

# Profitable Prospecting: What You Need to Know

## Why Prospect?

Capturing new accounts is the top objective for **60%** of sales teams. Yet, sales teams<sup>1</sup> commonly gripe about the quantity and quality of leads generated by their marketing teams. Effective prospecting can help alleviate many lead generation challenges, putting the power back into the hands of sales.

- **47%** of leads are generated by sales reps<sup>1</sup>

Most companies benefit from generating more new leads per rep.<sup>2</sup> Self-generated leads should make up a significant percentage of leads worked by a sales team, which helps diversify lead sources and provides higher lead volumes for better results.

- Salespeople at companies with significant revenue growth work **78%** more new leads per day<sup>3</sup>

## Effective Tools

Research is a critical component of prospecting. It's how salespeople know who to target and what types of conversations to have. Still, many companies do not provide appropriate research strategies or tools to set their teams up for success.

- **40%** of companies believe their sales teams need to improve prospect research<sup>1</sup>

Successful salespeople, on the other hand, have the tools in place to conduct quick and efficient prospect research to acquire the account and contact information they're after.

- Salespeople in top companies are **38%** more likely to research a new lead for only 1-5 minutes<sup>3</sup>
- Salespeople in top companies are **31%** less likely to spend more than 15 minutes researching a new lead prior to contacting them<sup>3</sup>

## Leverage Social Data

Connecting with the right people at the right companies is one of the key elements of successful prospecting. Savvy prospectors know that effective use of social media can help them find the right decision maker to contact and can provide social connection data to personalize communications.

- Top sellers use LinkedIn an average of **6 hours** per week<sup>4</sup>

To maximize the efficiency and accuracy of social networking data, top companies know that social media should be an integral part of their CRM system.

- CRM integration with social media can increase revenue **163%**<sup>5</sup>

<sup>1</sup>Sales Performance Optimization Study, CSO Insights  
<sup>2</sup>Guide to Optimizing Your Leads-to-Rep Ratio, Velocify  
<sup>3</sup>Inside Sales Process Report, Velocify  
<sup>4</sup>The New Science of Sales Performance, Harvard Business Review  
<sup>5</sup>Optimizing the Marketing and Sales Process, Aberdeen Group

## Prospecting Success

Salespeople who effectively use social media to gain prospecting insights for their accounts and contacts have a great advantage over those who don't.

- Salespeople were **79%** more likely to attain their quotas when leveraging social selling in the sales process<sup>4</sup>

When salespeople are successful, their sales organizations are even more successful.

- Companies with significant revenue growth are **52%** more likely to generate leads from social channels<sup>3</sup>

To learn how Velocify Pulse™ can help you gain a competitive edge by enhancing your prospecting capabilities, please [visit: velocify.com/products/velocify-pulse-prospecting](https://www.velocify.com/products/velocify-pulse-prospecting)



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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.