

SALES PERFORMANCE

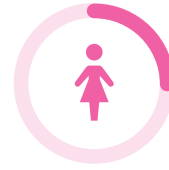
WHAT IMPACT DOES YOUR VOICE HAVE ON YOUR SALES PIPELINE?

WHO WE ASKED

102 SENIOR EXECUTIVES WHO HAVE POWER TO SIGN OFF ON BUDGET WERE INTERVIEWED

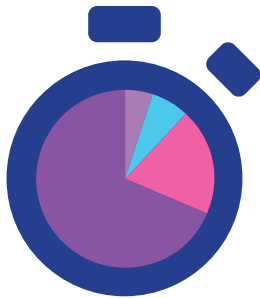


64% MALE



36% FEMALE

YOU RECEIVE A COLD CALL. HOW QUICKLY DO YOU FORM YOUR IMPRESSION?



- 0-10 SECONDS
70 PARTICIPANTS
- 11-30 SECONDS
20 PARTICIPANTS
- 31-60 SECONDS
7 PARTICIPANTS
- 1 MINUTE+
5 PARTICIPANTS

The time taken to form an impression was the same regardless of gender.

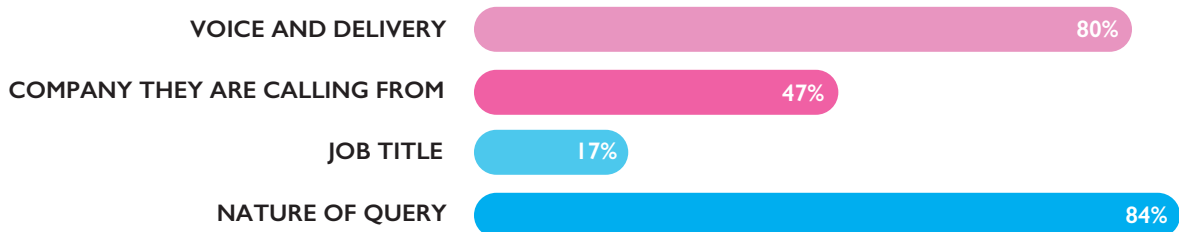
COULD STRONG VOICE AND DELIVERY MAKE YOU GIVE MORE TIME AND HEAR THE COLD CALLER OUT?



said 'YES'

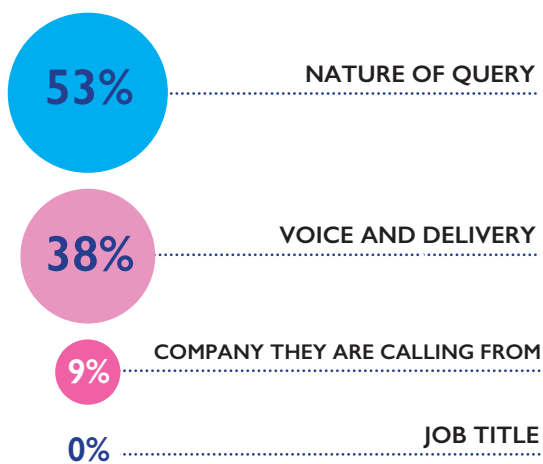
Of the 70 participants who took just 0-10 seconds to form their impression, 54 said voice and delivery would make them extend the time given to the cold caller.

DOES IT MAKE A DIFFERENCE TO THE IMPRESSION YOU FORM?

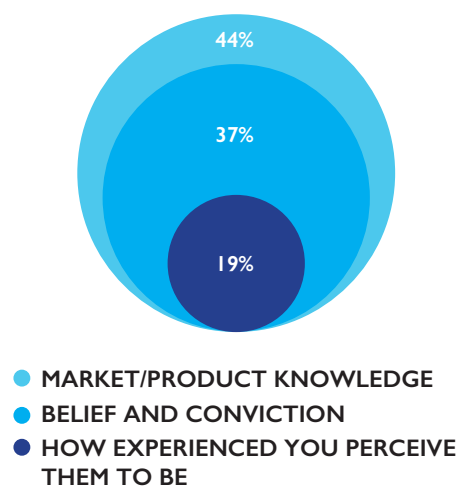


Participants were asked to rate each of the factors. Percentages represent participants who rated 'Important' or 'Very important' on the scale of 1-5.

WHICH IS MOST IMPORTANT IN HELPING THE CALLER BUILD RAPPORT WITH YOU?

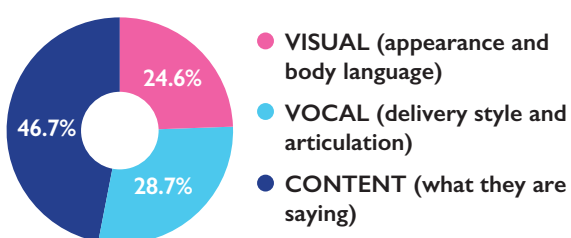


WHICH CONTRIBUTES MOST TO PERSUADING YOU ON THE PHONE?



There was less than a 4% difference in choice based on gender.

IN DETERMINING THEIR PROSPECTS OF WINNING BUSINESS, HOW WOULD YOU SPLIT 100%?



DOES YOUR COMPANY PROVIDE TRAINING ON VOICE AND DELIVERY?



Please note that figures have been rounded to 1.d.p, therefore sum totals of percentages may not add up to 100% and there could be a +/-1-2% deviation in some cases, due to rounding.