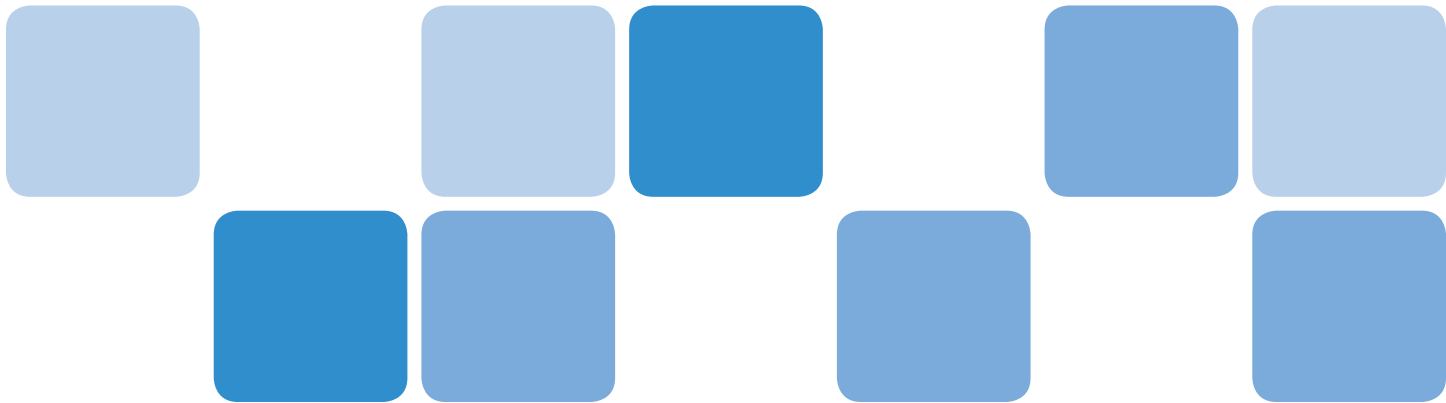


THE SCIENCE OF PROSPECTING & QUALIFICATION

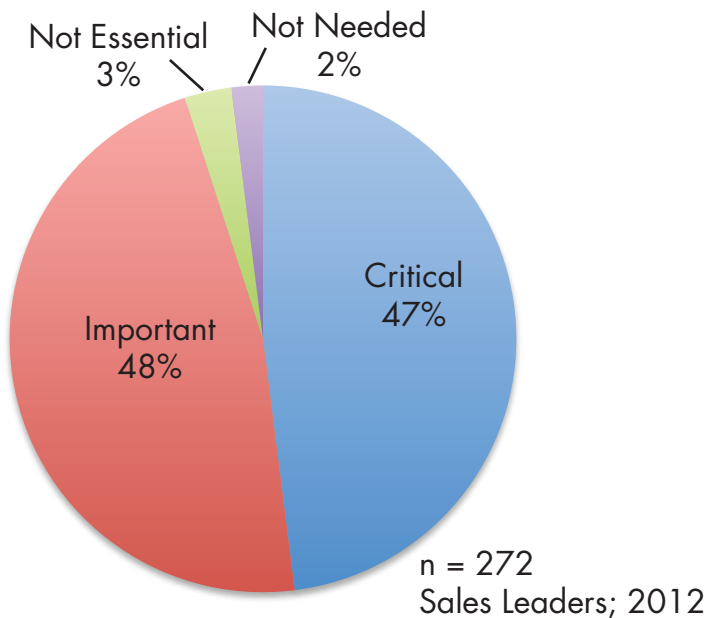


VORSIGHTBP

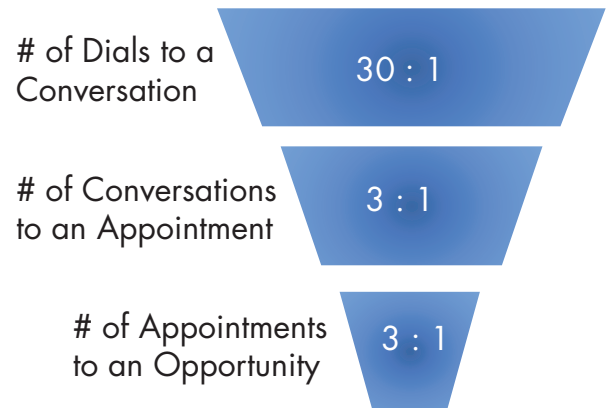


The following statistics come from research conducted by VorsightBP and partners through surveys, polls, and internal data on thousands of appointments and millions of emails and dials.

How important is prospecting and lead qualification to your sales organization?



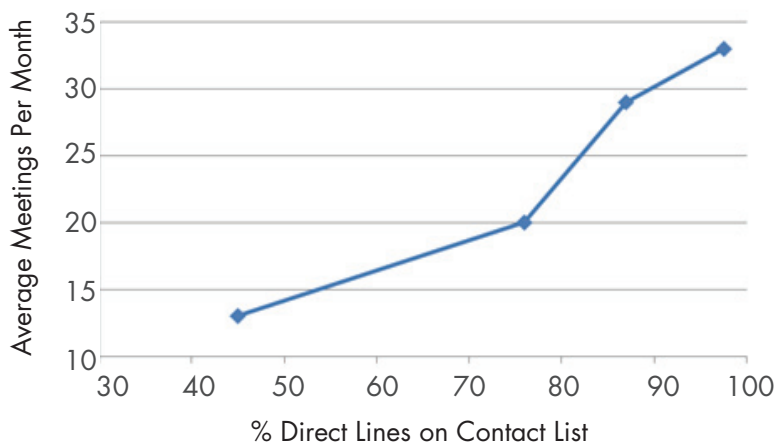
Teleprospecting Funnel



More Stats...

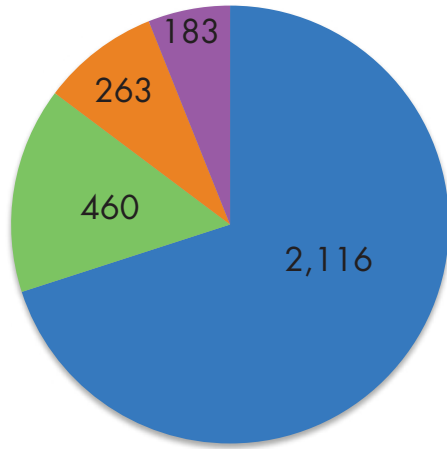
- » If you reference a common group on LinkedIn you are **70%** more likely to get the appointment.
- » For every **12 personalized emails** you send to different prospects, you get **1 appointment**.
- » When dialing through the **switchboard**, it takes **80 seconds to connect** vs **45 seconds** with a **direct line**.
- » When dialing a list of **direct lines**, it takes **12 dials** to **connect with 1 prospect**.
- » When dialing a list of **switchboard numbers**, it takes **17 dials** to **connect with 1 prospect**.
- » When dialing a list of direct lines, it takes **5.5 minutes** to connect with 1 prospect vs. **22.2 minutes** when dialing through switchboards.
- » When dialing a **direct line** at the **director level**, you are **46.15%** more likely to connect than dialing through the switchboard.
- » When dialing a **direct line** at the **VP level**, you are **147.83%** more likely to connect than dialing through the switchboard.

The Power of Direct Lines



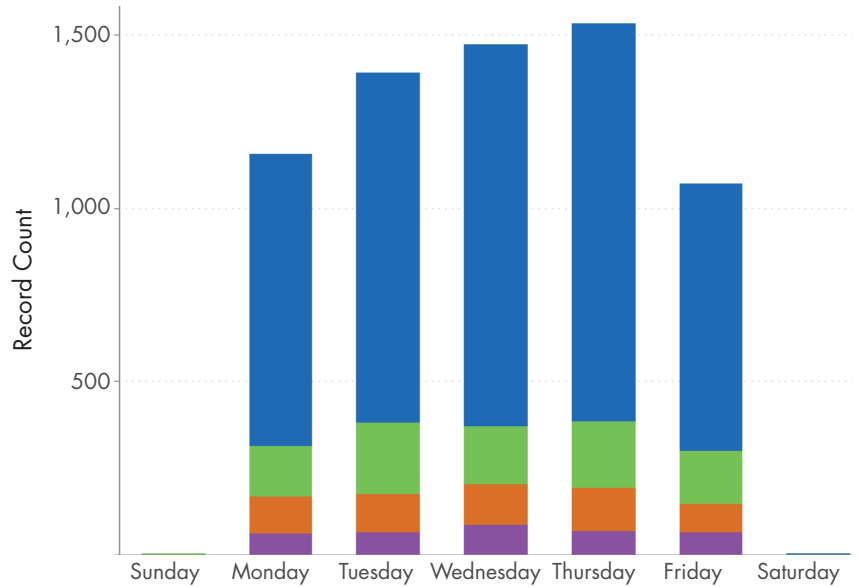


How Appointments are Scheduled



- Live Conversation
- Email
- Conversation & Email
- Exec Call Back

Day of Week Scheduled



When Scheduled

