

MEETINGS BOOKED INCREASED 37.5% IN 1 MONTH

The ScaledOn Story



ScaledOn started to implement Phone Ready Leads™ (and the method behind it called Buckets) to create a more effective prospecting process. In just one month, their dial to connect rate increased by 175% and their meetings booked increased 37.5%. Here's a breakdown before and after incorporating Phone Ready Leads™ with the same message being run:

BEFORE PHONE READY LEADS:

CONVERSATION OUTCOMES

OUTCOME	TYPE	CONVERSATIONS	
Hard Disqualified, Can't Do Business With Us	Negative	24	25.3%
No Current Opportunity, Call Back Within 3 Months	Neutral	24	25.3%
Busy, Call Back Next Day	Neutral	14	14.7%
Wrong Contact, Disqualify	Negative	12	12.6%
Meeting Scheduled	Positive	8	8.4%
Send Email, Call Back Within 3 Days	Positive	6	6.3%
Possible Opportunity, Call Back Within 3 Days	Positive	3	3.2%
Using Competitor, Call Back 3-6 Months	Neutral	3	3.2%
Hung Up Before Meeting Ask, Call Back Next Day	Neutral	1	1.1%
Total		95	100%

ATTEMPT OUTCOMES

OUTCOME	# OF ATTEMPTS	
Voicemail Reached	1235	38.0%
Target Not Available	937	28.9%
User Not Available	367	11.3%
Voicemail Reached - Direct Number	351	10.8%
Conversation	110	3.4%
Problem - Target Inaccurate	89	2.7%
Problem - Wrong Company	33	1.0%
Problem - Fax Tone	32	1.0%
Problem - Blocked by Gatekeeper	28	0.9%
Problem - Target in Different Location	24	0.7%
Problem - Target Left Organization	18	0.6%
No Answer	15	0.5%
Do Not Call - 24 Hour Pause	7	0.2%
Problem - Incomplete Record	1	0.0%
Total	3247	100%

Results after on next page.

AFTER PHONE READY LEADS™:

CONVERSATION OUTCOMES

OUTCOME	TYPE	CONVERSATIONS	
Not Now	Positive	16	31.4%
Connect - Incomplete	Positive	11	21.6%
Meeting Scheduled	Positive	11	21.6%
No	Positive	5	9.8%
Not Me	Positive	3	5.9%
Yes/Interested	Positive	3	5.9%
Referral	Positive	2	3.9%
Total		51	100%

ATTEMPT OUTCOMES

OUTCOME	# OF ATTEMPTS	
Voicemail Reached	197	34.3%
User Not Available	160	27.8%
Target Not Available	73	12.7%
Voicemail Reached - Direct Number	64	11.1%
Conversation	57	9.9%
Problem - Target Inaccurate	14	2.4%
Problem - Blocked by Gatekeeper	4	0.7%
Problem - Target Left Organization	3	0.5%
Problem - Wrong Company	2	0.3%
Problem - Target in Different Location	1	0.2%
Total	575	100%

PERCENTAGE CHANGE:

Number of Dials Required: **82%**

Dial to Connect Rate: **175%**

Conversion Rate: **169%**

Number of Meetings: **37.5%**

Dials to Meeting Rate: **87%**

Time Spent: **27%**

Cost Per Meeting: **47%**

Want to see how Phone Ready Leads™ can help you accelerate your sales prospecting process like Inside CRO?

Contact us today!

(415) 994-0110 | reisertconsulting.com

