

110 Sales and Marketing Statistics

1. 44% of salespeople give up after one follow-up. [Source: Scripted]
2. The average sales person only makes 2 attempts to reach a prospect. [Source: Sirius Decisions]
3. 80% of sales require 5 follow-up phone calls after the meeting. [Source: The Marketing Donut]
4. Research shows that 35-50% of sales go to the vendor that responds first. [Source: InsideSales.com]
5. If you follow up with web leads within 5 minutes, you're 9 times more likely to convert them. [Source: InsideSales.com]
6. 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]
7. Only 25% of leads are legitimate and should advance to sales. [Source: Gleanster Research]
8. 50% of leads are qualified but not yet ready to buy. [Source: Gleanster Research]
9. Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads. [Source: Demand Gen Report]
10. Companies that excel at lead nurturing have 9% more sales reps making quota. [Source: CSO Insights]
11. Nurtured leads make 47% larger purchases than non-nurtured leads. [Source: The Annuitas Group]
12. At any given time, only 3% of your market is actively buying. 56% are not ready, 40% are poised to begin. [Source: Vorsight]
13. Companies that automate lead management see a 10% or greater increase in revenue in 6-9 months. [Source: Gartner Research]
14. Lead nurturing emails generate an 8% CTR compared to general email sends, which generate just a 3% CTR. [Source: HubSpot]
15. Lead nurturing emails get 4-10 times the response rate compared to standalone email blasts. [Source: SilverPop/DemandGen Report]
16. Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads [Source: ANNUITAS Group]
17. Companies that nurture leads make 50% more sales at a cost 33% less than non-nurtured leads. [Source: Forrester Research]

18. 25% of marketers who adopt mature lead management processes report that sales teams contact prospects within one day. Only 10% of marketers report the same follow-up time without mature lead management processes. [Source: Forrester Research]
19. 22% of B2B organizations touch leads with lead nurturing on a weekly basis. [Source: MarketingSherpa]
20. 65% of B2B marketers have not established lead nurturing. [Source: MarketingSherpa]
21. In a typical firm with 100-500 employees, an average of 7 people are involved in most buying decision. [Source: Gartner Group]
22. Nearly 2/3 of B2B marketers identified engaging key decision makers as their top challenge [Source: Forrester Research]
23. After a presentation, 63% of attendees remember stories. Only 5% remember statistics. [Source: Dan & Chip Heath]
24. Visuals are processed 60,000x faster in the brain than text. (Lesson: Use visuals in presentations) [Source: Neo Mammalian Studios]
25. 70% of people make purchasing decisions to solve problems. 30% make decisions to gain something. [Source: Impact Communications]
26. Customers believe that sales reps are 88% knowledgeable on product and only 24% on business expertise. [Source: Corporate Visions]
27. 78% of decision makers polled have taken an appointment or attended an event that came from an email or cold call [Source: DiscoverOrg]
28. 95% of buyers chose a solution provider that "Provided them with ample content to help navigate through each stage of the buying process" [Source: DemandGen Report]
29. The best times to email prospects are 8am and 3pm. [Source: GetResponse]
30. Tuesday emails have the highest open rate compared to other weekdays. [Source: Experian]
31. Personalized emails improve click-through rates by 14%, and conversion rates by 10%. [Source: Aberdeen Group]
32. Personalized emails including the recipient's first name in the subject line have higher open rates. [Source: Retention Science]
33. Relevant emails drive 18 times more revenue than broadcast emails. [Source: Jupiter Research]
34. An average buyer gets 100+ emails a day, opens just 23%, and clicks on just 2% of them. [Source: Tellwise]
35. 40% of emails are opened on mobile first – where the average mobile screen can only fit 4-7 words max. [Source: ContactMonkey]
36. 33% of email recipients open emails based on subject line alone. [Source: Convince and Convert]

37. Subject lines that create a sense of urgency and exclusivity can give a 22% higher open rate. [Source: Email Institute]
38. For B2B companies, subject lines that contained the words “alert” and “breaking” perform well. [Source: Adestra]
39. Subject lines with more than 3 words experience a drop in open rate by over 60%. [Source: ContactMonkey]
40. Emails with “Free” in the subject line were opened 10% more than those without. [Source: HubSpot]
41. Emails with “Quick” in the subject line were opened 17% less than those without. [Source: HubSpot]
42. Emails with no subject all together were opened 8% more than those with a subject line. [Source: HubSpot]
43. Only 2% of cold calls result in an appointment. [Source: Leap Job]
44. 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]
45. 93% of converted leads are contacted by the 6th call attempt [Source: Velocify]
46. On the phone, tone is 86% of our communication. Words we actually use are only 14% of our communication. [Source: ContactPoint]
47. Email marketing has 2X higher ROI than cold calling, networking or trade shows. [Source: MarketingSherpa]
48. A team of 50 sales reps leave about 1,277 hours of voicemails per month. [Source: RingDNA]
49. The optimal voicemail message is between 8 and 14 seconds. [Source: The Sales Hunter]
50. 15% of every sales reps’ time simply leaving voicemails. [Source: RingLead]
51. 80% of calls go to voicemail, and 90% of first time voicemails are never returned. [Source: RingLead]
52. The average voicemail response rate is 4.8%. [Source: [InsideSales](#)]
53. The best time to cold call is 4pm - 5pm. The second best time is 8am - 10am. The worst times are 11am and 2pm. [Source: [InsideSales](#)]
54. The best days to call are Wednesdays and Thursdays from 6:45 to 9 a.m. and 4 to 6 p.m. [Source: RingDNA]
55. The worst days to call are Mondays from 6 a.m. to noon and Fridays in the afternoon. [Source: RingDNA]
56. Increasing customer retention rates by 5% increases profits by 25-95% [Source: Bain & Company]

57. 91% of customers say they'd give referrals. Only 11% of salespeople ask for referrals. [Source: Dale Carnegie]
58. Each year, you'll lose 14% of your customers. [Source: BusinessBrief.com]
59. 83% of consumers are comfortable making a referral after a positive experience. [Source: Texas Tech University]
60. Customers are 4x more likely to buy when referred by a friend. [Source: Nielsen]
61. The lifetime value of a referred customer is 16% higher than a non-referred customer. [Source: Journal of Marketing]
62. 65% of a company's new business is from referrals. [Source: New York Times]
63. A referred customer is 18% more loyal than a customer acquired through a different method. [Source: Journal of Marketing]
64. A referred customer spends 13.2% more than a non-referred customer. [Source: Journal of Marketing]
65. 73% of salespeople using social selling as part of their sales process outperform their sales peers and exceeded quota 23% more often. [Source: Aberdeen]
66. You are 70% more likely to get an appointment on an unexpected sale if you join LinkedIn Groups. [Source: Vorsight]
67. Social media has a 100% higher lead-to-close rate than outbound marketing. [Source: Hubspot]
68. 5% of B2B sales teams consider social media a successful lead generation method. [Source: Ken Krogue]
69. Sales reps using social selling are 50% more likely to meet or exceed their sales quota. [Source: Liz Gelb-O'Connor]
70. The top salespeople use LinkedIn at least 6 hours per week. [Source: The Sales Management Association]
71. 82% of buyers viewed at least 5 pieces of content from the winning vendor. [Source: Forrester]
72. 57% of the buyer's journey is completed before the buyer talks to sales. [Source: Corporate Executive Board]
73. 68% of consumers feel more positive about a brand after consuming content from it. [Source: iMedia Connection]
74. 44% of inside sales pipeline comes from marketing, and inside sales average dials are down 20% year-over-year. [Source: Bridge Group Inc]
75. 76% of content marketers are forgetting sales enablement. [Source: Hubspot]
76. 75% of buyers want marketers to curb the sales-speak in their content. [Source: DemandGen Report]

77. Businesses with websites of 401-1000 pages get 6x more leads than those with 51-100 pages. [Source: Hubspot]
78. 68% of B2B businesses use landing pages to garner a new sales lead for future conversion. [Source: MarketingSherpa]
79. 86% of B2B buyers access business-related content on mobile devices. [Source: Genwi]
80. An outside sales call costs \$308, an inside sales call costs \$50. [Source: PointClear]
81. 46% of high-growth tech companies are growing via inside sales. [Source: Harvard Business Review]
82. Lost sales productivity and wasted marketing budget costs companies at least \$1 trillion a year [Source: The B2B Lead]
83. 50% of sales time is wasted on unproductive prospecting. [Source: The B2B Lead]
84. 71% of sales reps say they spend too much time on data entry [Source: Toutapp]
85. Only 33% of inside sales rep time is spent actively selling. [Source: CSO Insights]
86. By 2020, customers will manage 85% of their interaction with the enterprise without interacting with a human. [Source: Gartner]
87. The average sales person makes 8 dials per hour and prospects for 6.25 hours to set 1 appointment. [Source: Ovation Sales Group]
88. Nearly 57% of B2B prospects and customers feel that their sales teams are not prepared for the first meeting. [Source: IDC]
89. 88% of missed opportunities were caused because sales couldn't find or leverage internal resources. [Source: Qvidian]
90. Companies with aligned sales and marketing generated 208% more revenue from marketing [Source: MarketingProfs]
91. When sales and marketing teams are in sync, companies became 67% better at closing deals [Source: Marketo]
92. 61% of B2B marketers send all leads directly to Sales; however, only 27% of those leads will be qualified. [Source: MarketingSherpa]
93. A whopping 68% of B2B organizations have not identified their funnel. [Source: MarketingSherpa]
94. Alignment of sales and marketing impacts revenue growth up to 3 times [Source: Bulldog Solutions]
95. Only 30% of CMOs have a clear process or program to make marketing and sales alignment a priority [Source: CMO Council]
96. Companies with "dynamic, adaptable sales and marketing processes" reported an average of 10% more sales people on-quota compared to other companies [Source: CSO Insights]

- 97. Companies with mature lead generation and management practices have a 9.3% higher sales quota achievement rate. [Source: CSO Insights]
- 98. 46% of marketers with mature lead management processes have sales teams that follow up on more than 75% of marketing-generated leads. [Source: Forrester Research]
- 99. Sales reps ignore 50% of marketing leads [Source: The B2B Lead]
- 100. B2B companies' inability to align sales and marketing teams has cost them upwards of 10% or more of revenue per year. [Source: IDC]
- 101. Just 56% of B2B organizations verify valid business leads before they are passed to Sales [Source: Marketing Sherpa]
- 102. Only 44% of companies are using any kind of lead scoring system [Source: DecisionTree]
- 103. 38% of CMOs said that aligning and integrating sales and marketing was a top priority in 2014. [Source: CMO Council]
- 104. Automated & enforced sales processes generate 88% quota attainment. [Source: Velocify]
- 105. B2B organizations with tightly aligned sales and marketing operations achieved 24% faster three-year revenue growth, and 27% faster three-year profit growth [Source: SiriusDecisions]
- 106. Organizations with tightly aligned sales and marketing functions enjoyed 36% higher customer retention rates [Source: MarketingProfs]
- 107. 57% of B2B organizations identify 'converting qualified leads into paying customers' as a top funnel priority. [Source: MarketingSherpa]
- 108. 80% of decision makers said they found their vendors (not the other way round). [Source: MarketingSherpa]
- 109. 88% of Executive Buyers want a conversation not a presentation. [Source: Acquire B2B]
- 110. 80% of sales require 5 follow-up calls after the meeting. 44% of sales reps give up after 1 follow-up. [Source: The Marketing Donut]

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