

# 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://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](http://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

**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](http://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](http://BusinessBrief.com)

**20**