

THE HARD TRUTH ABOUT CONNECTING:
PERCEPTION VS. REALITY

NUMBER OF INDIVIDUALS INVOLVED IN THE BUYING CYCLE



Perception 1 - 3 Decision Makers at most

Reality **TYPICAL ENTERPRISE** level company – average **OF 7** individuals involved **X7**

EFFORT NEEDED TO REACH AN EXECUTIVE



Perception 1-3 Attempts

Reality



EFFORT REQUIRED TO GET A MEETING WITH AN EXECUTIVE



Perception Most contacts want what we are selling; Our sales teams should be doing that; It doesn't take that long; It's not difficult to arrange a meeting; We can get anyone to do it

Reality Only 2% of phone calls result in an appointment



INBOUND LEAD FOLLOW-UP



Perception Inbound leads are easy to follow up; They contacted us so they must be interested and ready to buy; They will call us back if they are really interested.



Reality When phone contact is made within 5 minutes after lead submission, the % of a lead being contacted is 100 times greater than if contacted 30 minutes after submission. A lead entering the sales process is 21 times greater when contacted within 5 minutes versus 30 minutes after the lead was submitted

77% of Sales People only make:

1-3 Phone Attempts **12-17** Attempts are needed to connect

FOLLOW-UP NEEDED POST MEETING OR POST EVENT



Perception The sales team always follows up leads until they reach them

Reality

80% of sales leads require **5 follow-up** calls after an initial meeting **44%** of sales-people give up after **1 follow-up**



THINK REALITY - THINK ELEVATE