

# Josh Marcus

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# The Art Of The 5 Minute Response Time

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How to implement an immediate follow up process, how to gain internal buy-in, and steps you can take to maintain the traction.

**Josh Harcus**



# Instructions for a happy session

1. Get these slides in your inbox ⇒ [huify.com/5min](https://huify.com/5min)
2. On Twitter, Instagram, and Facebook use hashtags: [#5MIN](#) & [#INBOUND16](#)
3. We are going to make a quick viral video: [#MannequinChallenge](#)

# #MannequinChallenge

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Meet your neighbor. Then FREEZE!

# Agenda

## i. Opening

## ii. Introductions

1. **Current State Of Sales Followups**
2. **You're Losing Money!**
3. **How To Achieve The <5minute Followup: Sales Enablement**
4. **What Sales Enablement *Really* Is**
5. **<5minute Followup IRL**

# 1 | Current State of Sales Followups

# 26.1%

Respond to leads in <5 minutes

The Short Life of Online Sales Leads

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Harvard Business Review 2011



# 73.9%

Let You Wander Around the Store  
Forever... basically

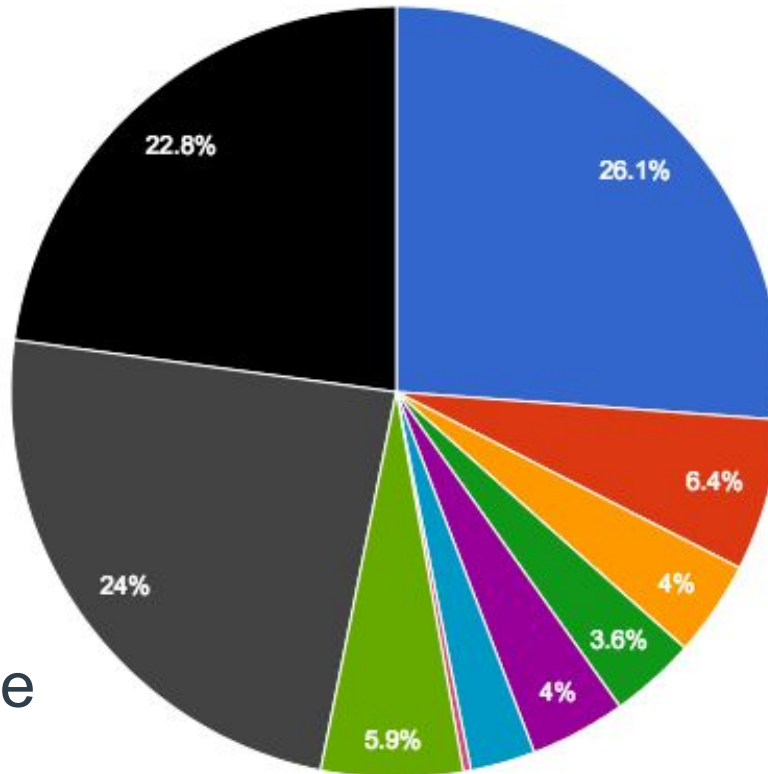
The Short Life of Online Sales Leads

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Harvard Business Review 2011

# Companies vs Response Time

- 0-5 min
- 5-30 minutes
- 30-60 minutes
- 1-2 hr
- 2-4 hr
- 4-8 hr
- 8-12 hr
- 12-24 hr
- > 24 hr
- NO REPLY



Average response  
time: **42 hours**

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

#5MIN #INBOUND16

# 2 | You're Losing Money!



# THE LEAD RESPONSE MANAGEMENT STUDY

## ONE QUESTION

When should companies call web-generated leads?

## 3 YEARS

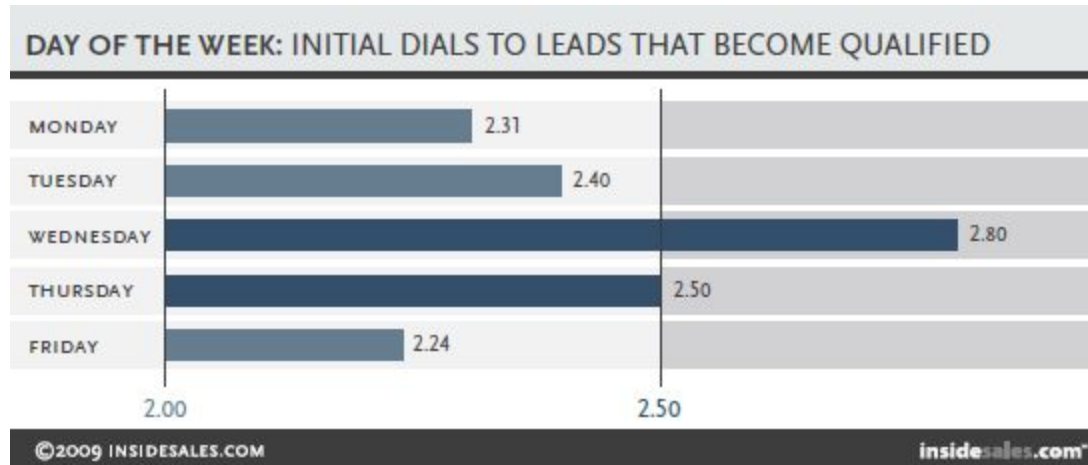
Examined data from 6 companies that generate and respond to web leads. Analyzed over 15k leads and over 100k call attempts.

## SMART PEOPLE

MIT Professor + InsideSales.com

## EFFECT ON QUALIFYING: DAY OF WEEK

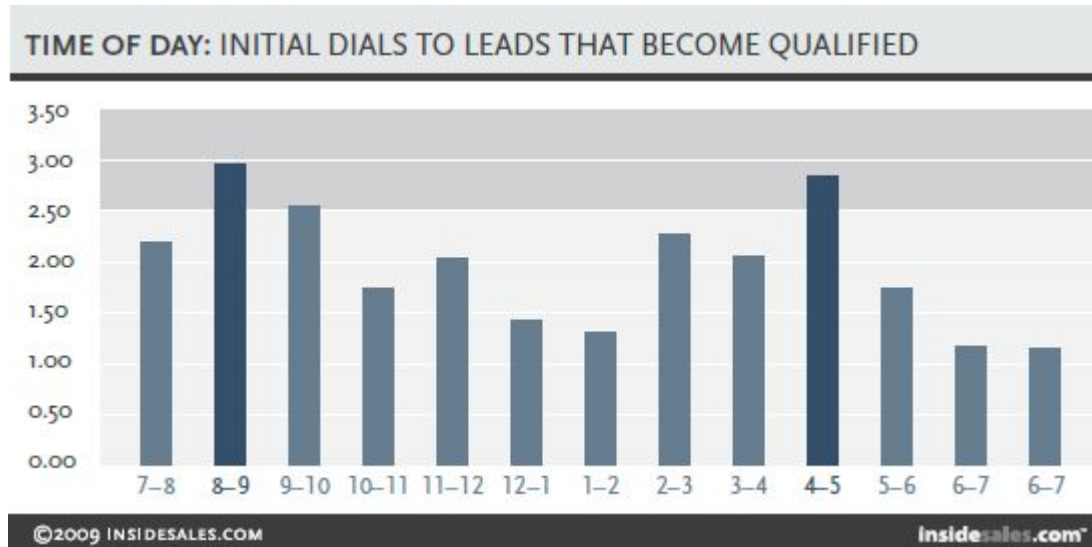
**Wednesday was 24.9% better than the worst day, which was Friday.**



\*qualified = called, talked to lead, and set an appointment (moved them into the sales process)

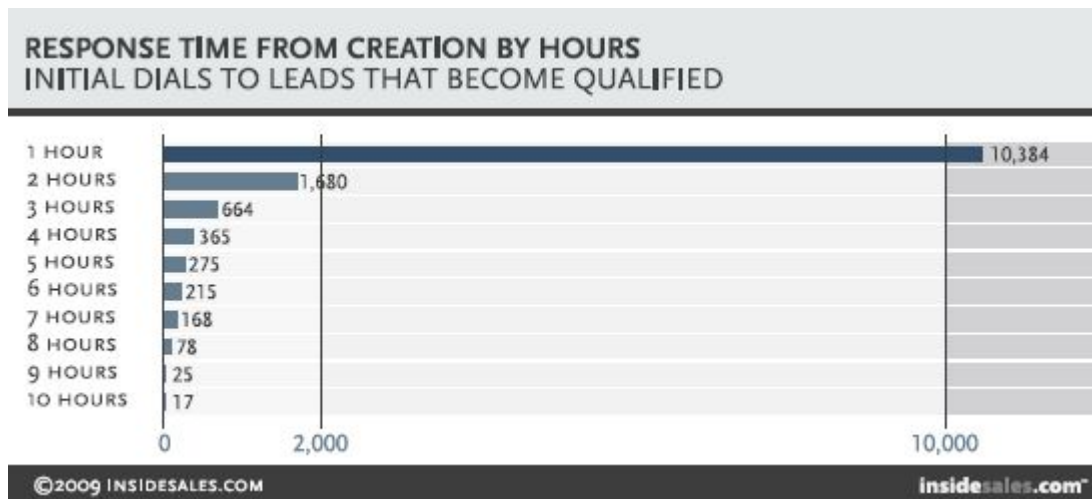
## EFFECT ON QUALIFYING: TIME OF DAY

8-9am is the best time to call to qualify a lead, and was **2.5x** better than 1-2pm, right after lunch.



## EFFECT ON QUALIFYING: RESPONSE TIME BY HOUR

# Decreases 6x after 1 hour

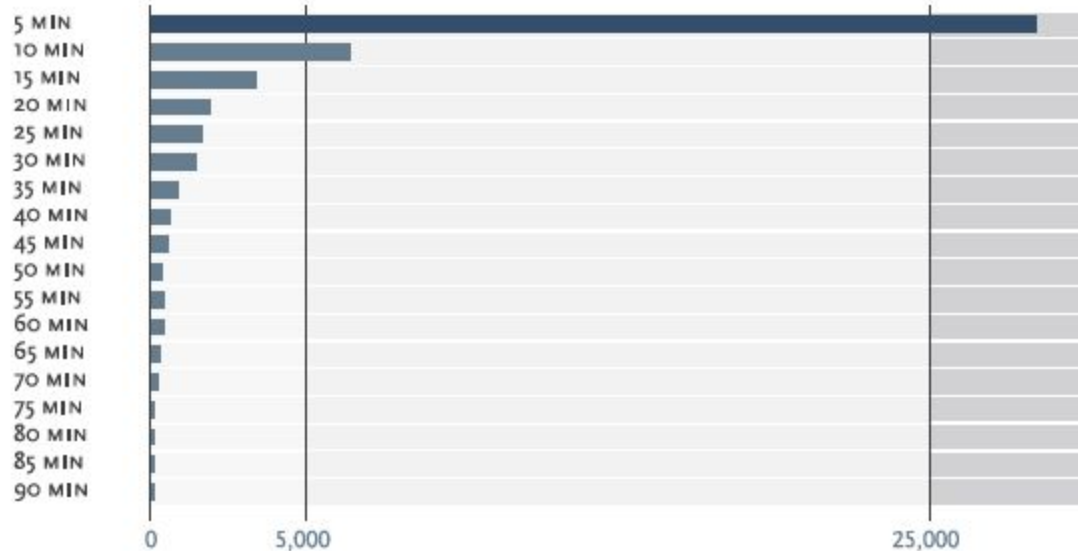




EFFECT ON QUALIFYING: <5MIN RESPONSE TIME

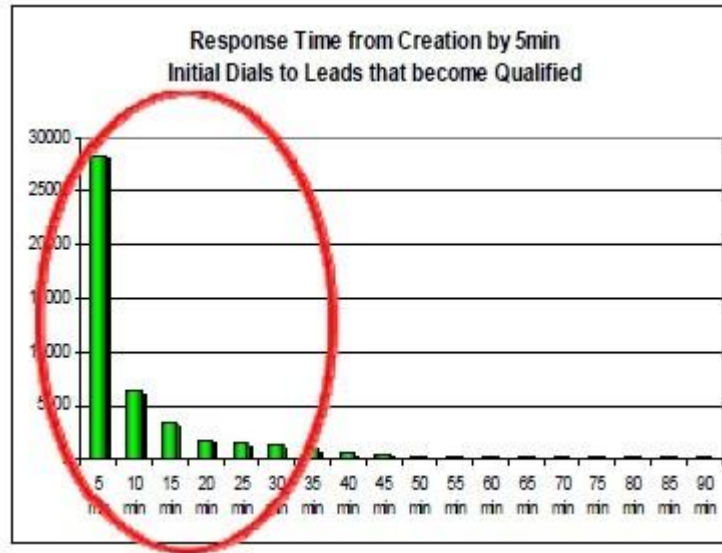
# 21x higher than at 30 minutes

RESPONSE TIME FROM CREATION BY 5 MIN  
INITIAL DIALS TO LEADS THAT BECOME QUALIFIED



EFFECT ON QUALIFYING: <5MIN RESPONSE TIME

# 4x higher than at 10 minutes



## CONCLUSION: DELAYED RESPONSE IS MONEY LOST

Day of week and time of day were found to be statistically significant variables in qualifying leads, **but the significance of data around response time DWARFED THEM BOTH.**

Nothing affects your ability to qualify (make money) more than **response time.**

**21x**

more likely to qualify  
if called <5min  
compared to 30 minutes

**4x**

more likely to qualify  
if called <5min  
compared to 10 minutes

# **3 | How To Achieve The <5minute Followup: Sales Enablement**

IN  
BO  
UND

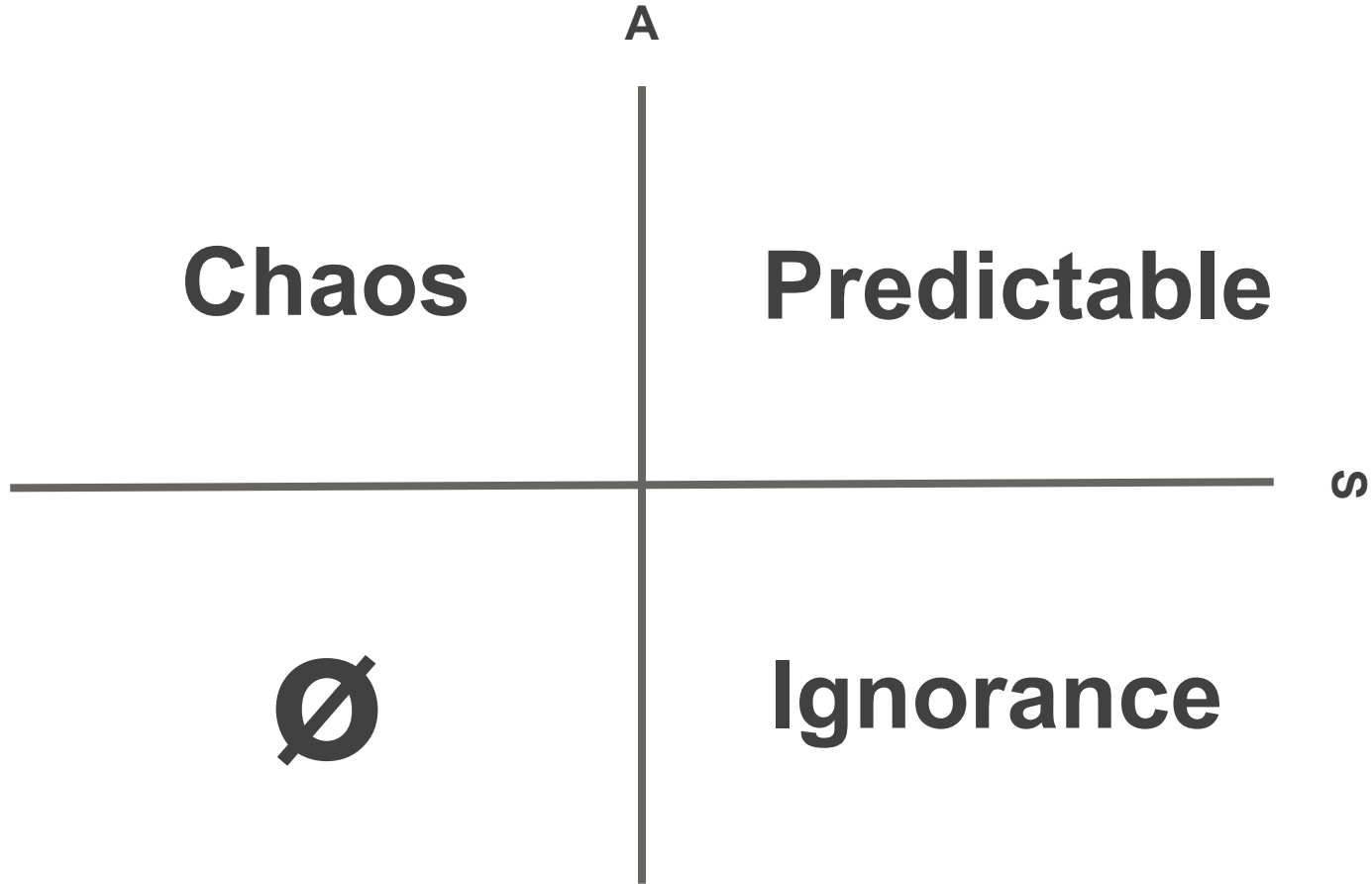




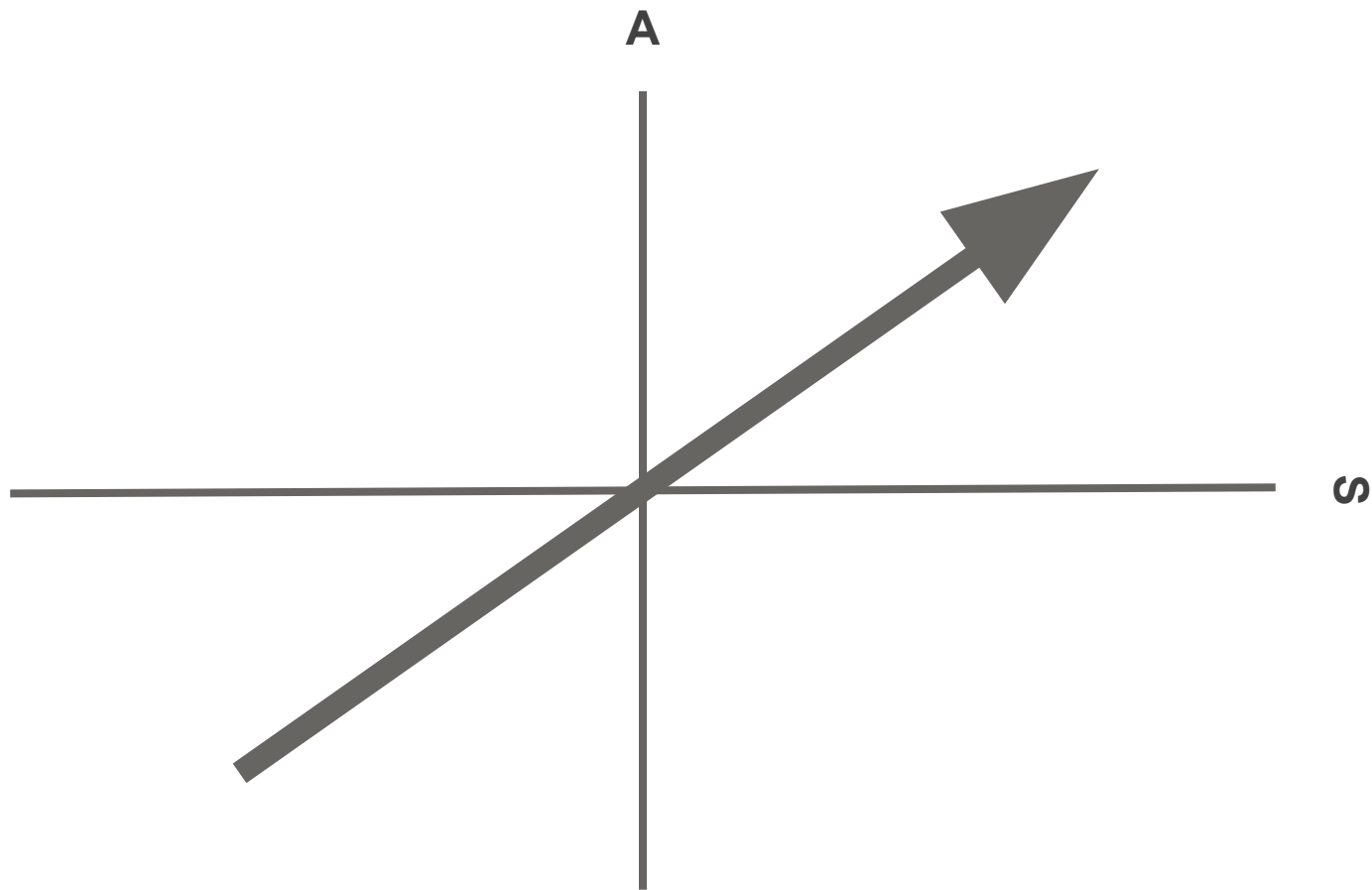
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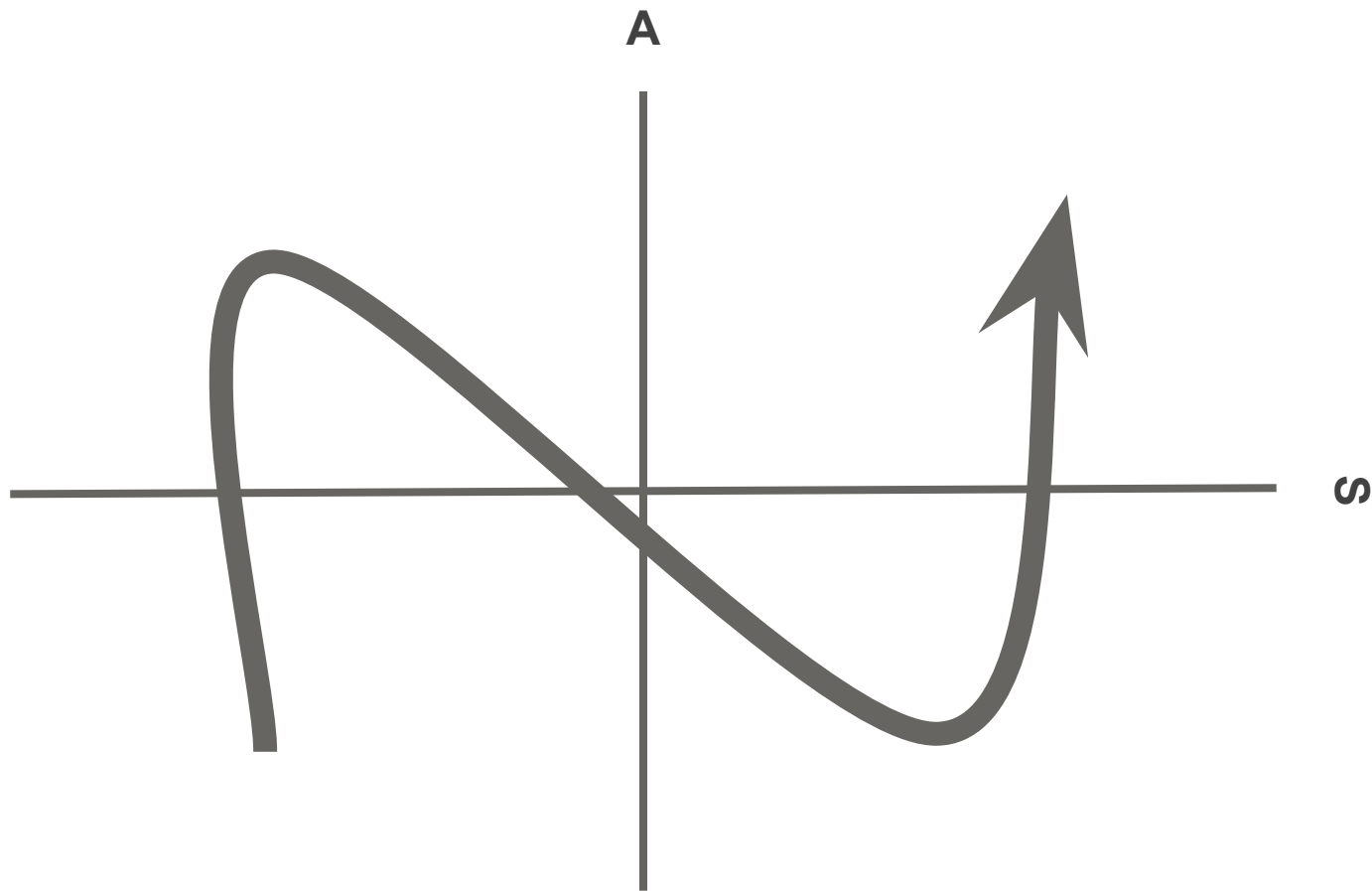
**Activity**

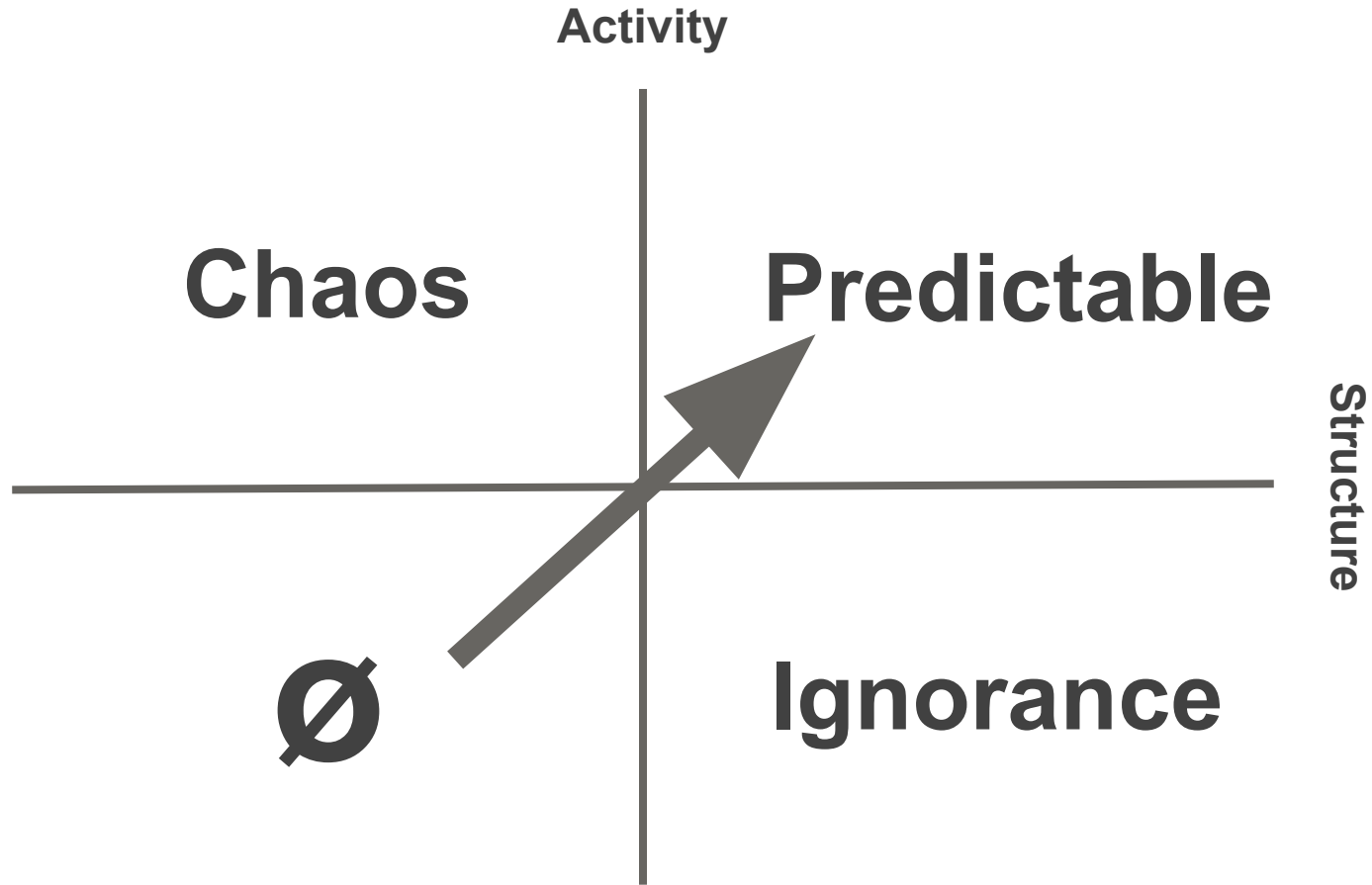
**Structure**











# 4 | What Sales Enablement *Really* Is

# sales enablement

/sāles/ /en 'āb(ə)l,in 'āb(ə)lment/

noun

- **Sales Enablement** refers to any act of enabling a sale.
- Giving (sales teams) the *ability to sell* by providing the **Goal**, **Processes**, **Systems**, **Technology**, and **Content** needed to improve sales performance, which increases revenue for the organization.

# Goal

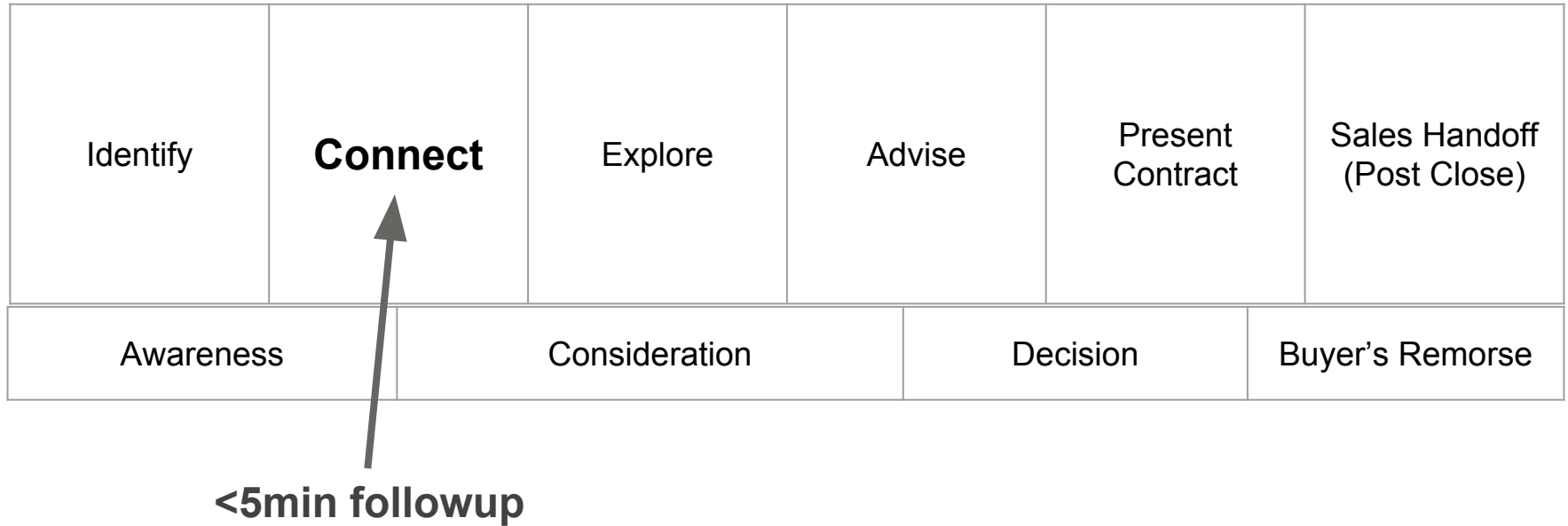
- Specific
- Measureable
- Attainable
- Relevant
- Time-bound



## Examples:

- \$175k new revenue sold by January 31st.
- 80% of MQL's called within <5minutes by January 31st.

# Process



# Systems

- Why?
- Who?
- When?
- Where?
- How?





# Technology

## What is it?

- Tools that help automate or streamline **existing manual** tasks and processes

## What it is not?

- Answer for everything
- Create a process
- Keep you organized
- Automate the Sales Process
- ABOVE ALL ELSE... it will not close the deal

However, it can HELP you do these things, but only if a process is in place.

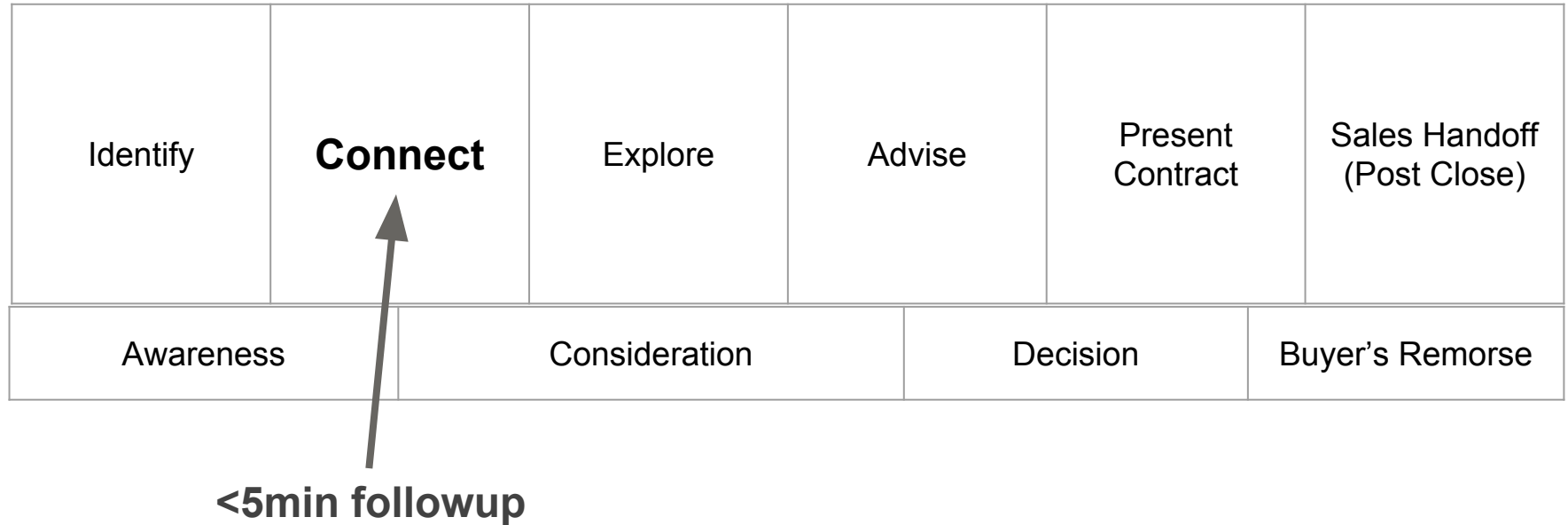
# Content

## Sales Related Types:

- Sales Process Stage Playbooks
- Prospect Homework
- Email Templates
- Sales Process Stage Documentation (PandaDoc)
- Call Preparation Worksheets
- Sales Meeting Agenda Templates
- Timeline Worksheet
- Closing Techniques
- How To Articles
- FAQ Answer Articles

**5 | <5min Followup IRL**

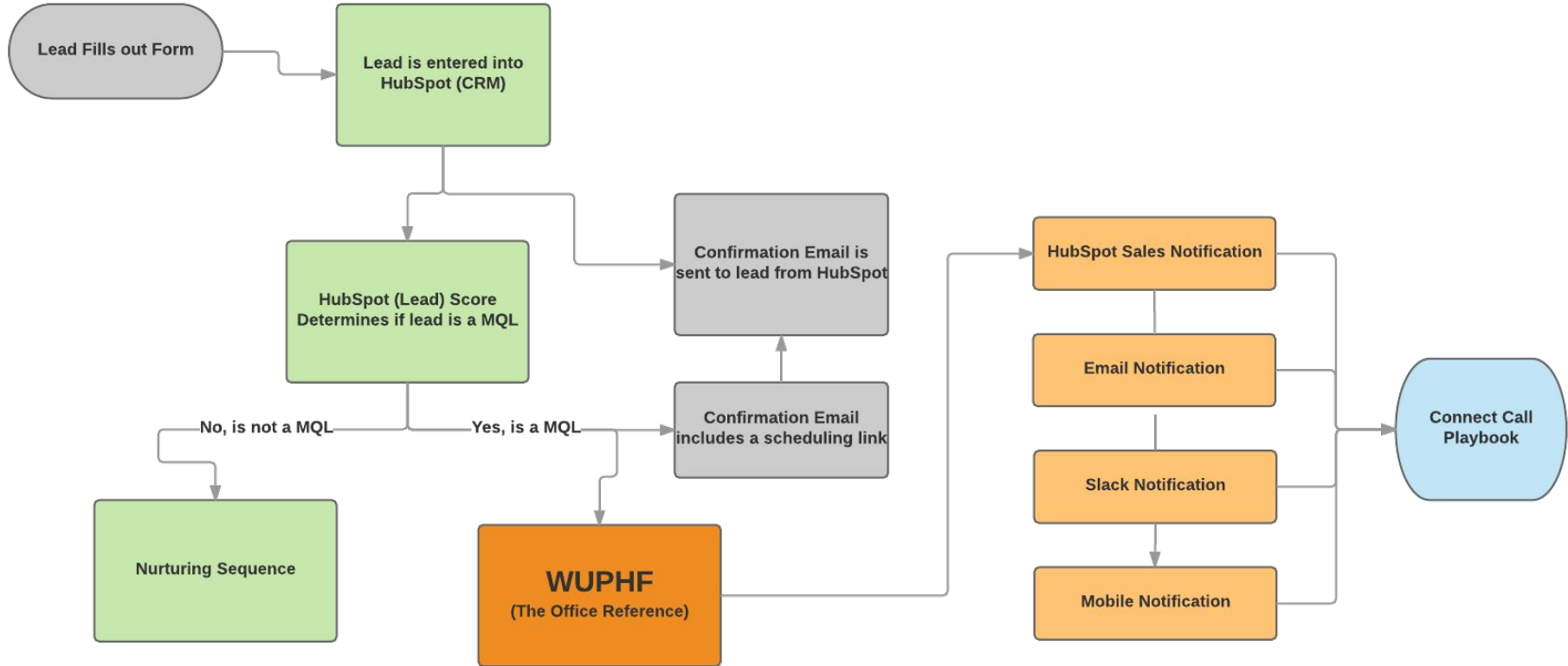
# REMINDER! Here is where it fits.



# Who am I as a lead?

- I need help NOW!
- I want to buy what you are selling
- I have other places to buy from
- Looking for answers
- I know enough to be dangerous, but not everything
- Would love a guide to help me

# <5minute Followup Flowchart



Notification

Claim

Research

Call

Document

Qualify

Schedule

# Notification



# Research

## SiteAlerts





**Throw away your scripts...**  
**...create Q&A lists.**

“Hey {{firstname}}, this is Josh with Hüify. I have a few minutes between meetings, saw your request come across our website, and thought I would call to see if I can help answer any of your questions.”

Delivered

“Wow, that was fast! Thanks for the call Josh. I do have some questions. We are looking for...”

“... thank you so much for your help today.”

...

“... Glad I could be helpful today.”

# Our Results

**6X**

Revenue growth  
in 12 months

**9X**

Shorter sales cycle

**500%**

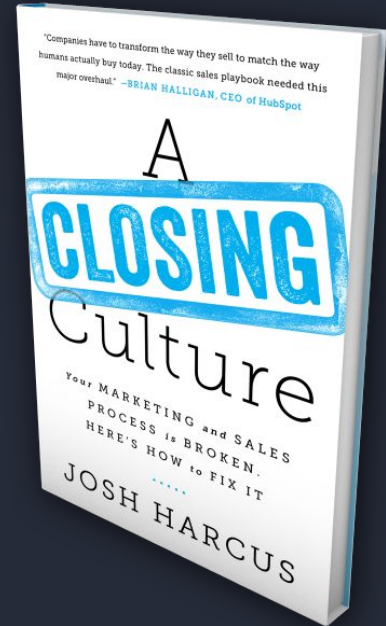
Growth in team

[www.hubspot.com/customers/huify](http://www.hubspot.com/customers/huify)

# We wrote the book on it.

[huify.com/closingculture](https://huify.com/closingculture)

After reading this, the C-suite always pushes for  
Sales Enablement.



# Sales Enablement Course + Blueprint

**GET BETA ACCESS**

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# Josh Harcus

Bestselling author of *A Closing Culture*

[@JoshHarcus](#) on everything social



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