



8 Sales Stats That Should Define Your Outbound Sales Strategy



1

Productivity is the #1 challenge faced by inside sales organizations. Performance is #2.

source: The Bridge Group

Strategic Takeaway

Productivity tools that streamline the outbound sales process, reduce call reluctance, and improve overall performance are a must for inside sales agents.

2

92% of all customer interactions happen over the telephone.

source: InsideSales

Strategic Takeaway

While some decry “cold calling is dead” and push other mediums of outreach, smart companies continue to prioritize the telephone to nurture new and repeat business.

3

Only 13% of sales calls get a live answer.

source: PhoneBurner

Strategic Takeaway

A live answer is precious. Avoid predictive and autodialers which produce an audible delay that angers prospects and increases hangups. Delay-free dialers = higher quality conversations.

4

In 2007 it took an average of 3.68 cold call attempts to reach a prospect. Today it is 8 attempts.

source: SiriusDecisions

Strategic Takeaway

Persistence is key. Voicemail and gatekeepers are unavoidable. Power through with voicemail drop, and use one-touch emails to boost the odds of a reply or pickup on the next attempt.

5

The odds of success on the first call decreases more than 6x in the 1st hour.

source: Lead Response Management

Strategic Takeaway

Leads wither on the vine. Efficient lead distribution is a surefire way to increase performance, with real-time lead delivery yielding the biggest dividends.

6

A phone call followed by an email has proven to be the most efficient sales process.

source: Salesforce

Strategic Takeaway

Send a personal email after every phone call - whether you connect or not. Automate the process for big gains in productivity and performance.

7

Companies that excel at lead nurturing generate 50% more sales ready leads at 33% lower cost.

source: Forrester Research

Strategic Takeaway

Consistent follow-up and engagement tracking are key. Keep up your exposure, track which leads are engaged, and focus first where efforts are most likely to pay off.

8

The average sales development rep makes 52 calls daily.

source: The Bridge Group

Strategic Takeaway

Don't be average. With the right tools your SDRs can do in an hour, what others do in a day. They can do it smarter too, optimizing every lead, and every connection.

Empower sales agents to perform at their peak.

Data shows that the road to results is paved with persistence.

But keeping agents productive and effective is a challenge.

PhoneBurner takes the hassle and repetition out of outbound prospecting, turning call reluctance into focused ambition. That means more dials, more conversations, and more opportunities.

Of course, the number of connections is the wrong benchmark for success. Real growth happens when you increase the quality of those connections as well.

Quality conversations are the currency of sales growth.

Tailor your outbound strategy to drive that metric. That means: more focused dials; delay-free connections; systemized voicemail and email follow-up; smart lead tracking; intelligent lead distribution; detailed analytics.

In all the ways that matter, PhoneBurner can help...



Elevate your outbound with PhoneBurner.

More connections. Better connections. Bigger opportunities.



Power Dial 4x Faster. PhoneBurner dials for you, eliminates repetitive tasks, and maximizes time spent talking to prospects.



Use Any Phone. Cloud based so you can log in from anywhere, and use any phone - mobile, office phone, or VOIP / soft phone.



1-Click Emails Based on Call Outcome. Customize your dialer to send a personalized email based on the result of any call.



Advanced Lead Filtering. Sort and search leads in intelligent ways for more focused and effective dial sessions.



More Live Answers with Local ID. Have your caller ID show a local area code for up to 4x more live answers.



Custom Reporting. Monitor historical and real-time metrics for unparalleled visibility. Create reports on the fly or get them emailed to you.



#1 in Features and Ease of Use. Agents rave about PhoneBurner's features and ease of use. Admins love the customization and control.



No Connection Delays. That "telemarketers delay" kills sales calls. With PhoneBurner, calls are seamless and delay-free.



Enhanced Voicemail Drop. Drop your voicemail without having to wait around to hear the recording. A huge time saver.



Email Tracking. Know what happens after you hit "send." Track email opens, link clicks, attachment views and more.



Your CRM or Ours. Use our intuitive, feature-rich CRM, or connect PhoneBurner to virtually any CRM you already use.



Smart Lead Distribution. Intelligently and efficiently distribute leads to sales agents to maximize lead usage and value.



Call Recording. PhoneBurner records and saves your calls to help diagnose problems and assess training needs.



Affordable Pricing. No Contracts. Get started with no set up fees or commitments. Scale effortlessly as you grow.

Loved by sales teams.



"My first night I doubled my appointment sets. I can only work my scheduler job on Mon-Wed-Fri but when I'm in the office I set 2x anyone else."

Gregory Scott
Scheduler, CRC Inc.



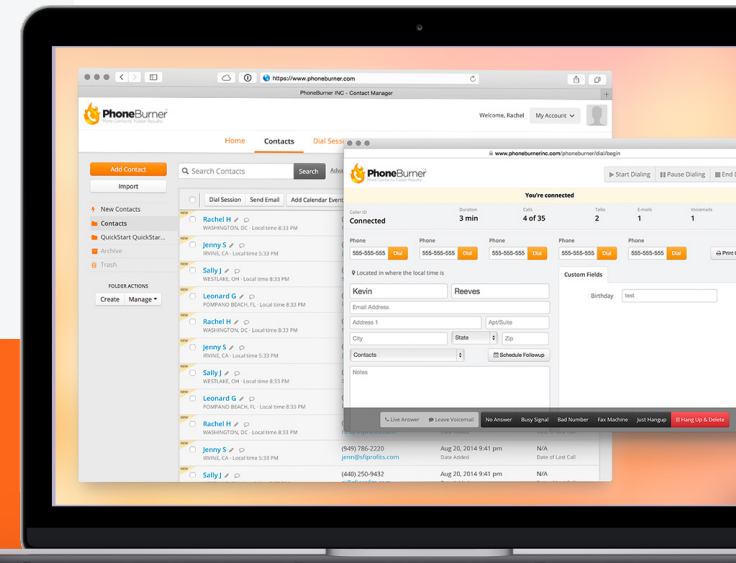
"Robust and the best value for the money... we've already increased our KPIs. What I love most is our team is raving about it!"

Liza Magcale
Consultant, eLiasé



"Simple to use, sales staff and management love it. Our sales team has gotten so much more productive!"

Joe Lovinelli
CEO, Smartsource



Try PhoneBurner today.

Schedule a live demo, or start your free trial.

Call 888-369-9131 or email sales@phoneburner.com