

Bangs Business Coaching

Persistence Pays Off

80% of all new sales are made after the fifth call to the same prospect.

48% of all salespeople make one call. Then, if they don't make a sale, they remove that prospect from their list.

25% give up after being turned down twice.

12% quit after three calls.

10% continue to call and these are the ones who make 80% of the sales.

- Adapted from a Survey by the National Sales Executive Association.