

25 Sales Statistics You Didn't Know

1. 44% of salespeople give up after one follow-up. [Source: Scripted]
2. 80% of sales require 5 follow-up phone calls after the meeting. [Source: The Marketing Donut]
3. Research shows that 35-50% of sales go to the vendor that responds first. [Source: InsideSales.com]
4. 63% of people requesting information on your company today will not purchase for at least three months – and 20% will take more than 12 months to buy. [Source: Marketing Donut]
5. 50% of leads are qualified but not yet ready to buy. [Source: Gleanster Research]
6. At any given time, only 3% of your market is actively buying. 56% are not ready, 40% are poised to begin. [Source: Vorsight]
7. Lead nurturing emails get 4-10 times the response rate compared to standalone email blasts. [Source: SilverPop/DemandGen Report]
8. Companies that nurture leads make 50% more sales at a cost 33% less than non-nurtured leads. [Source: Forrester Research]
9. In a typical firm with 100-500 employees, an average of 7 people is involved in most buying decision. [Source: Gartner Group]
10. After a presentation, 63% of attendees remember stories. Only 5% remember statistics. [Source: Dan & Chip Heath]
11. Visuals are processed 60,000x faster in the brain than text. (Lesson: Use visuals in presentations). [Source: Neo Mammalian Studios]
12. 70% of people make purchasing decisions to solve problems. 30% make decisions to gain something. [Source: Impact Communications]
13. 78% of decision makers polled have taken an appointment or attended an event that came from an email or cold call. [Source: DiscoverOrg]
14. The best times to email prospects are 8am and 3pm. [Source: GetResponse]
15. Tuesday emails have the highest open rate compared to other weekdays. [Source: Experian]
16. Personalized emails improve click-through rates by 14% and conversion rates by 10%. [Source: Aberdeen Group]
17. An average buyer gets 100+ emails a day, opens just 23%, and clicks on just 2% of them. [Source: Tellwise]
18. 33% of email recipients open emails based on subject line alone. [Source: Convince and Convert]
19. Emails with “Quick” in the subject line were opened 17% less than those without. [Source: HubSpot]
20. 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]
21. On the phone, tone is 86% of our communication. Words we actually use are only 14% of our communication. [Source: ContactPoint]
22. The optimal voicemail message is between 8 and 14 seconds. [Source: The Sales Hunter]
23. 91% of customers say they'd give referrals. Only 11% of salespeople ask for referrals. [Source: Dale Carnegie]
24. Customers are 4x more likely to buy when referred by a friend. [Source: Nielsen]
25. Companies with aligned sales and marketing generated 208% more revenue from marketing. [Source: MarketingProfs]