

Speed to Lead: Capturing and Converting Hot Leads Quickly

In today's competitive sales environment, fast response times are critical. Conquer Voice's **Speed to Lead** feature ensures your sales team can engage with new leads in seconds, maximizing the chances of conversion. This guide walks you through understanding, setting up, and leveraging Speed to Lead for your sales process.

What is Speed to Lead?

Speed to Lead is a powerful tool that helps your team:

- **Instantly Respond:** Alerts sales reps the moment a new lead is generated.
- **Engage in Seconds:** Connect with hot leads in under 3 seconds, capitalizing on their peak interest.
- **Distribute Efficiently:** Assign leads dynamically to available reps, ensuring no opportunities are missed.

By acting quickly, your team can significantly increase conversion rates and stay ahead of the competition.

Setting Up Speed to Lead

To configure Speed to Lead:

1. **Integrate Lead Sources:**
 - Add the lead generation channels (e.g., web forms, campaigns) that trigger Speed to Lead alerts.
2. **Access Speed to Lead settings:**
 - Navigate to the DS Management App in Salesforce. Click on the Speed to Lead Assignment menu.
3. **Assign Teams or Groups:**

- Specify which agents or groups will handle Speed to Lead notifications.
- 4. **Set Notification Preferences:**
 - Choose how agents will be notified (e.g., on-screen pop-ups, audio alerts).
- 5. **Optimize Lead Assignment Rules:**
 - Use dynamic rules to ensure fair and efficient lead distribution.

Speed to Lead Stack

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Name

Stack Three

Assign to Agent(s) or Agent Group(s)

User User ✕

Availability Time (Seconds)

10

☐ Hidden for assigned Agents

☒ Forced assignment for assigned Agents

Failover Stack

Select a failover stack

Required Skill Groups

State ✕

Language

Cancel

Save

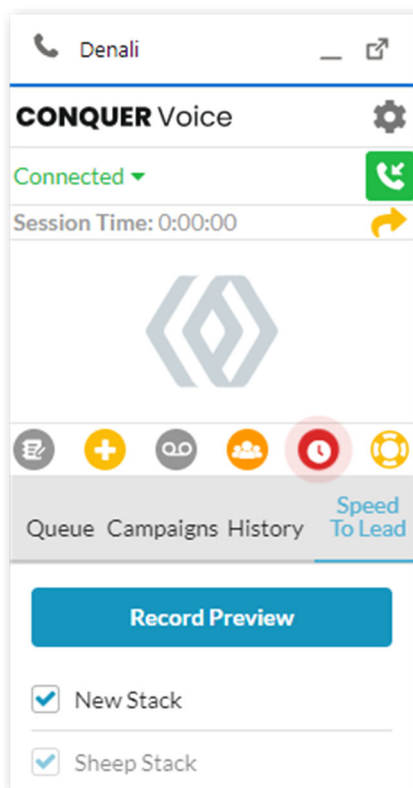
Note: If you don't see Speed to Lead in your current license, contact our Sales Team at sales@conquer.io or **schedule a demo** to learn how to unlock this feature.

How to Use Speed to Lead

Once configured, Speed to Lead enables agents to:

- **Receive Alerts in Real Time:** Instant notifications appear in Conquer Voice when a new lead arrives.
- **Engage with One Click:** Use **Click-to-Dial** to call leads immediately.
- **Log and Track:** Call details and outcomes are automatically logged in Salesforce, ensuring a seamless workflow.

With Speed to Lead, every hot lead gets immediate attention, increasing your chances of conversion.



Best Practices for Success

- **Stay Available:** Ensure designated agents are ready to respond to Speed to Lead alerts.
 - **Monitor Metrics:** Regularly review lead response times and conversion data to identify opportunities for optimization.
 - **Fine-Tune Lead Sources:** Continuously evaluate lead quality and sources to maintain high ROI.
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Upgrade Your Conquer Voice License

If Speed to Lead is not available in your current Conquer Voice license:

- **Contact Sales:** Email us at sales@conquer.io to explore license upgrades.
 - **Schedule a Demo:** Experience Speed to Lead in action by [booking a demo here](#).
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By leveraging Conquer Voice's **Speed to Lead**, your sales team can respond faster, engage more effectively, and close deals sooner. Don't wait—empower your team with the tools they need to win in a competitive market.

For more support with your active Speed to Lead license, visit the [Conquer Help Center](#) or reach out to us directly at support@conquer.io.