

CONVERSIONS

Short-term Appointment Setting

Acquisitions

Results based on 1330 Cold Leads

Client Goal 1 Sale in 3 Months

Project completed in 2 months

20 Appointments = 1.5 % Conversion Rate

4 Warm leads = 1.1 % Conversion Rate

1 Sale = GOAL HIT

Overall Call Status

Call Status	Total
Appointment	20
Call back requested	87
Email requested	84
Not Interested	173
Sale	1
Voicemail	951
Warm Leads	14
Total	1330

