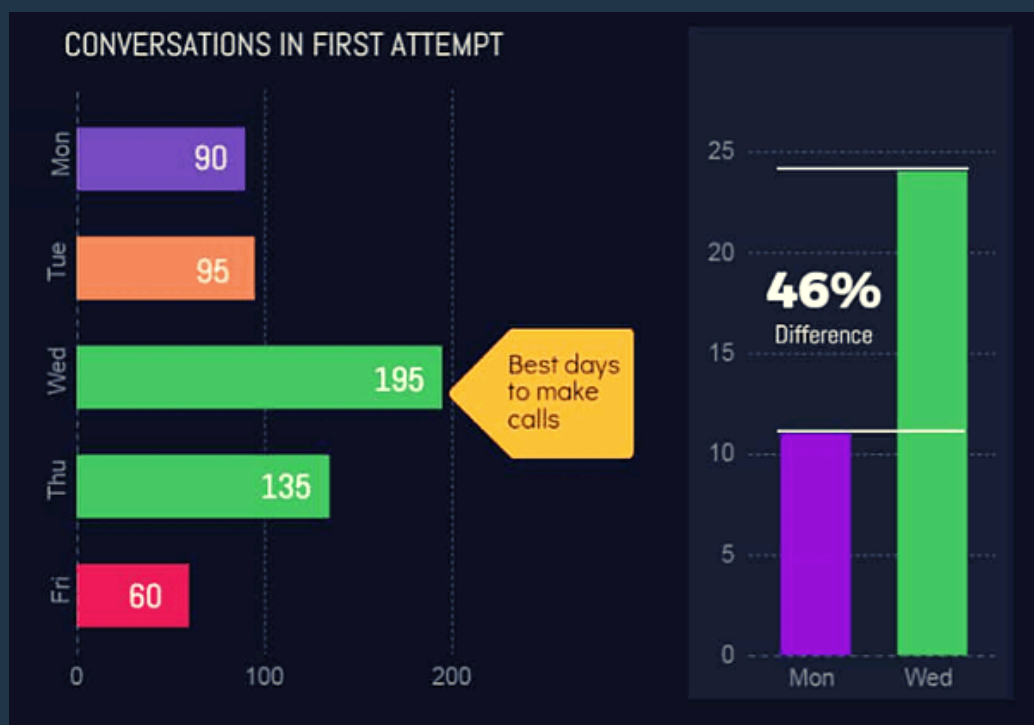
I found that Wednesday and Thursday remain the best days of the week to call prospects.

This finding isn't completely surprising. After all, people are usually gearing up for the weekend on Friday and aren't interested in starting a relationship with a Lender/Realtor.

On Monday, buyers are transitioning into work mode and planning their upcoming week.

By the middle of the week, people have had enough time to settle into their working week and take care of pressing matters without your call feeling like an interruption.

"Test these approaches and adopt the ones that work for you. You will be amazed to find how many more prospects you can reach with a few simple tweaks."



2. The Best Morning Time for Sales Calls:

Making an early morning sales call makes sense. It lets you connect with prospects before their to-do lists become overwhelmingly long.



*But is it really
the optimal time
to catch someone at work?*

TAG found the best time to call a prospect is between 4:00PM and 5:00PM. The second-best time to pick up the phone is between 11:00AM and 12:00PM.

When you think about the structure of a typical office day, you realize at 11:00 a.m., most people are wrapping up tasks before taking lunch.

Similarly, at 4:00 p.m., they're winding down for the day.

They're likely hesitant to start a new task, which makes it the perfect time to take a phone call from you.

3. The Worst Time of the Day for Calls:

What are most professionals in an organization between 7:00am and 10:00am.? Trickling into work.

That makes these hours the worst during, which to make calls.

Most people are getting their kids to school and focusing on their daily routines. However, you'll contact them, just to set up an appointment, if that.

Most offices open between 8:00a.m. and 9:00a.m., which leaves uncertainty about whether anyone will be there to answer your call.

And once in the office, the first hour or two is generally spent organizing their day and resolving immediate requests, IF you even reach the decision maker as per my presentations.

4. The Best Response Time:

Can't follow up with new leads within the first hour they become qualified? Don't bother calling them at all... TAG's number dropped 450% AFTER an hour of lag time.

It then increased 538% once we called leads within 5 minutes after receiving the lead. E.T.C (Email, Text, Call) The moral of this story?

When in doubt, call immediately!



5. Persistence Pays Off:

Do you quit calling a lead after your second or third voicemail? You might be selling yourself short -- TAG found over 30% of leads never receive a follow-up call after the initial contact.

However, the same survey found a 90% success rate on making contact with their lead on the sixth call.

That means by making a few more call attempts, you can achieve a 70% growth in contact rates. The real question is have you been trained on closing them as per my presentations.

6. Speed-to-Contact Trumps All:

TAG's survey found the biggest difference in making contact with new leads is following up fast!!!

In fact, TAG's research found prospects receiving a call within one minute of their initial inquiry went up to 391% more likely to convert