

# SHOCKING B2B SALES STATISTICS

Your leads often don't reply to the initial messages or your B2B sales offer that you send them. That doesn't make them a lost cause. Leads can go dark for a variety of reasons. Maybe you caught them at a bad time, maybe they're out on vacation or sick, maybe they saw your message but forgot to reply, or maybe they just have a huge workload which is keeping them from getting back to you.

Source: [www.salesvane.com](http://www.salesvane.com)

**80%**

OF SALES HAPPENS AFTER THE FIFTH CONTACT BETWEEN THE SALES PERSON AND POTENTIAL BUYER



**25%**

FIRST CONTACT

**13%**

SECOND CONTACT

THIS IS HOW MANY SALES PEOPLE DO ONLY FIRST AND SECOND CONTACT BEFORE THEY STOP



**48%**

OF SALESPEOPLE NEVER FOLLOW UP WITH A PROSPECT



**90%**

BECOME MORE SUCCESSFUL FROM THEIR COMPETITORS BY FOLLOWING UP THE INITIAL SALES PITCH



SalesVane is about building the world class sales force by providing the most relevant and up to date content that every sales person needs to succeed in their professional career!

[SalesVane.com](http://SalesVane.com)