

Global sales Data Analytics

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Sales by market

1.Sales Prospecting Statistics

We're starting with the first step in the sales process—prospecting. We get it. Nobody loves digging for potential customers.

But prospecting is vital to your sales funnel. When done right, you attract high-quality leads who you can easily convert into buyers.

So, how long should you spend on prospecting? When is the best time to do it? Read on to find out.

Top sellers spend an average of 6 hours each week researching their prospects. (Crunchbase)

Budget and need are the two most significant factors that lead to a prospect connecting with a rep. (RAIN Group)

Thursday is the best day to prospect. Wednesday is the second-best day. (Inside Sales)

Over 40% of salespeople agree that prospecting is the most challenging sales process. This is followed by closing (36%) and qualifying leads (22%). (HubSpot)

34% of prospects are willing to communicate with sellers at industry events. Followed by LinkedIn (21%), text (21%), voicemail (21%), and social media (18%). (HubSpot)

2.Lead Management Statistics

Lead management isn't for the faint-hearted. It's a web of processes that help you acquire, organize, and manage interactions with leads.

How you go about handling your leads eventually determines your success rates. As you read some astounding statistics, you'll realize how critical nurturing leads can be.

74% of companies agree that converting leads into customers is a top priority (HubSpot)

53% of marketers spend half or more of their budget on lead generation. (BrightTALK)

Nurtured leads perform exceedingly well compared to non-nurtured leads, resulting in a 20% average increase in sales opportunities. (DemandGen Report)

79% of marketing leads don't convert into sales. Lack of lead nurturing is the top reason for this poor result. (MarketingSherpa)

Despite this, 65% of B2B marketers haven't established lead nurturing. (MarketingSherpa)

Companies excelling at lead nurturing produce 50% more sales-ready leads at 33% lower cost. (Forrester Research)

61% of B2B marketers pass on all their leads to sales teams. However, only 27% of these leads are qualified. (MarketingSherpa)

Just 25% of marketing leads are good enough to advance immediately to sales. (Gleanster Research)

Only 5% of sales folk say the marketing leads they receive are very high quality. (HubSpot)

Marketing automation has helped businesses nurture prospects and experience a 451% increase in qualified leads. (Annuitas Group)

51% of email marketers think segmenting your email list is the most effective way to personalize lead nurturing. (Ascend2)

Most larger companies generate less than 5,000 leads per month, with an average of 1,877 per month. (HubSpot)

Only 44% of companies utilize lead scoring systems. (APSIS)

Following up with online leads within 5 minutes makes them 9 times more likely to purchase from you. (Spiceworks Ziff Davis)

Salespeople that respond first win 50% of sales. (InsideSales Lead Response Report)

You can decrease your odds of a lead qualification by 400% when your response time increases from 5 to 10 minutes. (Harvard Business Review)

3.Sales Follow-Up Statistics

Feel like you're like following up too many times? Are you overdoing it? If data is anything to go by, you aren't following up enough!

Perseverance pays off, especially in sales. Read on to find out why.

60% of customers say yes only after saying no four times. (HubSpot)

80% of sales need five follow-up calls. (Brevet)

In fact, it takes approximately eight follow-up calls just to reach a prospect. (Telenet and Ovation Sales Group)

Despite that, 44% of sales reps give up after just one follow-up call. (Brevet)

64% of sales reps who cross-sell believe email follow-up is the best cross-selling strategy. (HubSpot)

Merely 2% of sales happen at the first meeting. (MarketingDonut)

Moreover, 83% of prospects who request product or service information don't buy for 3 to 12 months. (MarketingDonut)

Out of 433 companies tested, only 7% responded in the first five minutes after a form submission. Over 50% of the companies didn't respond for five business days. (Drift)

An analysis of over 2,200 American companies showed those who attempted to follow up with leads within an hour were 7 times more likely to have meaningful conversations with buyers than those who waited for an hour. (Harvard Business Review)



Charts of sales growth written with chalk on a blackboard

4.Sales Email Statistics

Sending promotional messages to customers via email may seem old school. However, email marketing is proving to be an effective sales channel.

But how effective is it? And with customers receiving hundreds of emails, what can you do to stand out?

43% of sales reps claim email is the most effective channel for selling. (HubSpot)

Email is 40 times better for new customer acquisition than Facebook and Twitter. (Brevet)

Email marketing has 2 times more return on investment (ROI) than cold calling (HubSpot)

Just 8.5% of all outreach emails get responses. However, you'll receive twice the responses if you reach out to the same prospect multiple times. (Backlinko)

An outreach campaign that contacts multiple prospects multiple times can boost response rates by 160%. (Backlinko)

8 out of 10 prospects prefer emails to other communication channels. This includes calls, texts, social media, and in-person. (Rain Group)

The average buyer receives over 100 emails every day. But they open only 23% of the emails, and click on just 2% of them. (HubSpot)

Email marketing features an ROI of 4,400%. So, you make \$44 for every dollar spent. (Campaign Monitor)

Mobile clients account for 41.6% of email opens. (Litmus "The 2021 Email Client Market Share")

Additionally, the mobile email open rate was 19.04% in Q4 2020. (Team ITG "email Benchmark" (2021))

Personalized emails increase click-through rates by 14% and conversion rates by 10%. (Aberdeen Strategy And Research)

You can boost email open rates by using the words "Sale," "New," or "Video" in the subject lines. (Active Trail)

You can personalize your email subject lines for a 22% increase in email open rate. (Outreach.io)

Sales reps spend 21% of their day writing emails. (HubSpot)

91% of cold emails are viewed the day after they're sent. (YesWare)

5.Cold Calling Statistics

Wouldn't it be wonderful if cold calling included guidelines on when to call your leads and how many times to nudge them?

While we can't tell you the best practices, we can certainly provide some insightful statistics.

27% of sales professionals claim that making cold calls to new contacts is effective. (Rain Group)

41% of sales reps believe that the phone is the most important tool for sales. (Sales Insights Lab)

Customers are most receptive to cold calling between 4 pm and 5 pm. (Callhippo)

Wednesday is the best day to call your prospects. (Callhippo)

The second-best time to connect with prospects is between 11 am and 12 pm. (Callhippo)

The best time to make sales calls is within an hour of receiving their initial inquiry. (Callhippo)

Mondays and the second half of Fridays are the worst times to call prospects. (Callhippo)

On average, successful cold calls last 1.36 minutes longer than unsuccessful ones. (Gong.io)

"Sorry, this is a bad time" isn't bad news. 42% of buyers would purchase if the sales rep calls back at a pre-set time and date. (Invesp)

Interestingly, successful sales professionals use the word we 65% more. (Gong.io)

Similarly, using the word our instead of my is 55% more successful during cold calls. (Gong.io)

A phrase like "Did I catch you at a bad time?" can contribute to dropping your success rate for booking a meeting by 40%. Whereas, opening with a personal "How have you been?" increases your success rate by 660%. (Gong.io)

Productive salespeople talk for 54% of each sales call, while less productive sales reps speak for only 42% of conversations. (Gong.io)

69% of customers have accepted cold calls from new providers. (Crunchbase)

57% of C-level buyers prefer phone calls. (Crunchbase)

Companies that didn't cold call experienced 42% less growth than those that did. (Crunchbase)

If you're talking to the decision-maker, six is the ideal number of cold calls to win a sale. (Crunchbase)

The average inside sales rep makes 33 cold calls per day. (ForEntrepreneurs and The Bridge Group)

The typical inside sales rep has 6.6 conversations per day. (ForEntrepreneurs and The Bridge Group)

An average sales pro spends 7.5 hours cold-calling to secure one referral or appointment. (Baylor University)

90% of CEOs claim never to return cold calls or cold emails. (InsideView)

The average sales professional produces roughly one meeting appointment or referral for every 209 cold calls. (Baylor University)

Around 72% of all cold calls don't even get through to a human being. (Baylor University)

1 in 59 cold calls that are answered generates an appointment or referral. (Baylor University)