



Craddock Holdings

**High-Quality,
Direct Leads**



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IMPROVE YOUR CONVERSION RATE

Craddock Holdings specializes in high-quality, direct leads. Our team puts a large emphasis on optimizing your full funnel conversion process to help you make the most of your marketing investment. Below you will find our top 5 recommendations when it comes to improving your conversion rate!

Top 5 Tips

1. Respond Quickly!



Speed is not the name of the game, except when it is the game changer! According to an MIT Lead Response study, you are 100x more likely to connect via call in the first 5 minutes than you are after 30 minutes have passed. Additionally, once you reach 20 hours after the lead submission, every additional call from your team decreases your team's odds of connecting. This does not mean that you cannot re-engage a lead via other channels, it means that leads quickly become stale when it comes to phone calls! Timing is everything.



2. Build Rapport

Our team listens to thousands of calls as part of our quality assurance process and it's all too common for a call to end without the caller knowing the lead's name!

It is challenging to build a genuine connection and give a caller an idea of who you and your company are if you don't know what to call them. Taking a beat to find out whom you are talking to can make all of the difference in building true connection and rapport!



3. Identify the Spark



Find out early in the call what "need" sparked the lead to call you. Similar to finding out a caller's name, it is important to understand what problem they are trying to solve.

Often, we discover that a person's perceived need differs from their actual need. Asking and actively listening allows us to address both needs in a direct and concise way!

4. Remove Friction



Is there a step in your recruiting process where you tend to lose applicants? What can you do to eliminate or internalize that pain point?

Data is key in removing friction. The Trucking Clicks team specializes in lead response optimization. Technical words that mean "we find the broken places and build custom solutions for you and your team!"



5. Don't Fear the No

Be direct. Ask the lead if there is anything that would prevent you from working together. This will allow you to clear up any misconceptions and or eliminate a “non-buyer” who won’t be a good fit.

The earlier that we can uncover objections and misalignment, the better! All too often we are indirect with a caller and let them drop off the phone with a promise “call us back later” or “look for our email.”

Many times a direct question, will receive a much more direct response and save everyone time!



SCHEDULE A CONSULTATION TODAY!

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About Craddock Holdings

Craddock Holdings is a rapidly growing digital marketing company specializing in lead generation for recruitment. We provide high-quality, direct leads, and our clients love the attention and transparency of our customer service!

With 50+ years of experience running successful lead generation campaigns, our team has worked with clients of all sizes including Walmart, FedEx, U.S. Xpress, Werner, and more.

Industry experience combined with innovative strategies and brand-new product offerings, make us the leading choice for growth-minded, data-driven clients.

