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## MUST-KNOW SALES PROSPECTING STATS

AND WHAT THEY MEAN FOR SELLERS

How many attempts does it take to break through to busy buyers?

What offers are most accepted?

Do cold meetings convert to new business?

In our new benchmark report, *Top Performance in Sales Prospecting*, the RAIN Group Center for Sales Research uncovered the answers to these critical prospecting questions. With data from 488 B2B buyers and 489 sellers, we've cracked the code on what works in prospecting today. Here we highlight the must-know stats from our research and analysis.

TOP PERFORMERS IN SALES PROSPECTING ARE DEFINED BASED ON TARGET LIST CONVERSIONS, QUALITY OUTCOMES ACHIEVED, AND OVERALL PROSPECTING SUCCESS.

### BUYERS WANT TO TALK TO SELLERS AND THEY WANT TO TALK TO THEM EARLY

82% of buyers accept meetings with sellers who reach out to them

Claiming that buyers don't respond to calls or emails is an excuse. Buyers want to hear from you—and they want to hear from you early.

71% of buyers want to hear from sellers when they are looking for new ideas to drive stronger business results

Sellers are open to new ideas in the earliest part of their buying process. This is your opportunity to capture their interest with your insight.

62% of buyers want to hear from sellers when they are actively looking for a solution to solve a problem

When buyers are looking to fix a specific problem, it's important to tailor your message to specific problems they might have (do your research and you can find out).

### TOP PERFORMERS IN SALES PROSPECTING GENERATE MORE MEETINGS AND WIN MORE OFTEN

Top Performers generate 2.7x more conversions than The Rest

If you want to generate significantly more meetings, conversations, and demos, follow the lead of Top Performers.

100% of Top Performers agree they achieve high-quality outcomes vs. only 55% of The Rest

Strive to prospect the way Top Performers do and you'll be significantly more likely to have high-quality meetings, conversations, demos, etc.

81% of top-performing organizations met or exceeded their sales goal last year compared to only 56% of The Rest

Strive to prospect and sell like those at top-performing organizations and you'll be significantly more likely to meet your sales goals.

What does it mean to be a Top Performer?

Download *5 Sales Prospecting Myths Debunked* to find out.

Win rates are... Top Performers: 48% The Rest: 37%

Every sales win starts with a conversation. Mastering prospecting and sales conversations will set you up to succeed like Top Performers.

### LEAD WITH CONTENT THAT CAPTURES BUYER ATTENTION

What content influences buyers to accept a meeting or otherwise connect?

69% Primary research data relevant to our business

67% Descriptions of the provider's capabilities

67% Content 100% customized to our specific situation

66% Insight on the use of products or services to solve business problems

65% Best practice methodology based on the provider's area of expertise

### LEAVE THE BULK EMAILS BEHIND AND SEND CUSTOMIZED MESSAGES

80% of buyers say they prefer to be contacted by sellers via email

Buyers are busy. A well-written, tailored email is a great way to quickly convey your value.

Only 5% of sellers say sending bulk emails is effective

Buyers want emails that pertain to their company and industry. Spend time customizing your emails for a more effective strategy.

IT TAKES ON AVERAGE



5 TOUCHES FOR TOP PERFORMERS AND 8 TOUCHES FOR THE REST TO GENERATE A MEETING OR OTHER CONVERSION

31% of sellers say sending 1-to-1 emails manually after doing research and customizing the message is very/extremely effective

Researching a buyer's company and industry is a great way to show up-front investment and knowledge of the buyer's situation.

77% of buyers have responded favorably to an email from a new provider in the last 12 months

Decision makers open and respond to email. It's up to you to quickly catch their attention and elicit a response.

### COLD CALLING LIVES AND THE PHONE STILL MATTERS

69% of buyers have accepted phone calls from new providers in the last 12 months

More than two-thirds of buyers accept cold calls, which means the phone is still an important part of the prospecting process.

Making phone calls to existing customers is the #1 most effective prospecting tactic

Looking to expand sales at existing accounts? You're more likely to see a conversion if you call your customer directly.

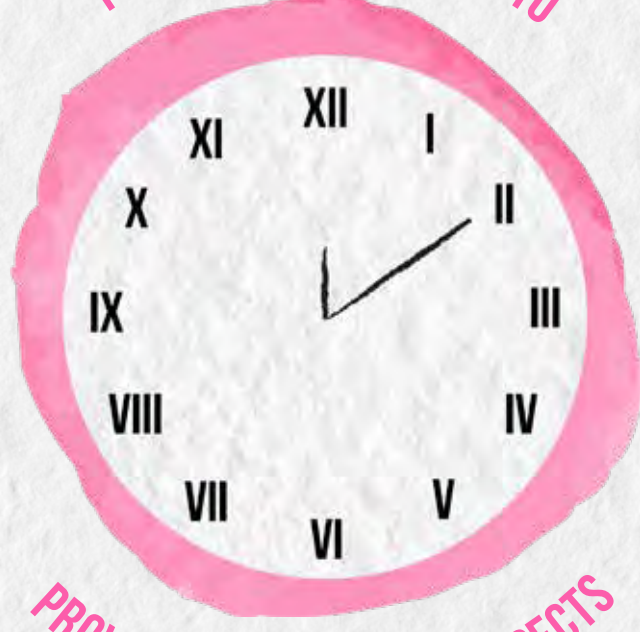
27% of sellers say making phone calls to new contacts is very/extremely effective

Your peers are still seeing at least some success with cold calling. But only a small subset of sellers have good telephone prospecting skills. Build yours and you'll see more success.

C-level and VP buyers prefer to be contacted by the phone (51%), even more than directors (51%) and managers (47%)

More than half of senior-level buyers want a phone call. Perfect your value proposition and pick up the phone.

YOU HAVE 5-10 MINUTES TO



PROVE YOUR VALUE TO PROSPECTS

### CONVERT COLD MEETINGS INTO SALES WITH VALUE

58% of sales meetings are not valuable to buyers

Insight-oriented sellers are 3x more likely to report prospecting success

What factors influence buyers' ultimate purchase decision?

96% Provider focuses on the value they can deliver to me

93% Provider collaborates with me

92% Provider educates me with new ideas and perspectives

92% Provider provides valuable insight related to my industry or market

### MAKE A GREAT FIRST IMPRESSION ON LINKEDIN

82% of buyers look up providers on LinkedIn before replying to their outreach efforts

A response from a buyer likely hinges on your LinkedIn profile. Put your best foot forward with these tips for optimizing your profile.

61% of buyers who frequently accept meetings from providers who reach out research providers on LinkedIn prior to buying

Your LinkedIn profile matters throughout the entirety of the buying process, not just in the first phase. Customizing it becomes even more of a priority when you realize it can affect sales.

### CREATE CONVERSATIONS WITH IDEAS & INSIGHTS

Nothing has changed more in sales in the last decade than prospecting. It's more difficult than ever to break through and get meetings. Based on groundbreaking work from the RAIN Group Center for Sales Research, we know what works and what doesn't to break through to buyers, secure meetings, and win sales. If you want your team to be on-par with Top Performers, RAIN Sales Prospecting training will help you get there. [Click here to learn more.](#) >>



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Source: Mike Schultz, Bob Croston, and Mary Flaherty, *Top Performance in Sales Prospecting Benchmark Report*, RAIN Group.