

20 SHOCKING SALES STATS

Knowing Them Will
Change How You Sell



**If you follow up with
web leads within 5
minutes, you're 9
times more likely to
convert them.**

Source: [InsideSales.com](https://www.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

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

**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

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

**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

**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

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

**Lesson: Use more visuals
in your presentations.**

Source: Neo Mammalian Studios

After a presentation, 63%
of attendees remember
stories. Only 5%
remember statistics.

Source: Authors Chip & Dan Heath

**The most memorable
part of a presentation is
the last 5 minutes.**

Lesson: End with a bang!

80% of **sales** require **5**
follow-up calls after the
meeting. 44% of salespeople
give up after 1 follow-up.

Source: The Marketing Donut

91% of customers say
they'd give **referrals**.
Only **11%** of salespeople
ask for referrals.

Source: Dale Carnegie

70% of people make
purchasing **decisions** to
solve problems. **30%** make
decisions to gain something.

Source: Impact Communications

Each year, you'll lose
14% of your **customers.**

Lesson: Never stop
prospecting.

Source: BusinessBrief.com

20