

What is the Best Time to Make Cold Calls?

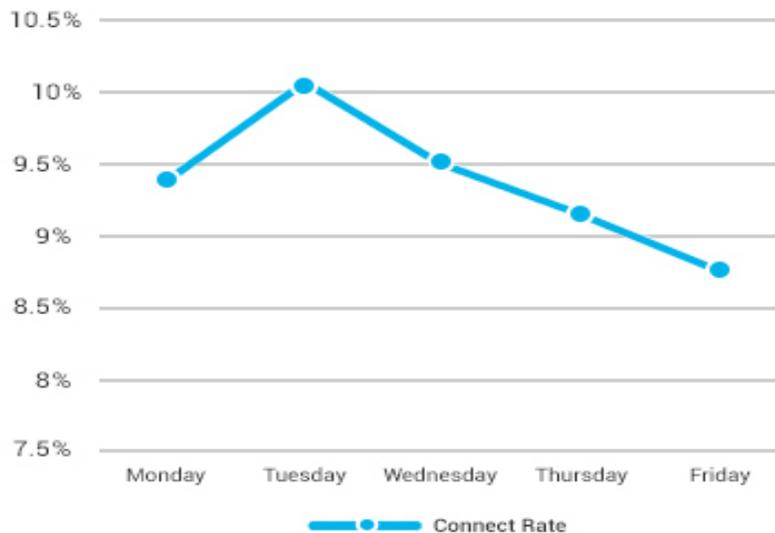
You can't sell to someone you can't reach. Knowing this, we set out to identify the times when our prospectors had the best chance to connect with prospects. We analyzed thousands of calls and identified the hours and days with the highest connect rate. And now we're sharing the analysis with you.

The Best Time of Day

Although a lot of conventional wisdom says to cold call early in the morning and at the end of the work day, our analysis told a different story: The best window for cold calls is **between 10am and 4pm**. After beginning the work day at around 5%, connect rate surged to 8% around 10am and hovered there until 4pm when it declined sharply for the rest of the evening.



Connect rate by time of day (in call recipient's time zone)



Connect rate by day of week

The Best Day of the Week

Day of the week has almost as much impact on connect rate as time of day. **Tuesday** (with a 10% connect rate) proved to be the best day for reps to make calls, with connect rate declining each subsequent day before settling into a low point on Friday (8.7%). A difference of 1.3% may not seem like a lot, but spread across a week of calls, this slight improvement adds opportunities to your pipeline.

The Takeaway: Connect Rates are Highest at Midday

Tuesdays between 10 and 4 is the optimal time for cold calling, giving your reps a 30% higher chance of connecting with prospects than other common calling windows. Have your reps make the most of this window by keeping mornings open for calling and using afternoon and end-of-week times for team meetings and research.

Your results may vary. Want to learn the best times for your own reps? Get a free trial of InsightSquared.

sales@insightsquared.com