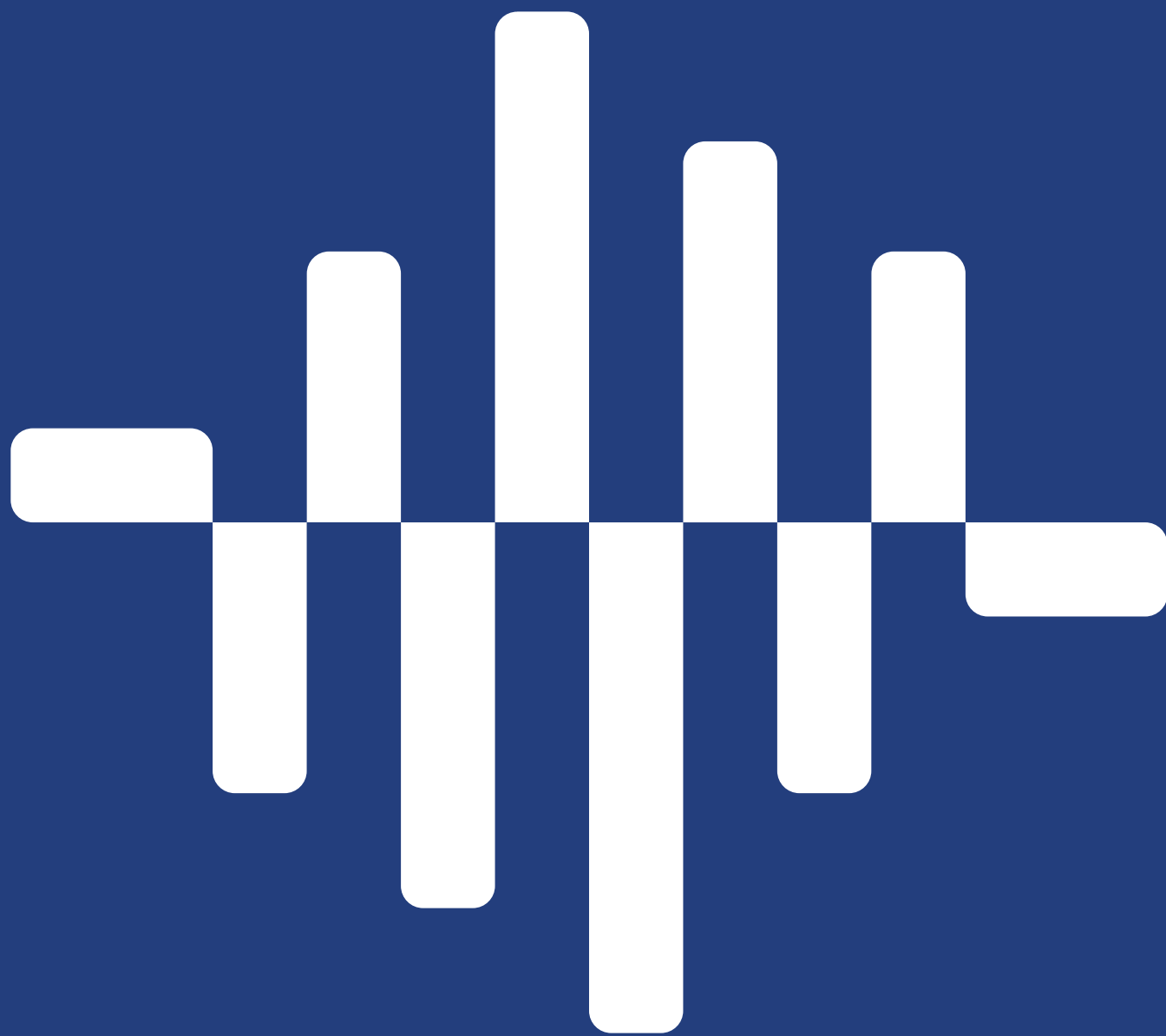




# AI-powered sales outreach: **Your ultimate guide to crushing speed to lead**





---

# About Aloware

Aloware is a compliant, AI-driven cloud contact center for CRMs. We help you improve customer conversations by syncing your phone system and CRM data through seamless, two-way communication.

With Aloware, agents can easily call or text customers within your CRM while viewing their full account history. This helps them provide more personalized, quality assistance without wasting time re-identifying customers or taking down repeat information.

Aloware's AI technology also automates lead qualification and routing, so you can serve more customers efficiently. Our chatbots optimize speed to lead by following up on form submissions in seconds and vetting lead viability on your behalf. We also analyze CRM data to match new inquiries with the proper support agents on your team.

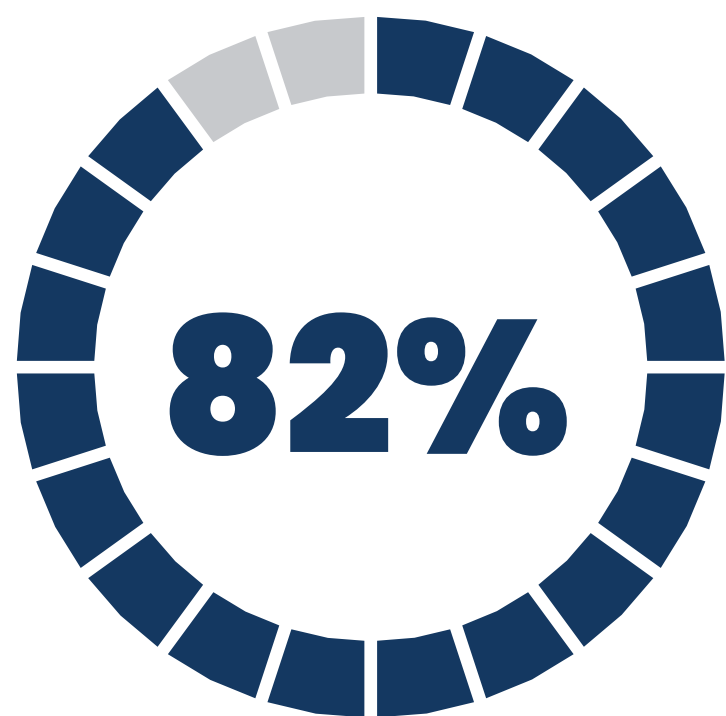
Try Aloware free today (no credit card required) to see how we can help you transform workflows and impress customers with top-quality service.

---



---

The time it takes your team to respond to new leads can mean the difference between closing deals or losing to competitors. The longer a lead waits for a response, the less likely they are to convert. Research shows that 82% of consumers expect a reply within ten minutes of reaching out to a company, and that businesses with a one-minute response time increase conversion rates by 391%.



of consumers expect a reply within ten minutes of reaching out to a company

Fortunately, with the rise of AI-driven sales automation, responding faster to leads has never been easier. Now you can add immediate calling and texting to your toolkit to connect with leads instantly, helping you capitalize on those precious first moments of engagement.

In this e-book, we'll explore four quick strategies you can use to optimize your speed to lead, all powered by AI technology that simplifies workflows and lightens the burden on your team. Read on to learn the following:

1. How you can talk to leads in seconds with Form2Call and Form2Text
2. How to increase pickup rates with local presence
3. Why integrating your phone system with your CRM is key to success
4. How branded caller ID helps you enhance speed to lead

## Table of Contents

[What is speed to lead?](#)

[Tip 1#: Talk to leads in seconds with Form2Call and Form2Text](#)

[Tip 2#: Leverage local presence to increase pickup rates](#)

[What is local presence?](#)

[Why local presence matters:](#)

[How to optimize local presence](#)

[Tip 3#: Integrate your phone system with your CRM](#)

[Tip 4#: Enhance speed to lead with branded caller ID](#)

[Why branded caller ID matters](#)

[How to optimize your branded caller ID](#)

[Summing it up](#)



# What is speed to lead?

Speed to lead is the metric that measures how quickly you respond to a lead after they show interest, whether that be through a website form, email, phone call, or chat. The faster you reach out to new leads, the more likely you are to:

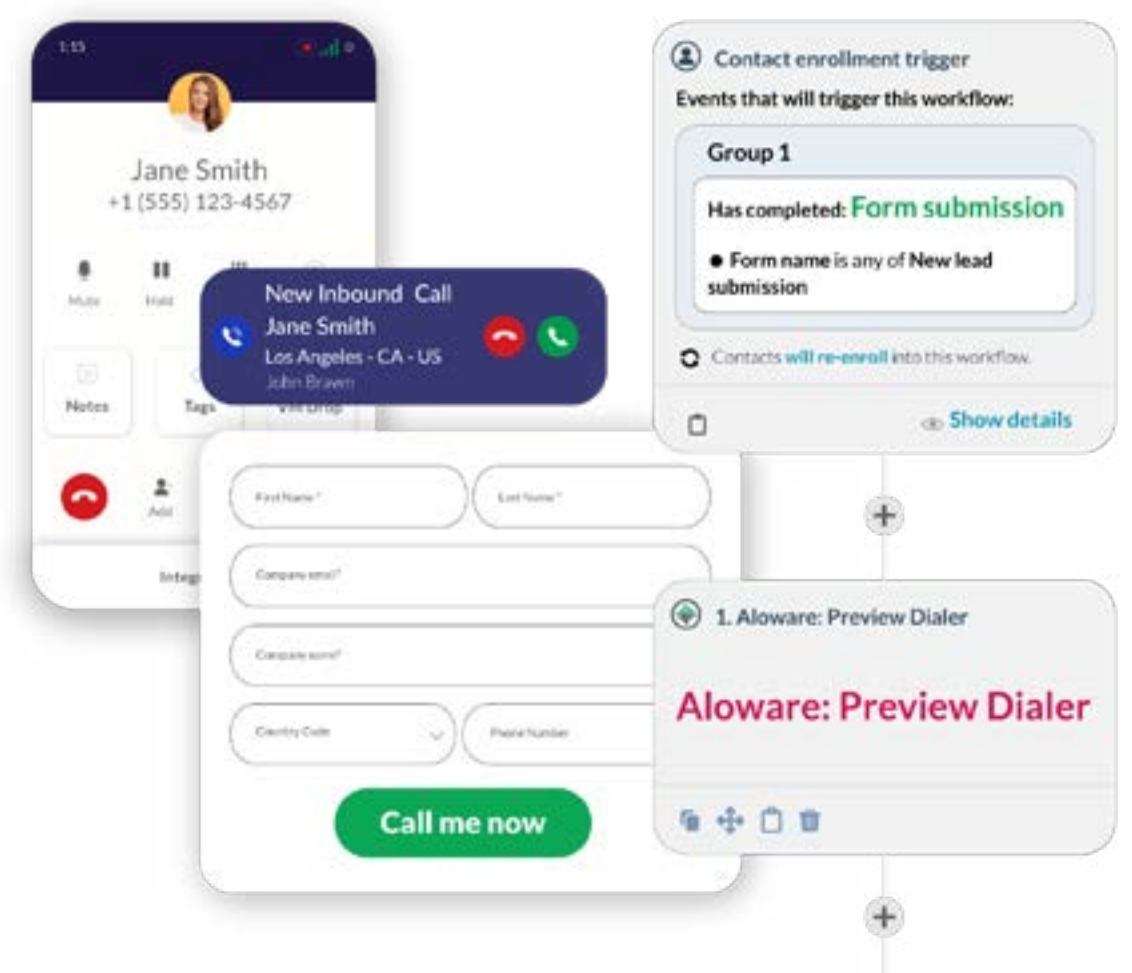
- **Build trust:** A quick response shows that you are professional and attentive to the needs of your prospects.
- **Capitalize on interest:** Leads who reach out are actively looking for solutions. Responding quickly helps you grab their attention before they lose interest or become distracted by other priorities.
- **Increase conversion rates:** The faster you engage with a lead, the higher the likelihood they will turn into a customer.

## Tip #1

### Talk to leads in seconds with Form2Call and Form2Text

Aloware's [Form2Call](#) feature automatically triggers an instant phone call when a lead submits a form on your website. Instead of waiting for an agent to find the form and remember to call the prospect, HubSpot automatically adds the hot lead to any preferred agent's [Power Dialer](#) queue.

If desired, it can push the lead to the top of the queue to make sure the agent prioritizes dialing

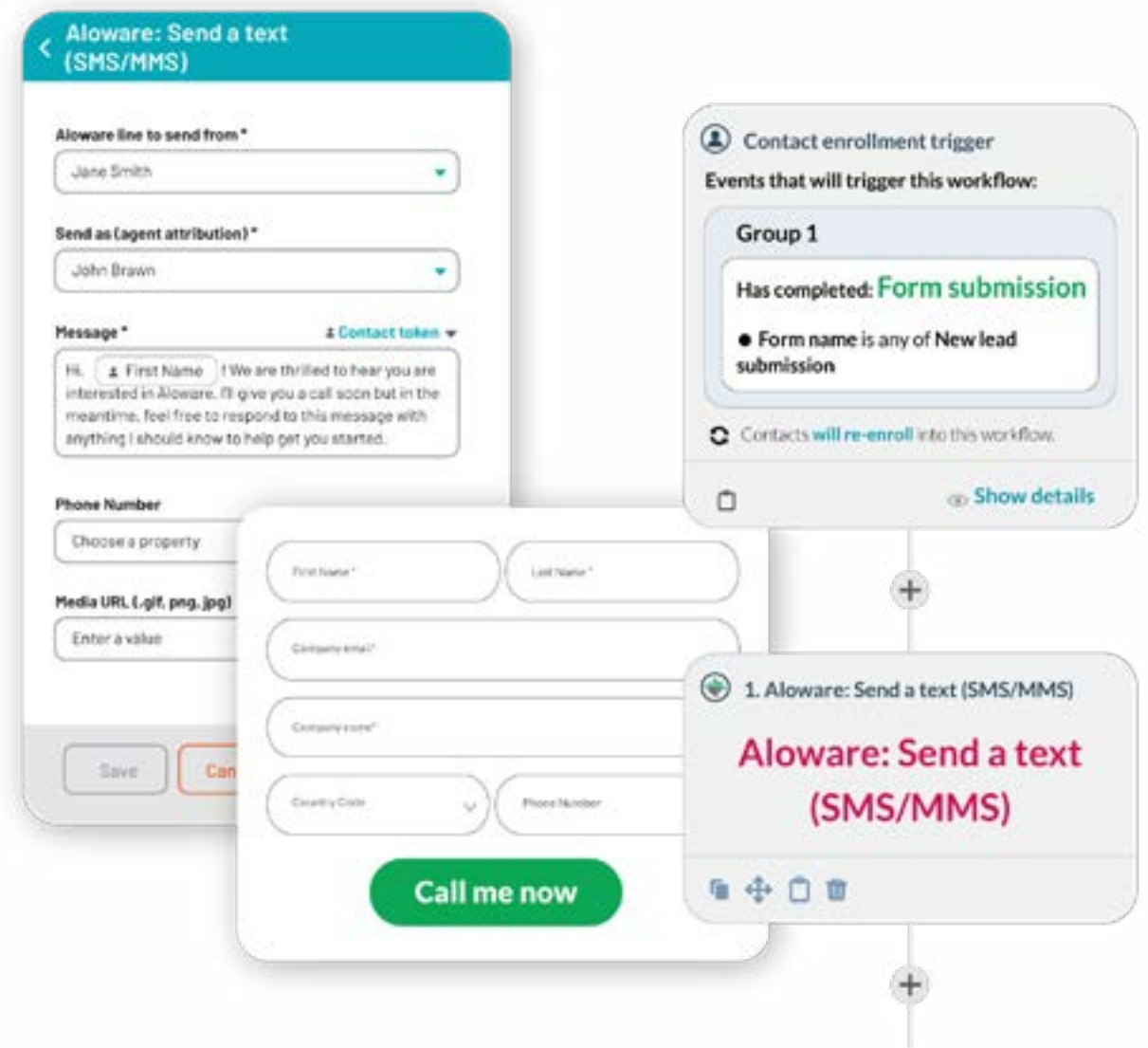


that particular lead—a winning strategy for timely outreach.

Similarly, our [Form2Text](#) feature automatically sends a personalized text message to a lead as soon as they submit a form. Since 98% of text messages are read within three minutes of receipt, texting is an incredibly effective and fast way to reach leads.

Using this strategy helps you qualify leads via text before they even speak to a member of your team, ultimately protecting your reps' time and saving them from wheel-spinners.

You can also use Form2Text to launch our AI SMS chatbot on new leads to keep the conversation going automatically—and ultimately drive them toward booking an appointment, making a purchase, or any other preferred call-to-action. The chatbot uses a friendly, humanlike tone to qualify leads on your team's behalf and answer questions about your offerings.



## Tip #2

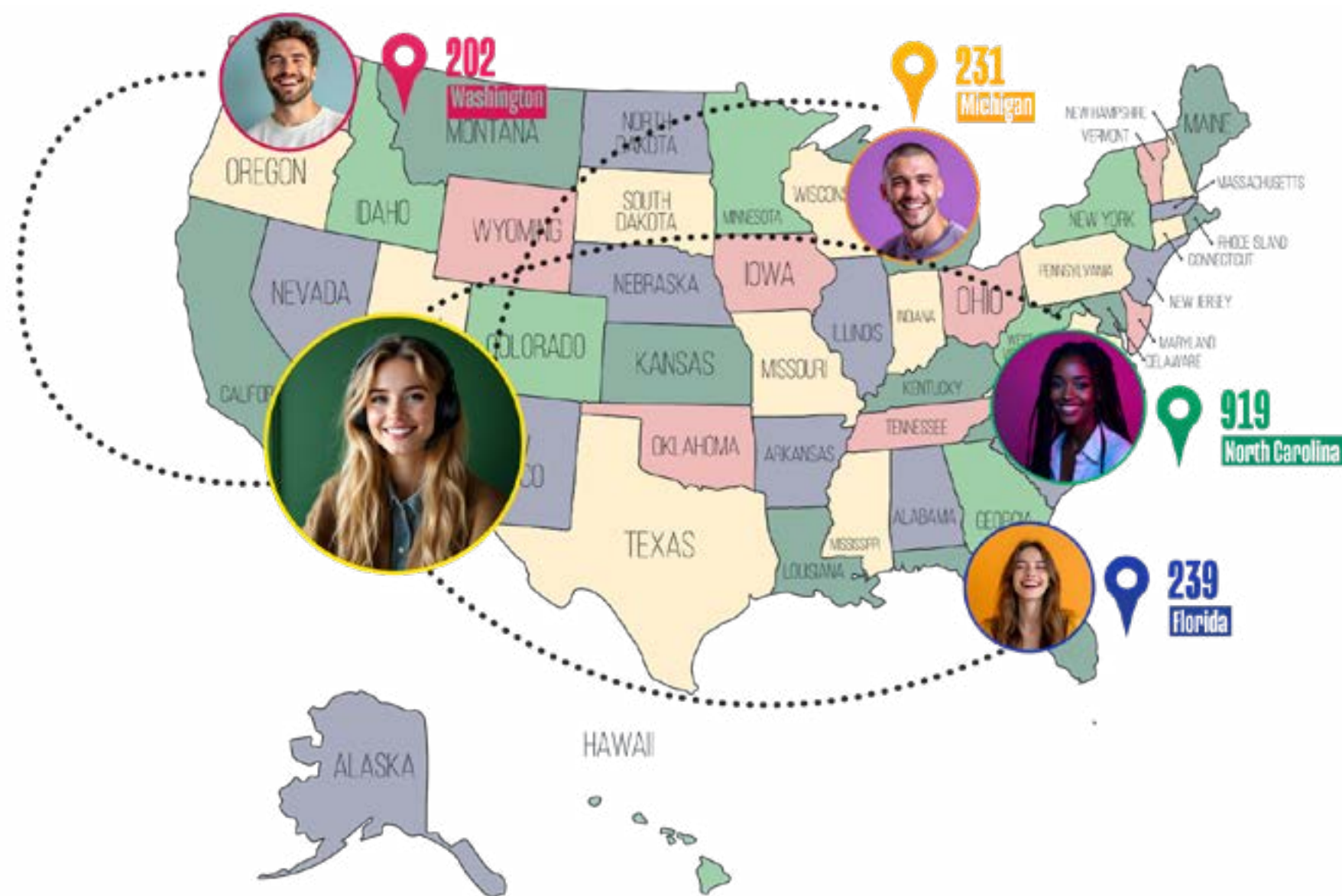
### Leverage local presence to increase pickup rates

#### What is local presence?

With local presence, your business can display a local phone number on outgoing calls or text messages based on the lead's area code. For instance, if a prospect



fills out a form in New York, your sales team will reach out from a New York-based number, even if you're located elsewhere. This approach makes the interaction feel more personal and familiar, increasing the likelihood that a lead will answer the call or respond to your message.



Local presence isn't about pretending to be somewhere you're not—it's about improving connectivity, trust, and engagement. When your prospects see a local number, they are more likely to be receptive to your sales pitch.

Aloware's [local presence feature](#) significantly enhances your speed to lead by making your outreach feel more personal. When a lead fills out a form on your website, we automatically assign a local phone number based on the lead's area code, increasing the likelihood they'll answer the call or respond to a text.

Unlike other dialers, we don't make you share a local presence with our other customers (which gets messy and confusing very quickly, trust us!) Your local numbers just belong to your team, so you can strengthen your brand identity and give customers an improved cold call experience. Providers who claim to offer lower



---

rates in exchange for sharing numbers can assign you the same local presence that conflicting industries or competitors use (yikes!).

## Why local presence matters:

- **Higher call answer rates:** Leads are more likely to answer calls from local numbers, boosting your chances of immediate engagement.



- **Building rapport:** A local number makes your business seem more familiar, increasing trust and rapport with the lead.
- **Shorter sales cycles:** By improving cold call connection rates, your team can respond faster and qualify leads sooner, shortening the sales cycle.

## How to optimize local presence

Want to make the most out of your local presence strategy? Here are a few quick

---

tips:

- **Target key markets:** Use local numbers for specific regions where you want to focus your efforts.
- **Personalize your follow-ups:** Combine local presence with quick, tailored follow-up strategies like [double dialing](#), voicemail drops, and Form2Call or Form2Text.
- **Don't share numbers:** Groups of businesses who play round-robin with local presence packages end up short-changing their customers. Sharing numbers muddies your brand identity and decreases pickup rates by creating prospect confusion.

With local presence, your business can reach leads faster, build stronger relationships, and improve conversation quality, all while enhancing your overall speed to lead.

## Tip #3

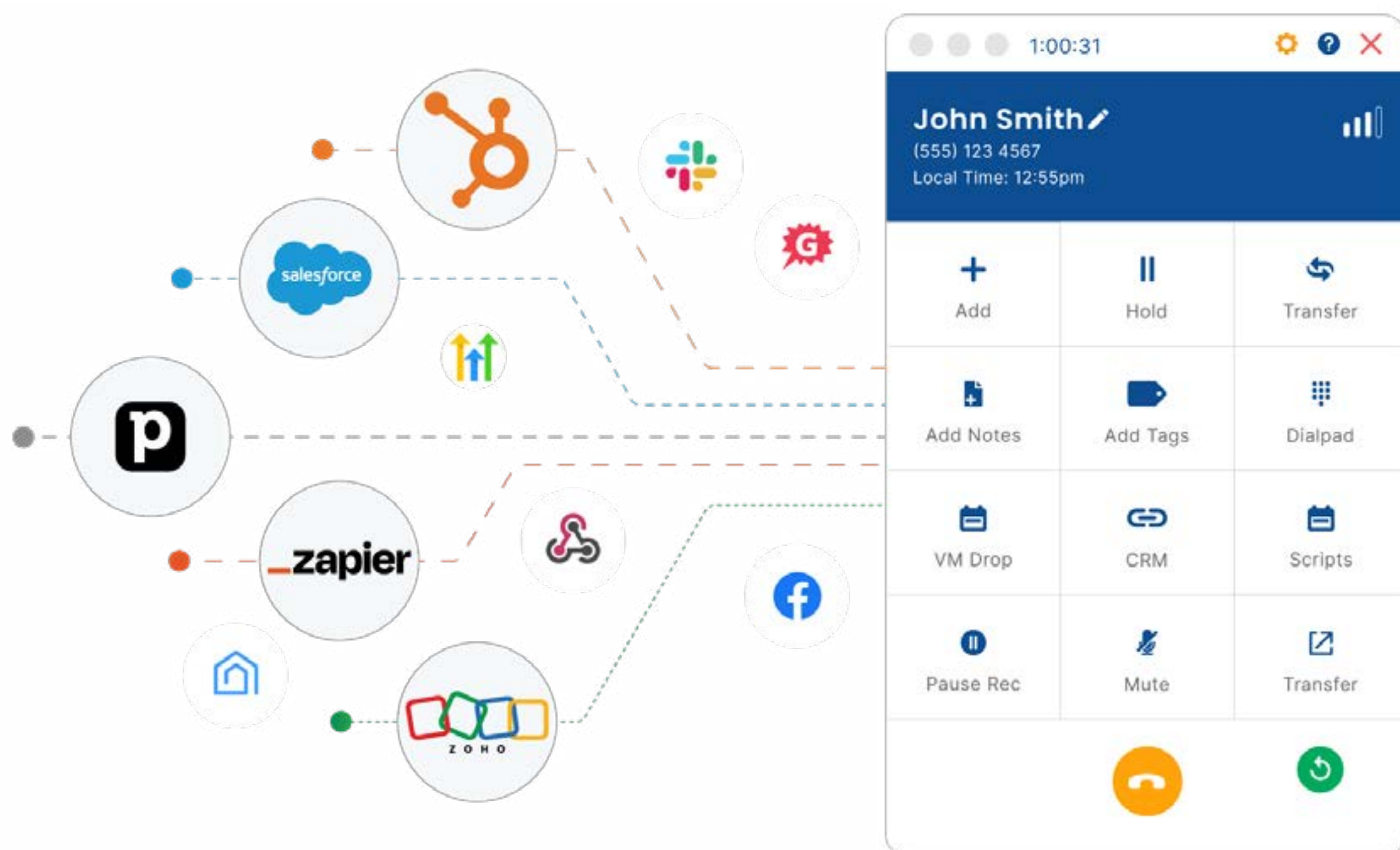
### **Integrate your phone system with your CRM**

If you're only tracking customer emails in your CRM—and not all of their phone communication history—your team is flying blind when it comes to tailoring outreach. To truly connect with prospects and give them a top-tier sales experience, you'll want each conversation to seamlessly flow into the next and skip the hassle of repetitive information.

Every prospect wants to feel special and valued, and integrating your phone system with your CRM enables your team to provide that experience. Whether you're a rep or a manager, you can easily review any prospect's full phone outreach history

right in your CRM so you know where talks left off—and what your customers need next. This is ideal for changing account ownership and conducting performance evaluations among your team, since your CRM keeps a clear record of customer calls and texts.

Aloware integrates with [all major CRM platforms](#), including HubSpot and Salesforce. With our workflow automation and click-to-call features, your team can respond to leads faster, smarter, and with more context without switching tabs.



Here are just a few reasons making the connection can revolutionize your workflow:

- 1. Centralized communication:** All calls and texts through Aloware are automatically logged in in your CRM, giving your sales team a 360-degree view of each lead's customer journey.
- 2. Instant lead engagement:** When a lead submits a form to HubSpot, Aloware's Form2Call or Form2Text feature triggers an instant response, helping your team engage quickly with personalized outreach.



---

**3. Automated workflows:** Aloware's integration also allows you to set up automated workflows in HubSpot based on incoming calls or messages, ensuring timely follow-ups without manual effort.

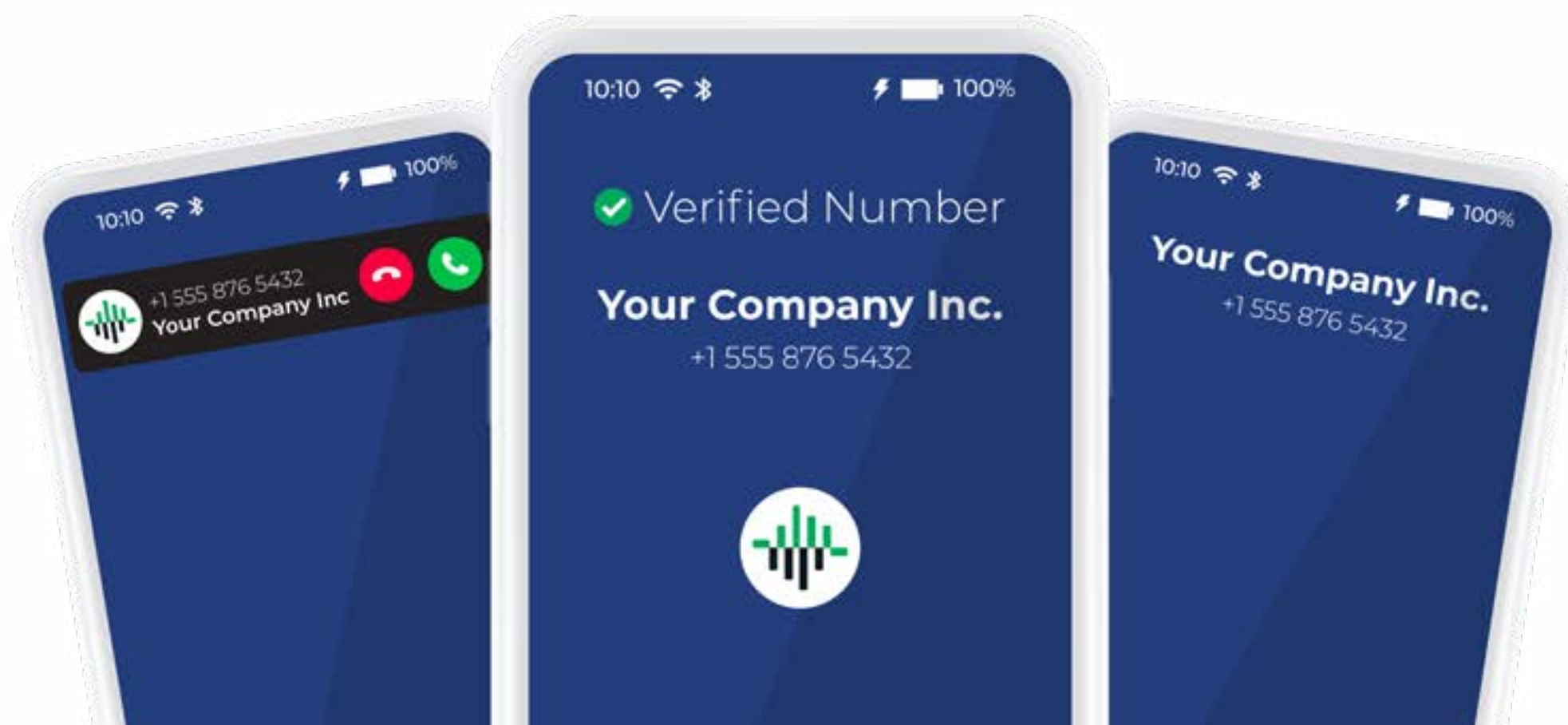
**4. Intelligent lead routing:** Pair new leads with the best-equipped reps on your team to help them by letting your CRM data [automatically make matches](#).

Don't let another lead slip through the cracks or lose track of deal status again—integrating your phone system with your CRM keeps your workflows constantly smooth and efficient.

## Tip #4

### Enhance speed to lead with branded caller ID

[Branded caller ID](#) displays your business name and logo when you call leads, making your calls instantly recognizable and more likely to be answered. This powerful tool can significantly improve your speed to lead and help you connect with prospects faster.



---

## Why branded caller ID matters

- 1. Increased call answer rates:** Leads are more likely to pick up calls from a business they recognize. By displaying your brand's name and logo, you immediately build trust and familiarity, reducing the likelihood of your call being ignored.
- 2. Improved engagement:** Branded calls stand out from spam or robocalls, helping your sales team connect with prospects quickly.
- 3. Consistency and professionalism:** Branded caller ID creates a professional, polished image, reassuring leads that they are dealing with a legitimate business.

## How to optimize your branded caller ID

- **Activate branded caller ID** for all outgoing calls to ensure uniformity of outreach across your sales team.
- **Customize your caller ID** with your business name, logo, and contact information to make it easy for leads to recognize and trust your brand.

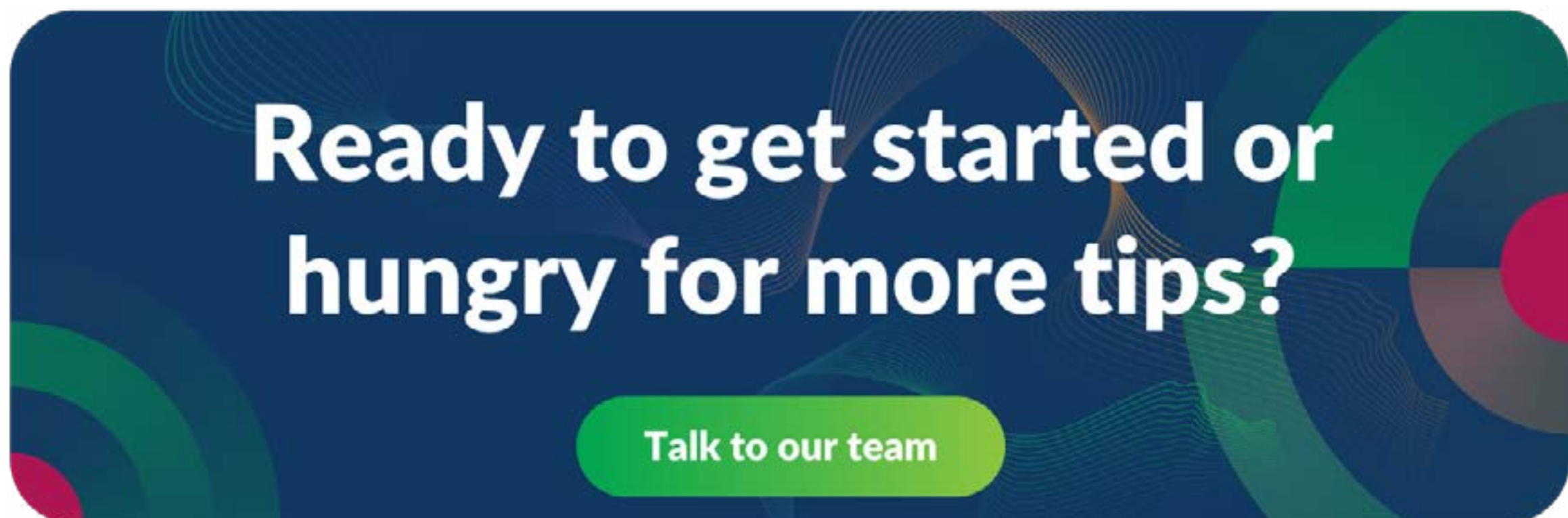
Leveraging branded caller ID is a quick way to reduce call rejection rates and make your brand stand out from the competition.

---

# Summing it up

In the race to close deals, every second counts. By harnessing the power of AI-driven tools like Form2Call, Form2Text, local presence, CRM integration, and branded caller ID, you can significantly improve your response times, build trust, and shorten sales cycles.

These strategies not only help you connect with leads faster but also help your team work most efficiently. Becoming an AI-driven sales organization gives you the edge you need to stay competitive and meet goals.



We'd love to guide you through your speed-to-lead journey.