

50 Mind-Blowing Sales Facts that Will Change the Way You Work With Clients

If you thought you knew everything about selling, be prepared for some surprises with these 50 sales facts.

One reason you're probably reading this post right now is because you know how quickly the world of sales changes. Just as you think you have a handle on the world of selling, new sales facts arise that make you question everything you've been doing.

These 50 sales facts will do just that.

Sales Facts You Should Consider Before You Start Selling

1. Only 2% of sales happen when two parties meet for the first time. [Marketing Donut] [Tweet This](#)
2. 35-50% of sales go to the company that responds first. [InsideSales] [Tweet This](#)
3. 63% of people requesting information on your company today will not purchase for at least 3 months – and 20% will take more than 12 to buy. [Marketing Donut] [Tweet This](#)
4. At any given time, only 3% of your market is actively ready to buy. 56% are not, 40% are poised to begin. [Vorsight] [Tweet This](#)
5. In a typical firm with 100-500 employees, an average of 7 people are involved in buying decisions. [Gartner Group] [Tweet This](#)

6. Nearly two thirds of B2B marketers identified engaging decision makers as their top challenge. [Forrester Research] [Tweet This](#)

7. After a presentation, 63% of attendees remember the stories told. Only 5% remember statistics. [Dan & Chip Heath] [Tweet This](#)

8. Visuals are processed 60 *thousand* times faster in the brain than text. [Neo Mammalian Studios] [Tweet This](#)

9. 70% of consumers make purchasing decisions to solve their problems. 30% make decisions to gain something. [Impact Communications] [Tweet This](#)

10. Customers believe that salespeople are 88% knowledgeable on product and only 24% on business expertise. [Corporate Visions] [Tweet This](#)

11. 95% of buyers chose a company that “provided them with ample content to help navigate through each stage of the buying process.” [DemandGen Report] [Tweet This](#)

12. On the phone, your tone is 86% of your communication. The words we actually use are only 14% of our communication. [ContactPoint] [Tweet This](#)

13. 71% of sellers say they spend too much time on data entry. [Toutapp] [Tweet This](#)

14. Only 33% of inside sales professionals' time is spent actively selling. [CSO Insights] [Tweet This](#)

15. Nearly 57% of prospects and customers don't feel that their B2B sales teams are prepared for the initial meeting. [IDC] [Tweet This](#)

16. [Automated & enforced sales processes](#) will generate 88% quota attainment. [Velocify] [Tweet This](#)

Sales Facts about Emailing

1. An average buyer gets over 100 emails a day, but opens just 23%, and clicks on only 2% of them. [Tellwise] [Tweet This](#)
2. 33% of email recipients click on emails based on the subject line alone. [Convince and Convert] [Tweet This](#)
3. Subject lines creating a sense of exclusivity and urgency create a 22% higher open rate. [Email Institute] [Tweet This](#)
4. Subject lines that contained the words "alert" and "breaking" perform well for B2B companies. [Adestra] [Tweet This](#)
5. Subject lines with more than 3 words experience a drop in opening by over 60%. [ContactMonkey] [Tweet This](#)

6. Using “free” in the subject line increases opening 10% more than those without the word. [HubSpot] [Tweet This](#)
7. Emails with the word “quick” in the subject line get opened 17% less than those without. [HubSpot] [Tweet This](#)
8. Email marketing has a two times higher ROI than cold calling, networking or trade shows. [MarketingSherpa] [Tweet This](#)

Sales Facts about Phone Selling

1. On average, a team of 50 salespeople leave about 1,277 hours of voicemails per month. [RingDNA] [Tweet This](#)
2. The [ideal voicemail message](#) is between 8 and 14 seconds. [The Sales Hunter] [Tweet This](#)
3. 15% of every sales reps’ time simply leaves voicemails. [RingLead] [Tweet This](#)
4. The average response rate for voicemails is 4.8%. [InsideSales] [Tweet This](#)
5. 80% of calls go to voicemail, and 90% of first time voicemails aren’t returned. [RingLead] [Tweet This](#)
6. The best time to cold call is 4pm – 5pm. The second best time is 8am – 10am. The worst times are 11am and 2pm. [InsideSales] [Tweet This](#)

7. The best days of the week to call are Wednesdays and Thursdays. Make those calls from 6:45 to 9 a.m. and 4 to 6 p.m. [RingDNA] [Tweet This](#)
8. The worst days of the week to call are Mondays from 6 a.m. to noon and Fridays in the afternoon. [RingDNA] [Tweet This](#)

Sales Facts About the Importance of Referrals

1. Increasing customer retention rates by 5% skyrockets profits by 25-95%. [Bain & Company] [Tweet This](#)
2. Each year, you'll lose 14% of your customers. [BusinessBrief.com] [Tweet This](#)
3. 83% of consumers are comfortable making referrals after a positive experience. [Texas Tech University] [Tweet This](#)
4. 91% of customers say they'd give referrals. Only 11% of [salespeople ask for referrals](#). [Dale Carnegie] [Tweet This](#)
5. Customers are 4 times more likely to buy when referred by a friend. [Nielsen] [Tweet This](#)

6. The lifetime value of a referred customer is 16% higher than a non-referred customer. [Journal of Marketing] [Tweet This](#)
7. 65% of a company's new business is from the referrals they get. [New York Times] [Tweet This](#)
8. A referred customer is 18% more loyal than one acquired through a different method. [Journal of Marketing] [Tweet This](#)
9. A referred customer will spend 13.2% more than a non-referred customer. [Journal of Marketing] [Tweet This](#)

Sales Facts About the Importance of Using Social Media and Content Marketing

1. 73% of sales professionals using social selling as part of their sales process outperformed their peers and exceeded quota 23% more often. [Aberdeen] [Tweet This](#)
2. You're 70% more likely to get an appointment on an unexpected sale by joining LinkedIn Groups. [Vorsight] [Tweet This](#)
3. Sales reps who use social selling are 50% more likely to meet or exceed their set quota. [Liz Gelb-O'Connor] [Tweet This](#)

4. The top sales professionals use LinkedIn at least 6 hours per week. [The Sales Management Association] [Tweet This](#)

5. 82% of buyers viewed at least five pieces of content from the winning company/brand/vendor. [Forrester] [Tweet This](#)

6. 68% of consumers feel more positive about brands who share engaging content. [iMedia Connection] [Tweet This](#)