

# Business to Business Lead Response Management | Qualify More Leads

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## **Reach and Qualify More Leads by Responding Faster**

Are you disappointed with your results from online marketing? You're attracting web visitors with appetizing content, and they're filling in your forms. **But you're having a hard time reaching and qualifying them.**

You're not alone. 78% of business-to-business marketing leaders say generating qualified leads is their most challenging task.

There is, however, one thing you could do differently that could radically change your results. What is it? Responding to Internet leads immediately. That's right - Internet leads want follow-up at Internet speed. A study from Insidesales.com showed **companies that respond to web leads within 5 minutes are 900% more likely to reach them. They're also 21 times more likely to qualify them than if they wait 30 minutes.** Even though you capture leads on the Internet, each one still represents a person who responds to the human touch of a phone call.

## **Our Response Management Services Produce More Qualified Leads**

Responding to Internet leads in a fraction of the time it takes you today is a tall task. That's why we offer response management. We have the people, processes, and systems in place to hone in on hot leads instantly and respond to them rapidly.

Our **Response Management Services** include:

- Working with you to **define what represents a qualified lead** to *you and your salespeople*
- Using **marketing automation platforms** that enable real time-response
- **Crafting pre-qualification questions** for online forms that help you determine if the person is a relevant contact from a relevant company
- **Integrating marketing automation and customer relationship management** solutions so red-hot leads arrive in the hands of our business development specialists instantly
- **Setting policies** for follow-up times and routing the calls for maximum response efficiency
- Having experienced professionals **follow up on leads**, answer questions, and assure the prospect is left with a positive impression
- Place long term leads into a nurture process

Using our services, you'll be able to **reach and qualify more leads than ever before**. This streamlined approach makes lead qualification quick and easy. And your sales people will be fired up, eager to follow up on qualified marketing leads.

## **Why 3D2B?**

We'll assign a team of educated, experienced, sales professionals to your campaign and train them on the ins and outs of your products, company, industry, markets, and competition. When they respond to leads, they'll engage in natural, peer-to-peer conversations with your leads, answering their questions and determining if the lead is red-hot and ready for a sales call.

Our professionals are trusted by world-class clients, such as Akamai, Microsoft, OutSystems, and PureStorage, to make it happen. And because we have agents fluent in multiple languages, we can seamlessly deliver multi-country campaigns.

## **Initiate Rapid Response Today and Qualify More Leads**

**Call us at +1 718-709-0900 (US) or +39 06 978446 60 (EMEA), or contact us online to learn how you can respond to leads faster and pass more qualified leads to your sales team.**

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