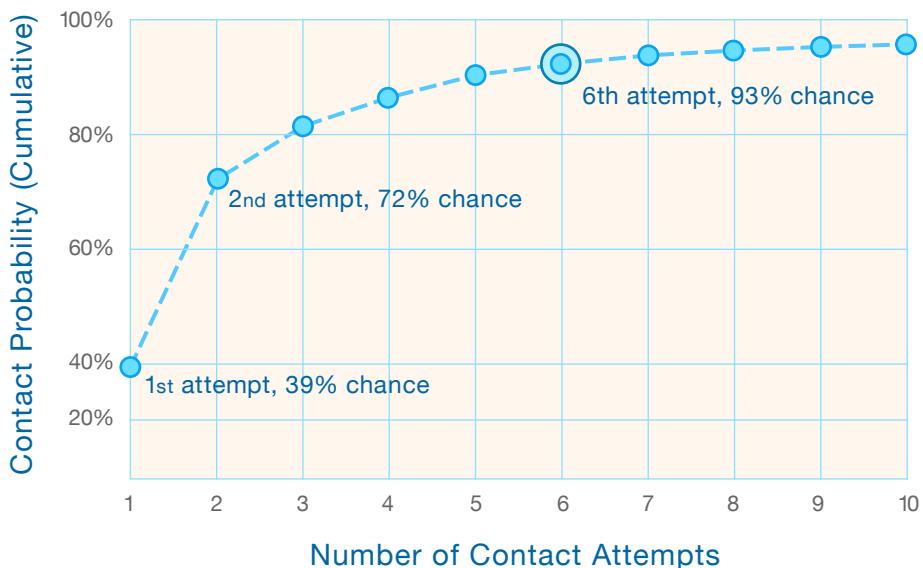


## Six Calls Equals Success:

The surprising impact of call frequency on lead conversion

### EXECUTIVE SUMMARY

Too often, sales managers underestimate the value of persistence. In a recent analysis of over 15 million sales leads, Leads360 discovered that making 2 calls versus just 1, increases the chances of contacting a lead by 87%. The same study revealed that a disappointing 50% of leads are never called a 2nd time. The research also found that attempting contact 6 times resulted in nearly the maximum possible contact rate, yet nearly 60% of sales people made less than 6 contact attempts.



#### Don't Give Up Too Early

For contactable leads, an agent has a 93% chance of making contact after 6 attempts versus only 39% on the first attempt. Therefore leads with less than 6 contact attempts should still be pursued aggressively.

#### Never Make Just One Call

For contactable leads, there is an 87% increase between call attempts 1 and 2. That means agents who make more than one call attempt, tremendously increase their success rates.

### RESULTS

Sales leads are expensive, and the typical sales manager does not have accurate and readily available call metrics. How are you maximizing conversion rates? Can you provide a clear picture of the number of contact attempts sales agents are making on each lead? Chances are, your sales team is not making enough attempts to maximize contact and conversion rates. This lack of visibility means that valuable sales leads are being wasted. Your prospects are both busy and cautious, and more than 60% of contactable leads will not be reached on the first contact attempt. The most successful sales and marketing teams know this and keep a close

eye on their return on investment (ROI), by tracking key metrics like call attempts. You can be sure your company will greatly benefit from implementing a sales workflow which enforces 6 contact attempts. If you aren't measuring your call metrics, or you haven't seen Leads360's proven lead management solution, you are probably missing big opportunities. Leads360 can help your organization identify and track other important metrics, ultimately improving your sales process. With Leads360, you ensure that every lead has the highest probability of conversion.

### KEY INSIGHT

 Our research reveals that contact persistence is key, and understanding when you reach the point of diminishing returns also helps you focus on your next opportunities.

### ABOUT LEADS360

Leads360 enables companies to distribute, track, analyze, and convert sales leads using a customizable lead management workflow. Leads360 is recognized as a market and technology leader, managing more than 25 million leads for over 5,000 clients.