Cold-Calling
Has cold calling gotten harder?

Dial to connect ratio in 2019 – 12.4%

- **March 2020**: Dial to connect drops below 5%
- **Jun 2020**: Dial to connect increases to 7%
- **Oct 2020**: Dial to connect increases to 8%
- **Feb 2021**: 3 weeks at 10% +

Fewer conversations in 2020 by up to 65% in some months

Back up to 80% of pre-covid (last month)
Getting hold of B2B decision makers

1,000 calls

50-150 conversations

3-23 meetings

Calls made:
60-150 per day

Dial to connect:
5% - 15% of dials

DM connect converted to meeting:
6.9% in 2020 - Qualified
10-15% for less qualified
From meeting to closed business

- 100 meetings booked (84 sat)
  - 40 opps
  - 10 new logos

- Attendance rate: 84%
- Sat meeting to Opp %: 48%
- Opportunity to close ratio: 25%
Emails
Include your company name in the subject

Source: SalesLoft (n=892,349 emails to Western European recipients sampled from Feb/Mar 2021)
Localise your greetings

Source: SalesLoft (n=597,678 emails to Western European recipients sampled from Feb/Mar 2021)
Make your 1st sentence “!” worthy

Source: SalesLoft (n=689,798 emails to Western European recipients sampled from Feb/Mar 2021)
Contrary to conventional wisdom, it is better to be more “I” centric in the email body

Source: SalesLoft (n=865,271 emails to Western European recipients sampled from Feb/Mar 2021)
Key Takeaways

- Measure everything
- Use technology to go faster
- Always be testing
Thank you!