

WHAT HAPPENS WHEN YOUR LEADS ARE WARM (VS COLD)

Swipe Right



Interest Level

Warm Leads

Already interested. Asks questions.
Leans in.

Cold Leads

Doesn't know you. Doesn't care. Needs
convincing.

Swipe Right



Meeting Conversion

Warm Leads

Meetings get booked fast.

Sometimes they ask for your calendar link.

Cold Leads

You chase... and chase... and chase.

Low booking rates, lots of ghosting.

Swipe Right



Sales Conversations

Warm Leads

Conversation feels smooth.

They're evaluating how to work with you, not whether they should.

Cold Leads

You start from zero and have to "sell" everything

Swipe Right



Closing Momentum

Warm Leads

Shorter cycles, clear intent, higher close rates.

Cold Leads

Long cycles, constant follow-ups, unpredictable outcomes.

Swipe Right





Warm leads change everything

SIA is built to deliver warm, positive replies at scale — so your SDRs can focus on closing, not chasing.