

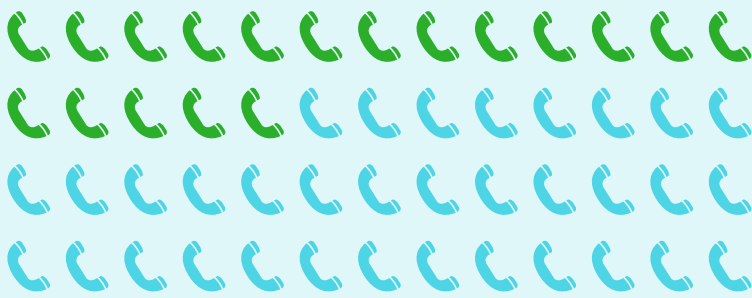
# THE POWER OF PROACTIVE PROSPECTING

17 SALES DEVELOPMENT STATS

## THE CHALLENGE: ACTUALLY GETTING IN TOUCH WITH BUYERS IS HARDER THAN EVER



THE AVERAGE SALES DEVELOPMENT REP MAKES 52 CALLS DAILY  
-THE BRIDGE GROUP



IT TAKES 18 DIALS TO CONNECT WITH A SINGLE BUYER  
-TOPO

CALL-BACK RATES ARE  
**<1%**  
-TOPO



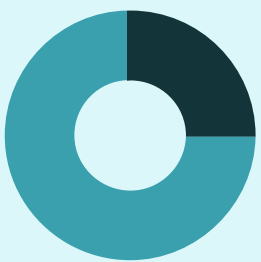
**< 24%**  
OF SALES EMAILS ARE OPENED.  
-TOPO



## THE MISSED OPPORTUNITY: RESPONDING QUICKLY TO WEB-GENERATED LEADS



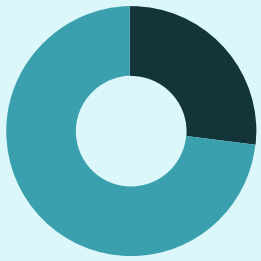
LEADS RESPONDED TO WITHIN 5 MINUTES ARE 100X MORE LIKELY TO BE QUALIFIED  
- LEAD RESPONSE MANAGEMENT.ORG



YET LESS THAN 25% OF COMPANIES WHO RECEIVE A WEB LEAD WILL RESPOND BY PHONE  
- INSIDESALES.COM



WAITING JUST 10 MINUTES DROPS THE LIKELIHOOD OF QUALIFYING THE LEAD 4X  
- LEAD RESPONSE MANAGEMENT.ORG



ONLY 27% OF WEB-GENERATED LEADS GET CONTACTED AT ALL  
- INSIDESALES.COM

## THE UNFAIR ADVANTAGE: BEING 1ST TO REACH A BUYER DRAMATICALLY INCREASES YOUR ODDS

YOUR SALES TEAM HAS A  
**56%**  
GREATER CHANCE TO ATTAIN QUOTA IF YOU ENGAGE BUYERS BEFORE THEY CONTACT A SELLER  
-SALES BENCHMARK INDEX



THE FIRST VIABLE VENDOR TO REACH A DECISION MAKER & SET THE BUYING VISION HAS AVERAGE  
**74%** CLOSE RATIO  
-FORRESTER

**50%**  
OF BUYERS CHOOSE THE VENDOR THAT RESPONDS FIRST  
- INSIDESALES.COM

## THE INSIDE TRACK: INTROS & REFERRALS ARE GOLD

**5X**

HOW MUCH MORE LIKELY B2B BUYERS ARE TO ENGAGE WHEN INTRODUCED  
- LINKEDIN

**73%**

OF EXECUTIVES PREFER TO WORK WITH SALES PROFESSIONALS REFERRED BY SOMEONE THEY KNOW  
-SALES BENCHMARK INDEX

**84%**

OF B2B DECISION MAKERS START THE BUYING PROCESS WITH A REFERRAL  
- IDC



YOU ARE 4.2X MORE LIKELY TO GET AN APPOINTMENT IF YOU HAVE A PERSONAL CONNECTION WITH A BUYER  
-SALES BENCHMARK INDEX

**30%**

REFERRAL LEADS CONVERT 30% BETTER THAN LEADS GENERATED FROM OTHER MARKETING CHANNELS  
-R&G TECHNOLOGIES

**16%**

REFERRED CUSTOMERS HAVE A 16% HIGHER LIFETIME VALUE  
-JOURNAL OF MARKETING