

# Sales Statistics to Help You Sell Smarter



Nuggets of wisdom to help you close the sale.



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# Inbound 281

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# Sell Smarter with These Stats

Not all sales-related data is discouraging.

We've assembled a list of sales statistics that contain invaluable nuggets of wisdom on everything from which words to avoid in your email subject line to the optimal number of questions to ask during a discovery call.

We hope you find this information helpful. If you have any questions, feel free to reach me at 800-834-4910 or at [inbound281.com](mailto:inbound281.com).

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# 75 Sales Statistics That'll Help You Sell Smarter

Source credit: HubSpot.com. Written by Aja Frost @ajavuu. <https://blog.hubspot.com/sales/sales-statistics>

Every time I think I've gotten a grip on the weird, wonderful world of sales, I learn something new that forces me to change my perspective and question my beliefs.

Like just 17% of salespeople [think they're pushy](#) -- compared to 50% of prospects.

And along similar lines, only 3% of buyers trust reps. The only professions with less credibility include car sales, politics, and lobbying.

Ouch. Luckily, not all sales-related data will bum you out. This list of sales statistics has invaluable nuggets of wisdom on everything from which words to avoid in your email subject line to the optimal number of questions to ask during a discovery call.

## Sales Prospecting Statistics

1. More than 40% of salespeople say this is the [most challenging part of the sales process](#), followed by closing (36%) and qualifying (22%). If you find prospecting to be the most difficult part of your job, you're not alone.
2. HubSpot Research found [72% of companies with less than 50 new opps per month didn't achieve their revenue goals](#), compared to 15% with 51 to 100 new opps and just 4% for companies with 101 to 200 new opps.
3. Gong's data science team analyzed 15 months of data and found [average salespeople made far more calls in the last month of the quarter](#) than the first two. And the success rate of those "eleventh hour" calls were usually lower than any other month. Devote time to prospecting each and every day. You should be prospecting just as much on the first day of the month or quarter as the last.
4. Almost six in 10 buyers [want to discuss pricing](#) on the first call.
5. More than half of prospects want to see [how the product works](#) on the first call.

6. One in four buyers want to discuss [budget, authority, and timeline](#). This indicates that buyers are less concerned with the qualifying topics salespeople are usually most interested in:
7. 19% of buyers want to connect with a salesperson [during the awareness stage](#) of their buying process, when they're first learning about the product.
8. 60% want to connect with sales [during the consideration stage](#), after they've researched the options and come up with a short list.
9. 20% want to talk [during the decision stage](#), once they're decided which product to buy.
10. It takes an average of [18 calls to actually connect with a buyer](#).
11. Only [24% of sales emails](#) are opened.
12. Nine in 10 companies use [two or more lead enrichment tools](#) to learn more about prospects.
13. Seven in 10 B2B buyers [watch a video sometime during their buying process](#). Use that to your advantage, and send them a customized video.
14. [Videos about product features](#) are most popular, followed by how-tos and professional reviews.
15. At least [50% of your prospects](#) are not a good fit for what you sell.
16. [77.3% of respondents](#) said their company provides at least one quarter of their leads.

## Sales Follow-Up Statistics

17. An analysis of more than 2,200 American companies found those who attempted to reach leads within an hour were nearly [seven times likelier to have meaningful conversations](#) with decision makers than those who waited even 60 minutes.
18. Drift tested the response time of 433 companies. Only [7% responded in the first five minutes](#) after a form submission. More than half didn't respond within five business days.

## Sales Email Statistics

19. The average person deletes [48% of the emails](#) they receive every day. This task takes them just five minutes.

20. The vast majority of [prospects want to read emails at 5 and 6 a.m.](#) (Who knew there were so many early birds out there?) Use an email scheduling tool -- like the one in [HubSpot Sales](#) -- to send your message at the perfect time.

21. Here are the [most effective words](#) to put in your email subject line:

- Demo
- Connect
- Cancellation
- Apply
- Opportunity
- Conference
- Payments

22. And the [most ineffective words](#) to use in your email subject line are:

- Assistance
- Speaker
- Press
- Social
- Invite
- Join
- Confirm

23. According to [Boomerang's analysis of 300,000 emails](#), an all caps subject line hurts response rates by approximately 30%.

24. Subject lines with [three to four words](#) get more responses than shorter and longer ones.

25. The Boomerang team also found [messages written at a third-grade reading level](#) are 36% more likely to get a reply than those written at the college reading level.

26. The more you write, the less likely you are to get a response. Only one in three messages that are longer than 2500 words receive a reply. However, you shouldn't be too brief: A 25-word email is roughly as effective as a 2000-word one. What's the sweet spot? Between [50 and 125 words](#) -- or around the length of this paragraph.

27. Don't just provide information -- request some, too. Emails that contain [one to three questions](#) are 50% likelier to get replies than emails without any questions.

## Sales Call Statistics

28. According to [Gong's analysis of 519,000 discovery calls](#), there's a clear relationship between the number of questions a rep asks and their chances of success. In other words, if you want your discovery call to go well, make sure you're periodically posing questions to the buyer.

29. Asking 15-18 questions over the course of your discovery call is only marginally more effective than asking 7-10. Aim for 11-14, [Gong found](#).

30. Wondering what to ask? [Questions about your prospect's business pain points](#) and objectives are closely tied to a won deal.

31. And when should you ask these questions? While average salespeople ask most of their questions at the beginning of a call -- usually because they're moving through a checklist -- [great ones space their questions evenly throughout the meeting](#). This makes the conversation feel like a natural back-and-forth rather than an interview.

32. Top performing salespeople are up to [10 times likelier to use collaborative words](#) and phrases than low-performing ones. With that in mind, default to "we," "us," "our," and "together" over "you," "I," "me," and "your."

33. The most successful reps [use terms that inspire confidence](#), such as "certainly," "definitely," and "absolutely," five times more often than low performers.

34. 41.2% of salespeople said [their phone is the most effective sales tool](#) at their disposal.

35. Research from Gong reveals these are the [worst words for your conversion rates](#).

- "Show you how": Drops close rates by 13% when used more than four times during a single call
- "Discount": Decreases close rates by 17%
- "Contract": Hurts close rates by 7%
- "Free trial": Lowers likelihood of securing next steps by 5%
- Your company's name: Harms close rates by 14% when used four-plus times in one call
- "Competitor": Makes you less likely to get next steps or close
- "Million," "billion," "trillion": Large quantities are too abstract, so they harm close rates

36. Gong.io analyzed over 100,000 connected outreach calls and found **successful salespeople talk for 54% of the call**, while unsuccessful salespeople spent only 42% of their time speaking

37. The use of collaborative words had a positive impact on the calls and using "we" instead of "I" **increased success rates by 35%**.

38. Using "Did I catch you at a bad time" makes you 40% less likely to book a meeting, while asking "How are you?" **increases your likelihood of booking a meeting by 3.4X**.

## Social Selling Statistics

39. 65% of salespeople who use social selling **fill their pipeline**, compared to 47% of reps who do not.

40. **Four in 10 reps** have recently closed two to five deals directly thanks to social media.

41. **Half of revenue is influenced by social selling** in 14 common industries, including computer software, healthcare, and marketing and advertising.

42. Using social selling tools can **increase win rates and deal size** by 5% and 35%, respectively.

## Sales Productivity Statistics

43. HubSpot Research's survey of salespeople revealed **more than half rely on their peers** to get tips for improving. 44% looked to their manager, 35% to team training resources, and 24% to media.

44. Nearly **six in 10 salespeople** say that when they figure out what works for them, they don't change it.

45. Only **7% of top performers** report pitching, while 19% of non-top performers pitch their offering.

46. Salespeople spend just **one-third of their day actually talking to prospects**. They spend 21% of their day writing emails, 17% entering data, another 17% prospecting and researching leads, 12% going to internal meetings, and 12% scheduling calls.

47. Around three in four organizations use [classroom training](#) as their primary way to train salespeople.

48. High-performing sales organizations are twice as likely to [provide ongoing training](#) as low-performing ones.

49. Sales professionals with three to four years of selling experience [spend 50% more time on training](#) than those with two years or less and 110% as those with five years or more -- probably because rookies aren't sure if they're going to stay in sales and veterans don't believe they need to develop further.

50. Sales development reps [use on average six tools](#).

51. The [most popular sales tools](#) include CRM, social prospecting, data and list services, email engagement, phone, and sales cadence.

52. Here are the top [ways to create a positive sales experience](#), according to buyers:

- Listen to their needs (69%)
- Don't be pushy (61%)
- Provide relevant information (61%)
- Respond in a timely manner (51%)

53. The [biggest challenges today's salespeople face](#):

- Establishing urgency (42%)
- Getting in touch with prospects (37%)
- Overcoming price objections (35%)

54. The [top sales priorities](#) are:

- Closing more deals (28%)
- Improving sales funnel efficiency (18%)
- Improving sales technology (11%)

55. Google found nearly [half of all buyers are millennials](#).

56. And calling high might not be the best strategy anymore: While 64% of the C-suite has final sign-off, [81% of employees not in the C-suite influence purchasing decisions](#).

57. Almost half of deals are [lost because of budget](#). 25% are marked closed-lost because of timing. Lack of authority, time to review, and urgency are the third, fourth, and fifth most common reasons, respectively.

58. Budget is the most common [reason stronger sales opportunities fall apart](#).
59. A study of sales development organizations from 900+ companies found the average SDR performs [94.4 activities a day](#), including social, call, voicemail, and email touches.
60. These activities led to an average of 23.1 appointments set and [72.3% of these appointments become opportunities](#) passed to sales.
61. An average of 12.5 opportunities are accepted per month and [29.3% are closed](#).
62. A survey by sales strategist, Marc Wayshak, found that [41.2% of respondents said the phone is the most effective sales tool](#).
63. Only [24.3% of salespeople exceeded their quota](#) last year.

## Referral Sales Statistics

64. 84% of buyers now [kick off their buying process with a referral](#).
65. [Nine in 10 buying decisions](#) are made with peer recommendations.
66. 92% of buyers [trust referrals from people they know](#).
67. After a positive experience, [83% of customers](#) would be happy to provide a referral. But salespeople aren't asking -- just 29% of customers end up giving a referral.
68. About 47% of top performers [ask for referrals](#) consistently, versus only 26% of non-top performers.

## Sales Career Statistics

69. Forrester predicts [one million sales reps will be out of a job by 2020](#).
70. Total compensation for SDRs is on average [\\$72,000](#).
71. Most SDRs spend around [2.8 years in the role](#) and require 4.1 months to ramp.
72. OTE for an AE is [\\$115,000](#).
73. The typical AE spends [2.7 years on the job](#) and takes 4.7 months to ramp.

74. One in four [salespeople majored in business](#). The second most popular major? The degree of life. 17% never attended college.

75. Only 39% of salespeople [intended to go into sales](#).

Are you surprised at what you've learned, too? Numbers might not tell the whole story, but they certainly illuminate many aspects of it. Keep checking this page for updates. As new data comes out, I'll add it to the list.

# About Inbound 281



## A Growth Agency

Inbound 281 is a full-service, growth-focused digital marketing agency. We help businesses grow by improving their marketing to increase sales, revenue and profits.

We help owners, marketers and sales managers who are looking for new ideas to help sales hit their targets. Often times they are frustrated that, after all the time, efforts and money they have invested, they're still not getting the results they were expecting.

Our sights are set on lead acquisition, lead conversion, and conversion rate optimization.

We specialize in multi-channel digital marketing, including content marketing, web design and development, SEO, pay per click, and social media.

## *Ready for a Conversation?*

What's your dream result? Let's get the digital marketing conversation started!

Looking for new customer acquisition, lead generation, client engagement or a competitive advantage? We're ready to learn more about your goals so we can help you build a Marketing Road Map to help you achieve your goals.

[Schedule a Conversation](#)

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