



# Sales Stats You Need To Know

Getting Started Selling Mobile Apps To Small Businesses

# The World Of Sales

- **48%** of sales people never follow up with a prospect
- **25%** of sales people make a 2nd contact & stop
- **12%** of sales people only make 3 contacts & stop
- **10%** of sales people make more than 3 contacts
- **2%** of sales are made on the 1st contact
- **3%** of sales are made on the 2nd contact
- **5%** of sales are made on the 3rd contact
- **10%** of sales are made on the 4th contact

- *[Source: National Sales Association]*

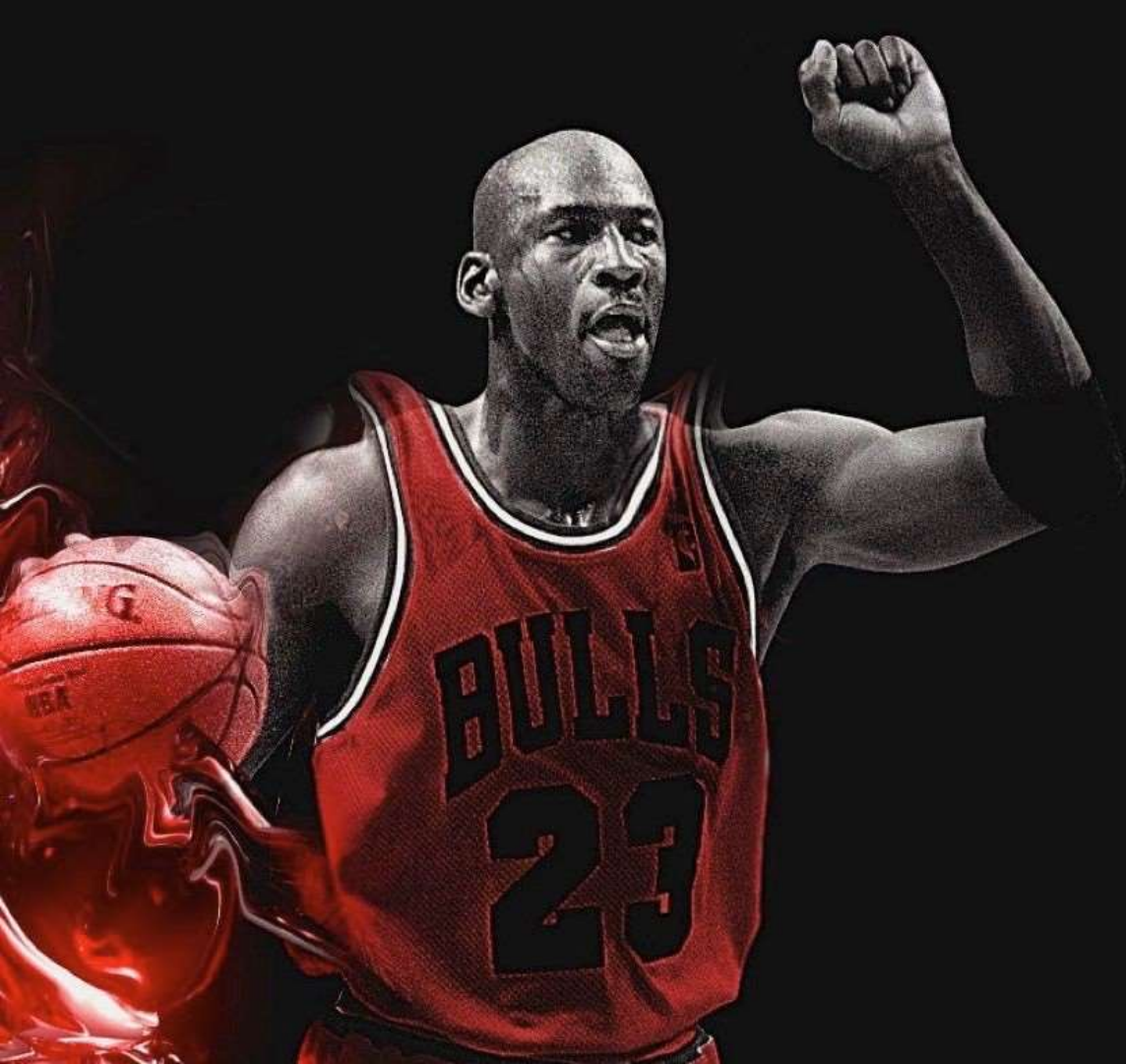
# 80%

80% of sales are made on the 5th to 12th contact.

**Takeaway: Stay motivated, be persistent, and don't give up!**

*[Source: National Sales Association]*

How bad do you want to succeed?



**“SOME PEOPLE  
WANT IT TO  
HAPPEN, SOME  
WISH IT  
WOULD  
HAPPEN,  
OTHERS MAKE  
IT HAPPEN.”**

**~ MICHAEL JORDAN**

# 44%

Forty-four percent of salespeople give up after one follow up.

**Takeaway: Make five or more follow-ups.**

*[Source: Scripted]*

# 88%

Eighty percent of closed deals require five follow-up calls after the initial meeting.

**Takeaway: Be persistent because nearly half of your competitors won't be!**

*[Source: The Marketing Donut]*

# 2

The average salesperson makes only two attempts to reach a prospect.

**Takeaway: Try to reach a prospect seven times before moving on.**

*[Source: Sirius Decisions]*



# 75%

Seventy percent of all people make buying decisions to solve problems while 30 percent make decisions to gain something.

**Takeaway: Sell solutions to problems, not features or functionality.**

*[Source: Impact Communications]*

# 78%

Seventy-eight percent of decision-makers have taken an appointment or attended an event that came from an email or cold call.

**Takeaway: Emails and cold callswork.**

*[Source: DiscoverOrg]*

# 14 seconds

The optimal length of a voice mail is between eight and 14 seconds.

**Takeaway: Make your wordscount.**

*[Source: The Sales Hunter]*

# 91% / 11%

Ninety-one percent of all customers say they'll give referrals, yet only 11 percent of salespeople ask for them .

**Takeaway: Always ask for referrals.**

*[Source: Dale Carnegie]*

# 8/10

More than eight out of 10 customers are comfortable making a referral after a positive experience.

**Takeaway: Deliver a great service and ask for referrals to land more sales.**

*[Source: Texas Tech University]*

# 70%

If you join LinkedIn groups, you are 70 percent more likely to get an appointment or an unexpected sale.

**Takeaway: LinkedIn groups can be a great source of new business.**

*[Source: Vorsight]*

# 63%

After a presentation, 63 percent of people remember stories while only 5 percent remember statistics.

**Takeaway: Use relevant stories to illustrate your key selling points.**

*[Source: Chip and Dan Heath].*

# Call 4pm-5pm

Cold calling works best between 4 and 5 p.m. Next best time is 8 to 10 a.m. Worst time is between 11am and 2pm.

**Takeaway: Make cold calling a late afternoon priority.**

*[Source: InsideSales.com]*



# Avoid 6am-12pm

The worst times to try to reach a contact are Mondays from 6 a.m. to noon and Friday afternoons.

**Takeaway: Find other productive activities when customers aren't available.**

*[Source: RingDNA]*

# 23%

An average buyer gets 100 or more emails a day and opens only 23 percent of them.

**Takeaway: Write good subject lines for your emails.**

*[Source: Tellwise]*

# 33%

One-third of all email recipients open emails based upon subject line alone.

**Takeaway: Use the Internet to learn how to write compelling subject lines.**

*[Source: Convince and Convert]*

**“I CAN'T RELATE TO  
LAZY PEOPLE. WE  
DON'T SPEAK THE  
SAME LANGUAGE.  
I DON'T UNDERSTAND  
YOU. I DON'T WANT  
TO UNDERSTAND YOU.”**

**Kobe Bryant**

**ADDICTED2SUCCESS.COM**



# Lead Generation & Prospecting

What has worked for our other resellers?

- Traditional Cold Calling
- Business networking / “relationship building”
  - BNI groups, meetups, trade shows, local entrepreneurial groups
- Marketing brochures
  - Left with customer either after cold calling - or emailed prior to, to not make it 100% “cold”
- Referral programs
- Marketing campaigns
- FB Ads
- Walking into small businesses

# Most Common Markets



A close-up, profile shot of a man (Gary Vee) talking on a black smartphone. He is wearing a dark, quilted jacket. The background is blurred, showing what appears to be an outdoor setting at night or dusk with some lights.

“  
**THERE'S NOT  
A SINGLE  
WINNER ON  
EARTH THAT  
TOOK IT  
EASY.**

*Gary Vee*

@GARYVEE

# Closing The Deal

- Provide value before you even begin selling
- GENERAL price point: average setup fee \$1500-\$3500, monthly average typically \$99 (but ranging from \$50-\$250)
  - Sell mobile apps as marketing solutions, do not sell features
  - Sell pain pills, not vitamins
  - Sell return on investment, not a mobile app
  - Solve problems for businesses, be as helpful as possible



# Final Tip: Set Goals & Hit Them

1								
2								
3	Example sheet to track progress							
4								
5	Remember its a numbers Game!	Dial with a Purpose!						
6								
7	Weekly	Mon	Tue	Wed	Thur	Fri	Totals	%
8	Dials/Doors Goal	50	50	50	50	50	50	
9	Dials/Doors Conversations / Actual							
10								
11								
12								
13	Appointment/Demos Goal							
14	Appointments/Demos							
15								
16	Close / Sale							
17								
18								
19	Week #:	1	2	3	4			
20								
21	Date:							
22								
23								
24	Previous week							
25	Weekly	Goal	Actual					
26	Sales	0	0					
27	This week							
28	Weekly	Goal	Actual					
29	Sales	0	0					
30								



Setting goals is the first  
step in turning the  
invisible into the visible.

Tony Robbins

# url/apps

What are you going to apply TOMORROW?