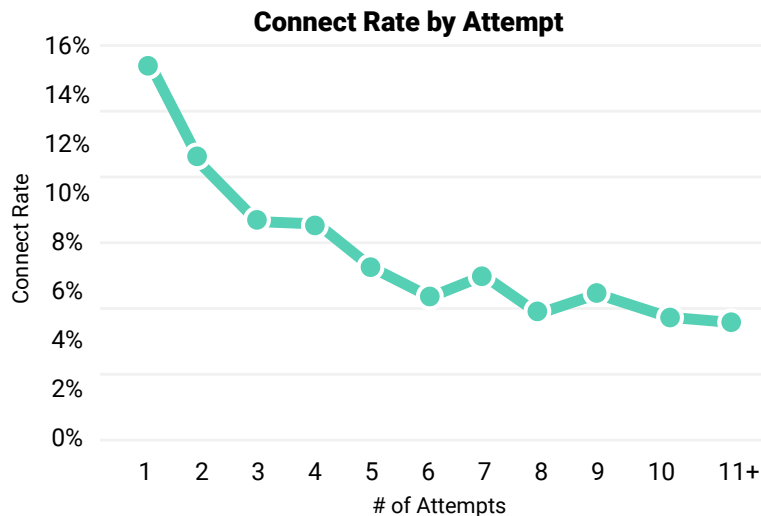


# Should Your Reps Keep Calling That Prospect?

**If one of your sales reps has called a prospect 3 times without connecting, should they keep calling?** Ask a thousand sales managers and you'll get a thousand different answers. We went ahead and did the research ourselves. Here's what we found out:



The image to the left shows our sales reps' connect rate by call attempt. The data was collected between June and August of 2013, reflecting over 21,000 calls.

## 1 The Importance of the First Attempt

**The first attempt is your reps' best shot** to reach a prospect because connect rates drop 33% after the first attempt. Make sure your reps get the most from these calls by having their pitch prepared and the right time blocked off. Coach them to continue following up on accounts when they have contact information for the decision-maker, and to break off after 6+ touches on weaker accounts. When they have time (or when lead flow is low), they can always return to these weaker accounts where some potential exists.

## 2 Try, Try Again

Many reps assume that if they haven't connected with a prospect by the fourth or fifth attempt, they never will. But our data told a different story: **Even after 10 attempts, our reps were able to connect** with their prospects almost 5% of the time. Connect rate declines quickly at first, but levels off around the sixth dial – this means that there are a lot of conversations buried in seemingly unreachable prospects.

### The Takeaway: Develop a Plan That Optimizes Your Reps' Time

**The number of times you should have your reps call each prospect depends on your lead flow.** If your reps are drowning in leads, it makes more sense for them to focus on making first attempts, where there is a significantly higher connect rate. Conversely, when lead flow is dry, don't hesitate to have them dig into some older leads that they haven't connected with yet. It may take them 20 calls to reach a single prospect, but that's one more conversation they'd have than if they'd given up.