

# 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

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