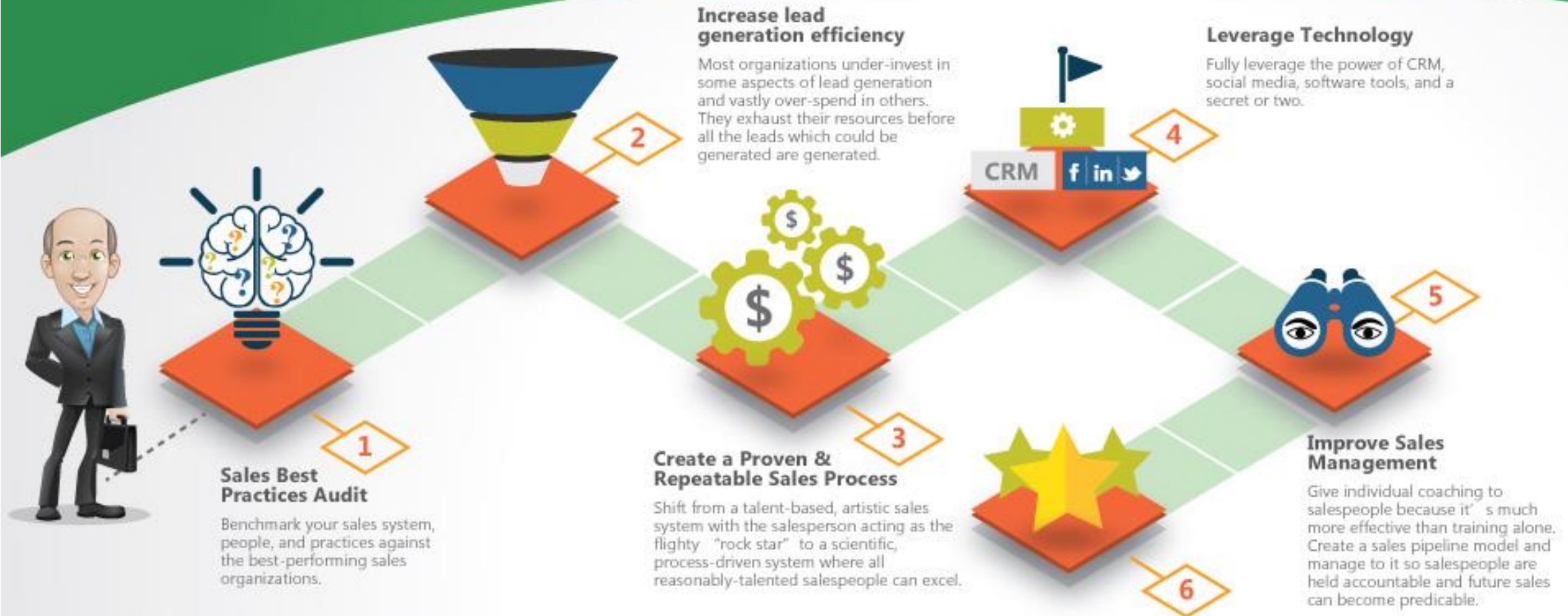


# The Path to Guaranteed Growth



## Did you know?

- ▶ 50% of all sales go to the first salesperson to contact the prospect <sup>1</sup>
- ▶ The average cost of customer contact via phone is \$33.11 and via field call is \$276.48 <sup>2</sup>
- ▶ In 2007, it took an average of 3.68 cold call attempts to reach a prospect. Today it takes 8 attempts. <sup>3</sup>
- ▶ Over 50% of sales managers are too busy to train and develop their sales teams <sup>4</sup>

SOURCES: 1) insidesales.com 2) Salesforce.com 3) TeleNet and Ovation Sales Group 4) Salesforce.com