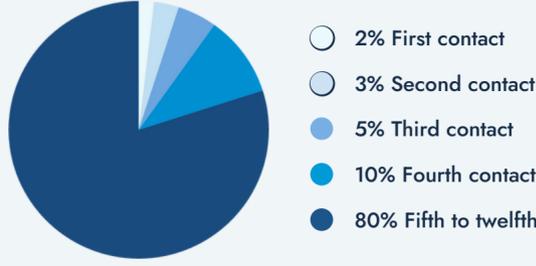


## B2B Sales Team Follow-Up Tactics

Following up multiple times is essential to close more deals. The most effective SDRs are those who don't give up.

### Persistence pays off

Percent of sales made per contact:



44% of sales reps give up after following up once with a prospect.



After four follow-ups, this number increases to 94%.



However, the top sellers are among the 8% who follow up more than five times with a prospect.

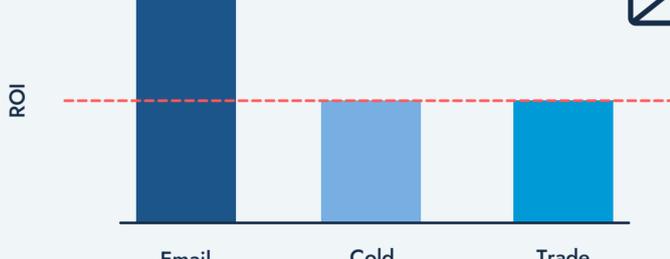
### At any given time, only...



With such a small portion of the market ready to buy, effective use of all available follow-up methods is essential to success.

### Benefits of Email

2x higher ROI than cold calling or trade shows



Boost open rates by 29% by including the recipient's first name



Give careful consideration to your subject lines, 33% of prospects open an email because of this

### Following up via Phone



Calls that last between 6-10 minutes convert at a higher rate of 29% than calls that are longer than 10 minutes

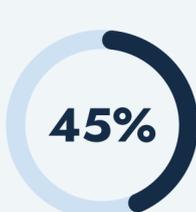


The success rate of cold calls is 46% higher on Wednesdays than Mondays

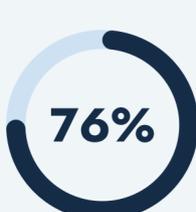


The most successful cold calls will last just under 6 minutes and include an uninterrupted sales pitch of 37 seconds.

### Leveraging Social Media



SDRs who are active on social media generate 45% more sales opportunities



76% of buyers are ready to have a conversation on social media with sellers



33% of buyers prefer to contact brands using social media instead of making a phone call

### Utilizing software, such as Web Insights to gather website data



98% of website visitors are anonymous, utilizing our software you can reveal who is visiting your site, where they have come from, what they have been looking at, and how long for - allowing you to identify leads efficiently and prioritize those who are closer to converting.

Close more business than ever before, and drive business success with Web Insights.

Real-time engagement; real-time success.

[Book a demonstration](#)