

20 **Shocking** Sales Stats That Will Change How You Sell

Presented by J.W. Owens



A Perspective 101 Series



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- If you follow up with web leads within 5 minutes, you're **9 times** more likely to convert them. *Source: InsideSales.com 1*
- The best times to email prospects are **8:00am and 3:00pm**. *Source: GetResponse 2*
- The best time to **cold call is 4:00-5:00pm**. The second best time is **8:00-10:00am**. The worst times are 11:00am and 2:00pm. *Source: InsideSales.com and Kellogg School of Business 3*
- **Thursday** is the best day to prospect. **Wednesday** is the second best day. Tuesday is the worst day. *Source: InsideSales.com 4*
- Top sellers use LinkedIn **6 hours** per week. *Do you?* *Source: Jill Konrath 5*

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- In 2007 it took an average of 3.68 cold call attempts to reach a prospect. **Today it takes 8 attempts.** Source: Telnet and Ovation Sales Group 6
- The average salesperson **only makes 2 attempts** to reach a prospect. Source: Sirius Decisions 7
- Only **2%** of cold calls result in an appointment. Lesson: Find new ways to reach decision-makers. Source: Leap Job 8
- In a typical firm with 100-500 employees, an average of **7 people are involved in most buying decisions.** Source: Gartner Group 9

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- The average salesperson makes **8 dials per hour** and prospects for **6.25 hours to set 1 appointment.** [Source: Ovation Sales Group 10](#)
- The early bird gets the worm. **50%** of sales go to the first salesperson to contact the prospect. [Source: InsideSales.com 11](#)
- **Email Marketing has 2x higher ROI** than cold calling, networking or trade shows. [Source: MarketingSherpa 12](#)
- Nurtured leads make **47%** larger purchases than non-nurtured leads. [Source: The Annuitas Group 13](#)

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- Visuals are processed 60,000 x faster in the brain than text.
Lesson: **Use more visuals** in your presentations. Source: Neo Mammalian Studios 14
- After a presentation, **63%** of attendees remember stories. Only **5%** remember statistics. Source: Authors Chip & Dan Heath 15
- The **most memorable** part of a presentation is the **last 5 minutes**.
Lesson: End with a bang! 16
- **80%** of sales require **5 follow-up calls** after the meeting. **44%** of salespeople give up after 1 follow-up. Source: The Marketing Donut 17
- **91%** of customers say they'd give referrals. Only **11%** of salespeople ask for referrals. Source: Dale Carnegie 18

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- **70%** of people make purchasing decisions to solve problems. **30%** make decisions to gain something. [Source: Impact Communications 19](#)
- Each year, you'll lose **14%** of your customers. Lesson: Never stop prospecting. [Source: BusinessBrief.com 20](#)

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Sales is a process that
CAN be taught!

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This is a series of Training for your Management, Sales & Office TEAM

Good Selling !



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