

Convert More with Better Sales Communication

What we have here is failure to communicate!

Unbeknownst to most sales and marketing leaders, many of their hard earned leads go to waste due to poor sales communication. In fact:

- **30%** of leads never receive a phone call¹
- **13%** of leads are completely ignored¹

A comprehensive sales communication strategy consists of much more than just a simple attempt to contact sales leads. Speed is of the utmost importance. Having a properly timed and appropriately persistent multi-channel communication strategy makes all the difference.

Communication Tools

One of the main reasons salespeople fall short in their communication efforts is that they do not have the tools they need to be successful. Dialers can make a remarkable difference when it comes to improving speed and productivity.

- On average, **27%** more leads are contacted in less than five minutes when a dialer is used²
- Salespeople using a dialer are **41%** more productive²

Fast Response

Speed-to-call continues to be the most significant driver of conversion rates.³ When companies respond quickly to leads, they not only increase their chances of contacting and converting those leads, but they also give prospects a sense of promptness of service they can expect.

- **64%** of buyers believe the first company to contact them has a greater chance of winning their business⁴
- Calling new leads within one minute increases the likelihood of conversion **2.14x**⁵

Multi-Channel Approach

Not all leads respond to the same form of communication. Some prefer phone calls while others may prefer email or text. A multi-channel communication strategy, with timing based on best practices, yields the best results.

- Optimized phone and email communication strategies increase conversion **128%**³
- Texting a lead after initial contact (to provide important reminders, confirmations, status updates, etc.) can increase conversion by **113%**⁶

¹The Impact of CRM, Velocify

²Dial-IQ Accelerates Sales Effectiveness, Velocify

³The Ultimate Contact Strategy, Velocify

⁴Online Buyer Expectations, Velocify

⁵The Ultimate Guide to Inquiry Response, Velocify

⁶Text Messaging for Better Sales Conversion, Velocify

Balanced Persistence

Most salespeople actually give up too soon and miss out on potential opportunities. On the other hand, too many calls, emails, and voicemails can hurt your business.

- **95%** of converted leads are first contacted in six or fewer calls⁵
- Leaving two voicemails on six unanswered calls results in **34%** higher conversion than leaving no voicemails at all, while leaving five or six voicemails can actually **lower** the likelihood of conversion⁵

To learn how Velocify Pulse™ can help you gain a competitive edge by helping you implement a comprehensive communication strategy based on best practices, please [visit: velocify.com/products/velocify-pulse-communication](https://www.velocify.com/products/velocify-pulse-communication)



Learn more at www.velocify.com or contact us at **888.843.1777**

About Velocify®

Velocify is the leading sales acceleration platform, helping more than 1,500 sales teams sell more by bringing speed and control to the entire sales process. Velocify helps sales teams prospect with more precision, accelerate lead engagement, and implement optimized workflows, ultimately helping sales teams find and convert more leads.