



Make the sale!

I just received an interesting study which I like to share with you:

The sales side:

- 48% of salespeople never follow up with a prospect
- 25% of salespeople make a second contact and stop
- 12% of salespeople only make three contacts and stop
- Only 10% of salespeople make more than three contacts

The customer side:

- 2% of sales are made on the first contact
- 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- ➔ 80% of sales are made on the fifth to twelfth contact

(Source: Jack Daly)

Conclusion: „Never give up!”