Intelliverse's 2015 Outbound Sales Study

Methodology
Intelliverse completed this study to provide sales teams with a better understanding of how outbound sales strategies are shifting as a result of the growing popularity of social media and email. The company also launched the survey to better evaluate how salespeople are using email, social media and phone for optimal results. Intelliverse launched the study via SurveyMonkey in October 2015 and surveyed 250 salespeople within any industry. The study asked questions on sales techniques, in addition to the differences between communicating with qualified versus unqualified leads. Findings were evaluated based on demographic qualifier and response percentages were further evaluated on a quantitative scale.

General
- 54% of salespeople only use two channels to communicate with a prospect or lead
- 25% use three or more
- 67% of salespeople only come into contact with one or two people within an organization before closing a deal

Email
- 34% of salespeople say a strong subject line is the most important component of an email to a prospect or lead
- 25% of salespeople say a proof point or data point is the most important component of an email to a prospect or lead
- 31% of salespeople say brevity is the most important component of an email to a prospect or lead
- 30% of salespeople don't measure effectiveness of their email outreach
- 38% of salespeople consider the quality of responses when determining effectiveness of email outreach
- 32% of salespeople consider the number of responses received when measuring the effectiveness of email outreach
- 77% of salespeople don't use an email tracker as a part of their outbound sales strategy
- 80% of salespeople reach out to a prospect 1-3 times via email before receiving a response
- Only 19% of salespeople believe email is the best channel for closing a deal with a prospect or lead
- 49% of salespeople predominately use email to communicate with a prospect or lead throughout the entire outbound sales process

Phone
- 80% of salespeople believe phone is the best channel for closing a deal with a prospect or lead
- 50% of sales people cold call prospects or leads a few times a month
  - 10% of salespeople say all of their calls are cold calls
- 78% of salespeople make warm calls on a daily basis

- 22% of salespeople make cold calls on a daily basis
- 82% of salespeople leave a message when calling a prospect or lead.
- 19% of salespeople don't leave a message when calling a prospect or lead
  - 64% of salespeople don't leave a voicemail because of a low call back rate
  - 32% of salespeople don't leave a voicemail and instead follow up on another channel
    - 60% follow up via email
    - 40% follow up in person
  - 80% of salespeople call a prospect 1-3 times before getting a response

Social Media
- 55% of salespeople aren't using social media to research a prospect or lead before making a call
  - 63% of salespeople use LinkedIn to research a prospect or lead before making a call

Qualified Leads
- When making initial contact with a *qualified* lead, 33% of salespeople use email
- 45% of salespeople use phone the most to make initial contact with a *qualified* prospect or lead
- 53% of salespeople spend less than 30 minutes researching *qualified* prospects or leads before making initial contact
- 54% of salespeople use the same channel to make secondary contact with a *qualified* prospect or lead
  - 45% use an alternative channel
  - Of those 45%, half use email; 35% use phone; 2% use social media including LinkedIn, Twitter or Facebook

Unqualified Leads
- When making initial contact with an *unqualified* lead, 50% of salespeople use email
- 70% of salespeople spend less than 30 minutes researching *unqualified* prospects or leads before making initial contact
- 76% of salespeople use the same communication channel to make secondary contact with an *unqualified* prospect or lead
  - Of that 76%, 67% use email; 37% use phone; 5% make contact in person and 2% use social media

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