



16

**Unbelievable
Statistics
About Sales**

Salespeople don't usually spend too much time researching their profession. Instead, they're focused on closing deals and making money. Some salespeople attend sales training seminars to become more effective, and some use apps like Spiro which help you make more money, but very few have the time or the interest to look into the nuances of their profession.

That's unfortunate, since sales plays such an essential role in the worldwide economy. Salespeople are at the epicenter of nearly every exchange of money for goods or services, which makes them not only invaluable but a very interesting group of people in terms of their impact on the world.

Here are some amazing statistics about sales that can help you close more deals and make more money:

- 1. Approximately 12.3% of all jobs in the United States are full-time sales positions.**
- 2. Employment of sales and related occupations is projected to grow 5% from 2014 to 2024, as fast as the average for all occupations, which will result in 778,000 new jobs.** (source: Bureau of Labor Statistics)
- 3. Only 25% of leads are legitimate and should advance to sales.**
(source: Gleanster Research)
- 4. Estimates show that nearly 55% of people making their living in sales should be doing something else.** (source: Caliper Corp)
- 5. 50% of sales go to the first person who contacts a prospect.**
(source: InsideSales.com)
- 6. In 2007, it took an average of 3.68 cold call attempts to reach someone. Today, it takes an average of 8 attempts.** (source: TeleNet and Ovation Sales Group)

7. Thursday is the best day to prospect, followed by Wednesday. Tuesday is the worst day. (source: InsideSales.com)

8. The average salesperson only makes 2 attempts to reach a prospect.
(source: Sirius Decisions)

9. Even though 91% of customers say that they would give referrals, only 11% of salespeople ask for them. (source: Dale Carnegie)

10. After a presentation, 63% of attendees remember stories while only 5% remember statistics. (source: Dan and Chip Heath)

11. Only 2% of cold calls result in an appointment. (source: Leap Job)

12. Over the phone, tone is 86% of your communication, while the words we use are only 14% of our communication. (source: Contact Point)

13. Customers are 4 times more likely to buy when referred by a friend.
(source: Nielsen)

14. 83% of customers are comfortable making a referral after a positive experience. (source: Texas Tech University)

15. A referred customer spends 13.2% more than a non-referred customer.
(source: Journal of Marketing)

16. 100% of salespeople like to make money! Of course that's why we made Spiro. (source: Spiro poll on Twitter)