



## Salespeople Still Believe Phone is the Best Channel for Closing Deals, but Many Rely on Email During the Sale Process

*80 percent of salespeople believe phone is the best channel for closing a deal, yet 49 percent of salespeople predominantly use email during the sales process*

ALPHARETTA, GA – December 22, 2015 – Intelliverse, a global leader in sales acceleration solutions to drive speed in creating qualified prospects and faster revenue generation, finds that salespeople are leveraging multiple communication methods during the outbound prospecting process, including email, phone and social media. Fifty-four percent of salespeople use at least two channels in order to communicate with prospects or leads, and 25 percent use three or more.

According to the study, 45 percent of salespeople use phone the most when making initial contact with a qualified prospect, and 80 percent believe it's the best channel for closing a deal. However, 49 percent of salespeople predominately use email to communicate with a prospect or lead throughout the entire outbound sales process.

“Salespeople now have various technologies to help them qualify, communicate with and sort leads faster, and we're seeing a multi-threaded or multi-pronged approach, which includes incorporating different methods in order to achieve results, increasingly becoming the norm,” said Sean Gordon, CEO of Intelliverse. “But at the same time, salespeople still struggle to measure their effectiveness of all channels in order to increase leads and close more deals.”

### **Email outreach**

The study found that although nearly half of salespeople predominantly use email during outbound outreach, they aren't leveraging tools to assess their efforts.

Thirty percent of salespeople don't measure the effectiveness of their email outreach. Of those who do, they only use the quality or number of responses as benchmarks. What's more, 77 percent of salespeople currently don't use an email tracker as part of their outbound strategy.

“Email is the most common outreach method for salespeople, yet many of them have no idea how their email is being received – it's like sending a message out into a black hole,” said Gordon. “Yet this technology exists for them. Email Trackers, which provide otherwise unknown insights, like how many times an email was opened, where and on what device, helps take the guesswork out of email.”

### **Social media outreach**

Salespeople are increasingly using social media to glean background information on prospects. According to the study, 45 percent of salespeople use social media to research a prospect or lead

before making a call. LinkedIn is the most popular social media platform, with 63 percent of salespeople using it for research.

“Social media channels are extremely beneficial for salespeople to develop more personal relationships with prospects,” said Gordon. “Through LinkedIn specifically, salespeople can better understand commonalities with a prospect. These insights allow salespeople to make an individualized introduction to a prospect, which has a better likelihood of leading into a conversation. What’s more, it turns cold calls into warm calls.”

To learn more about the findings from Intelliverse’s Outbound Sales Study, visit the website [www.intelliverse.com](http://www.intelliverse.com).

### **About Intelliverse®**

Intelliverse® is a global leader in sales accelerated enterprise software and managed services. The Company's patent-pending Sales Acceleration software makes outside and inside sales teams more effective. Lead Generation and Marketing Automation Managed Services enable businesses to focus on closing sales by relying on Intelliverse for upper funnel activities, such as appointment setting and lead qualification. Intelliverse has been delivering reliable, scalable and flexible services for three decades. By constantly exploring innovative technologies, Intelliverse continues to stay relevant and focused on its customers.