

13 Sales Stats That will Change HOW YOU SELL

Presented by J.W. Owens



A Perspective 101 Series

Adapted from "20 Shocking Sales Stats That Will Change How You Sell" by BuzzBuilder

JWO 232

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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

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92% of all customer interactions happen over the phone.

85% of customers report being dissatisfied with their phone experiences.

Lesson: Spend time refining your telephone personality

Source: Salesforce

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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

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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: TeleNet and Ovation Sales Group

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The average salesperson
only makes **2** attempts to
reach a prospect.

Source: Sirius Decisions

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Email marketing has **2x** higher
ROI than cold calling,
networking or trade shows.

Source: Marketing Sherpa

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Nurtured leads make **47%**
larger purchases than non-
nurtured leads.

Source: The Annuitas Group

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78% of salespeople using
social media outsell their
peers.

Source: Forbes

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Visuals are processed **60,000x**
faster in the brain than text.

Lesson: Use more visuals in your
presentations.

Source: Neo Mammalian Studios

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After a presentation,

63% of attendees remember stories.

Only **5%** remember statistics.

Source: Authors Chip & Dan Heath

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80% of sales require **5** follow-up calls after the meeting.

44% of salespeople give up after **1** follow-up.

Source: The Marketing Donut

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91% of customers say they'd give referrals.

Only **11%** of salespeople ask for referrals.

Source: Dale Carnegie

13 Sales Stats That will Change HOW YOU SELL

70% of people make purchasing decisions to solve problems.

30% make decisions to gain something.

Source: Impact Communications

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

Good Selling !



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