

## The Best Days and Times to Cold Call

Before you read on it should be noted that the research results in this article is in the context of web-generated leads. Cold calling in person, telephone cold calling, and email cold calling show similar trends, but slightly different peak days and times. Also, keep in mind the differentiation between best times to call to contact and best times to call to qualify. There is a difference. Enjoy!

There is plenty of theory about best days and times to contact prospects and much of it is wrong. That is if you accept the findings of a study done by MIT (the Brainiac University) and InsideSales.com. They actually had a professor (Dr. James Oldroyd) with a PhD head the study, so I'm guessing that might have a little credibility with you.

Three years of data was examined across six companies that generate and respond to web leads, from over fifteen thousand leads and over one hundred thousand phone call attempts. That's a pretty good sampling.

They focused on one question for this study:

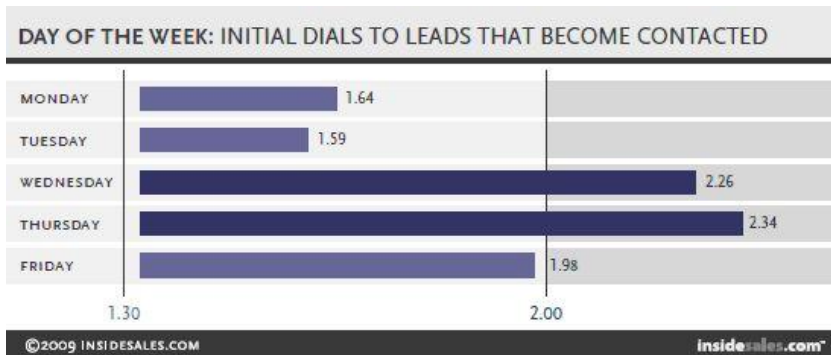
### **When should companies call web-generated leads for optimal contact and qualification ratios?**

I think you will find their data to be very interesting, and hopefully helpful to your own sales efforts.

#### Day of the Week:

The first question was to see if there is a best day of the week to call to get the best contact and qualification ratios.

Wednesdays and Thursdays are the best days to call to make contact with a web generated lead. In fact, Thursday is a 49.7% better day to call than the worst day, Tuesday.

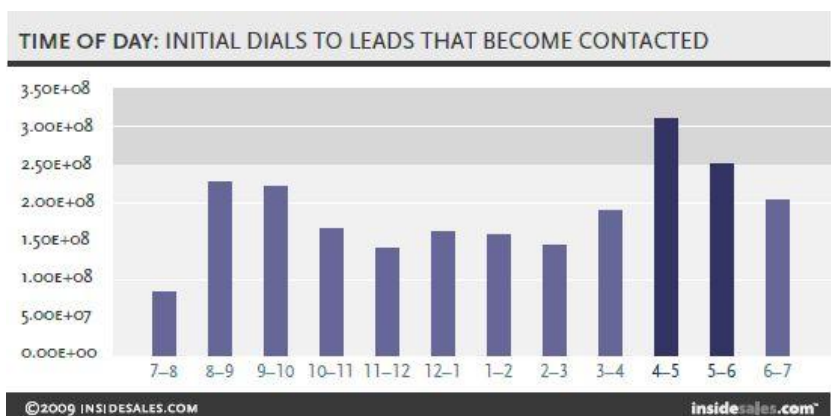


Wednesdays and Thursdays are also the best days to call to qualify leads. Wednesday was the top day and was 24.9% better than the worst day, which was Friday.

#### Time of Day:

The next question was to see if there is a better time of day to call to get optimal contact and qualification ratios. They used the same definition of terms for call (attempt), contact, and qualify.

Here is what they found:



4pm to 6pm is the best time to call to make contact with a lead. It is 114% better than calling at 11 to 12am, right before lunch. (They did not feel 7-8am was a standard work hour.)

8-9am and 4-5pm are the best times to call to qualify a lead. 8-9am is 164% better than calling at 1-2pm, right after lunch. That's a big difference! (After 6pm is not a standard work hour.)

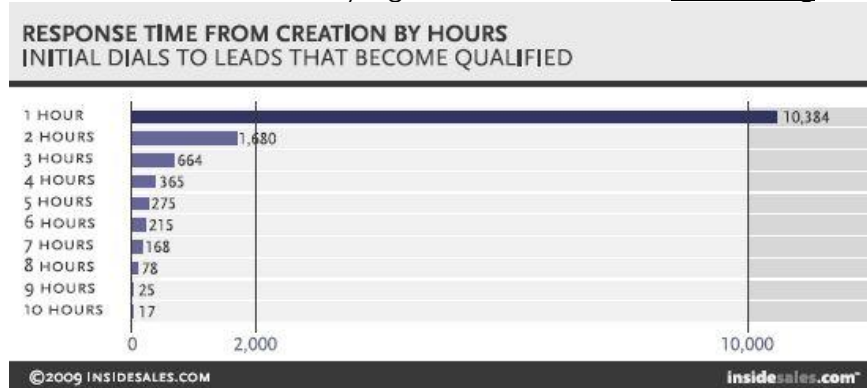
Apparently no one likes to make decisions right after lunch.

### Response Time Analysis by Hours:

Here's where it gets very compelling and probably a little uncomfortable for some of you. Day of week and time of day were found to be statistically significant variables in contacting and qualifying leads, but the significance of data that was analyzed around response time dwarfed them both.

The odds of calling to qualify a lead decreases by over 6 times in the first hour.

This is fascinating, but even more compelling (to me), and something they weren't expecting, was a statistically significant effect Dr. Oldroyd found in the data that shows that:



After 20 hours every additional dial salespeople make actually hurts your ability to make contact to qualify a lead.

This raises some interesting time management questions. If you are an outside sales rep and are following up on web leads, will you always be able to respond in the first hour? Probably not. In person is always better, but you may want to make some calls first.

These results would indicate that web leads should be followed up by well trained personnel and done within the first hour. It also begs the question, how long is it taking you to get to your web leads and how long before you contact them? Ask your sales manager and get back to me. I see a few XO web leads in your weekly Book of Business with expired dates (Rrrrrr)!

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