

THE POWER OF PROACTIVE PROSPECTING

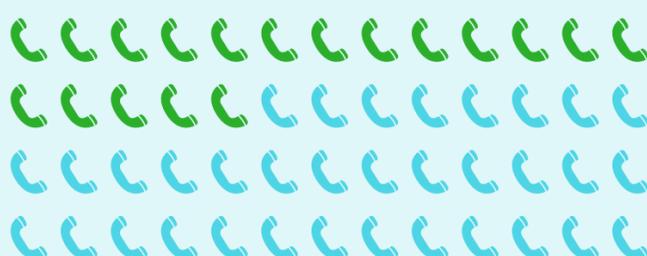
17 SALES DEVELOPMENT STATS

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

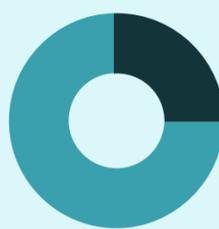


THE MISSED OPPORTUNITY: RESPONDING QUICKLY TO WEB-GENERATED LEADS



LEADS RESPONDED TO WITHIN 5 MINUTES ARE 100X MORE LIKELY TO BE QUALIFIED

-LEAD RESPONSE MANAGEMENT.ORG



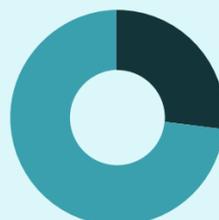
YET LESS THAN 25% OF COMPANIES WHO RECEIVE A WEB LEAD WILL RESPOND BY PHONE

-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

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84%

OF B2B DECISION MAKERS START THE BUYING PROCESS WITH A REFERRAL

-DC



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

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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