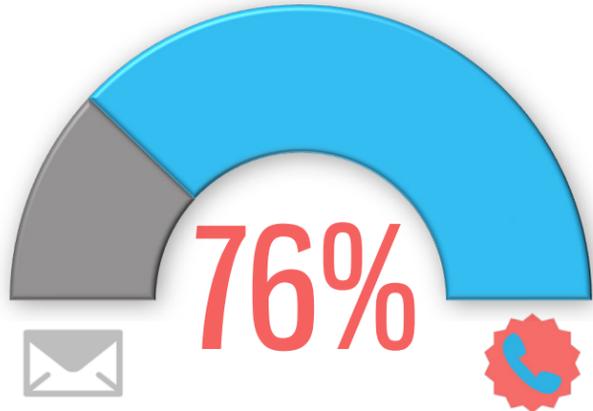


The Best Method for Generating Fully Qualified Leads & 9 Tips to Improve Sales Performance

Sales Context Gathered Email vs. Phone

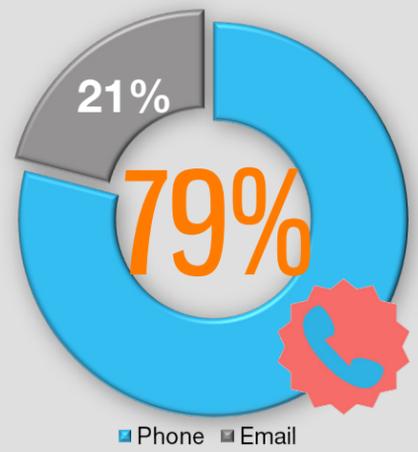


What is the best method to gather sales context to fully qualify leads? As many of you have noticed, prospecting through the use of only email has become more popular. However, some seem to forget the efficiency of prospecting in conjunction with the phone. Our recent quarterly numbers will shed light on the most efficient method to gather sales context, take a look!

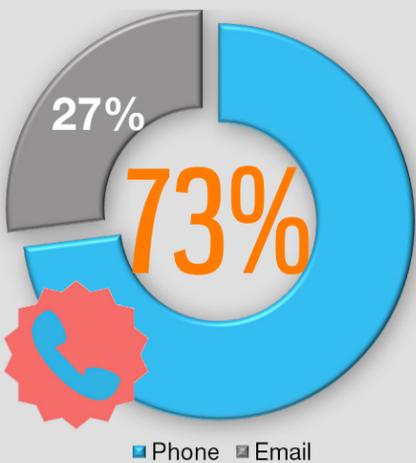
Results by Quarter

- 1 With less than 24% of sales emails being opened (TOPO), it's important to **pick up the phone and make calls**. Every conversation is a learning opportunity and you will inevitably improve from each and every one.
- 2 Confidence is everything. Prospects will notice if you don't feel confident or comfortable, and it may affect the success of the call. You only have a short amount of time to prove yourself trustworthy, so you need to **come across with confidence from the start**.
- 3 Prospects may challenge you with objections that can easily be overcome once you have quality information about their environment. **Try changing the conversation to better understand their key performance indicators and what success looks like to them**. This way you can together determine the benefits and value of your product or service.

Quarter 1



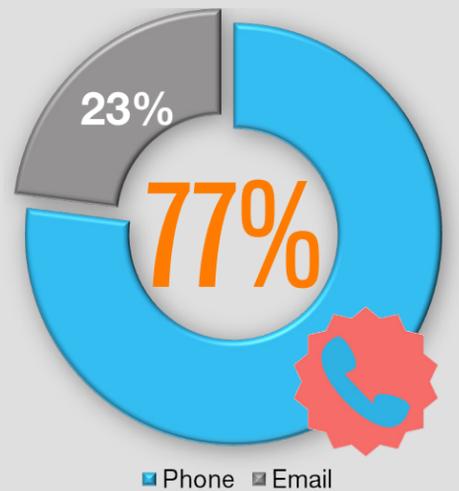
Quarter 2



- 4 Be more human. Show prospects that you're committed to helping them, not selling to them. **Ditch the script and keep your content fresh for more quality and natural conversations**. Every chance to interact with a potential customer should be approached with care and humility.
- 5 Forrester reported that the first viable vendor to reach a decision maker and set a buying vision has a 74% average close ratio. Rather than trading emails back and forth, pick up the phone and call your prospect. **Personalize your approach and be mindful of your prospect's time**. Prove you've done your research, understand the contact's role in their business, and show your willingness to learn about their unique challenges.
- 6 **Stay positive and upbeat, smiling while on the phone, and your prospects will feel your energy**. Your positive attitude on the phone will translate to a more positive conversation with your prospect.

Quarter 3

- 7 B2B sales is not untargeted telemarketing. **Be helpful, friendly, and consultative on the phone, offering honest advice and analyzing your prospect's specific situation**.
- 8 Don't overwhelm your prospects with information. Instead, listen. You have them live on the phone to ask them the questions you need to in order to qualify or disqualify them as a potential customer. Find out their pains and needs and practice active listening. **Talk less, listen more**.
- 9 Dialing technology enables your reps to dial an average of 48% more prospects daily (The Bridge Group). With improved opportunity for more live conversations, you should **have a strong understanding of the types of questions you need answered in order to determine fit for your prospect**. Outline the advantages of your product or service for each specific buyer persona. Research your prospects, but also your own company's new offerings and updated messaging as well.



Findings

Conversations where sales context was gathered for Q1 through Q3 found that the most conversations that led to fully qualified leads were obtained via **phone** rather than email.

Having trouble making enough dials throughout the day to sustain your quota? Check out the built-in daily activity schedule within our PRM. Depending upon the metrics you require of your SDRs, QuotaFactory's PRM will set a specific number of power dialing sessions and include scheduled follow-ups into SDR's daily activities. Set your reps up for success!



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