

SALES INFOGRAPHIC

SALES TURNOVER*

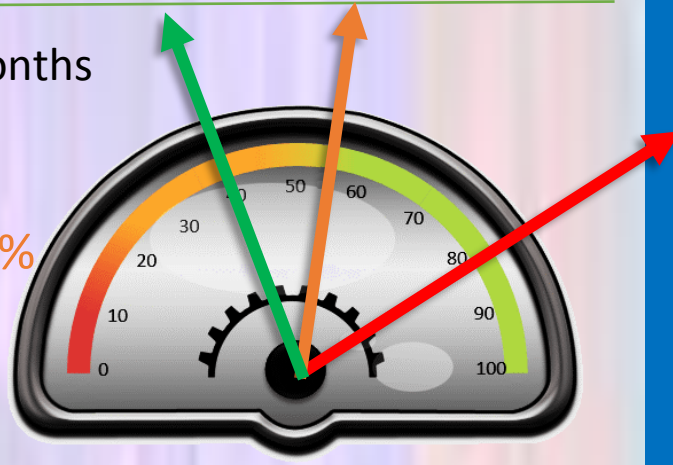
Percent of salespeople that quit within 18 months

Entry level / Poor salesperson **81%+**

1 year experience / Mid-Level salesperson **54%**

Experienced / High-Level salesperson **39%**

New and inexperienced salespeople are cheap... But they rarely last. Let's revert back to that famous quote – "If you think it's expensive to hire a professional, wait until you hire an amateur."



DISCOUNTING



38%

close the sale after discounting

43%

close the sale after saying NO to discounting

PRODUCT

KNOWLEDGE

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8 hours training —&— 2-4 months experience

16 hours training —&— 4-8 months experience

32 hours training —&— 8+ months experience

1.5x As likely to close a sale

3x As likely to close a sale

5x As likely to close a sale



THE FAMOUS

EMAIL VS CALL

Average emails per day

168

Avg crucial emails per day

23

Average phone calls per day

11

DEBATE

2x

More Qualified Leads Via Phone



Research **3 MINUTES**

Call / Present **1-10 MINUTES**

Qualify / DQ take notes **4 MINUTES**

12 MIN AVG PER CALL

6.5 MINUTES / EMAIL

Email sales and phone sales are two different animals. A salesperson can send nearly 3x as many emails in a day vs phone calls. The difference is in close/qualified ratio. I've found that only 1/30 people respond to a carefully executed email, whereas 1/8 people become qualified via phone. Based on 100 contacts, emails would yield 3 qualified prospects where calls would yield 12.5.

Amount of time spent on 100 calls = 20 hours (12.5 qualified)
Amount of time spent on 100 emails = 10.83 hours (3 qualified)

Summary: Although email is almost twice as fast, and will yield some results, calls come out on top by TWICE as many qualified prospects.

USE OF DASHBOARD & WEEKLY METRIC TRACKING

Companies that use sales tracking metrics, dashboards and hold sales people accountable for daily or weekly metrics are:

4x

...more likely to achieve favorable revenue and margin targets



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