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report on which sources are providing small businesses with the best business-to-business (B2B) sales leads and what percentage of leads convert to each stage of the sales funnel

Apr. 28, 2015

2015 SMALL BUSINESS B2B Sales Calls



How Businesses Ring Up the Results!

Presented by SCORE.org

Where Do The Best Leads Originate?



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The small business mentoring organization [SCORE](#) has gathered statistics that report on which sources are providing small businesses with the best business-to-business (B2B) sales leads and what percentage of leads convert to each stage of the sales funnel.

The infographic also gathers data on the most effective sales practices for small businesses including the average number of sales calls made a day, the average response time to a web-based prospect, and how many customers choose the vendor that responds most quickly.

Best Leads Still Come From Traditional Approaches

According to data presented visually in the infographic, 39% of the “best” sales leads come from outbound marketing which include the practices of inside sales and telemarketing. The next most effective method is attending events including trade shows and webinars, followed by online (search and testimonials), media (radio and TV) and social media.

Most Sales Leads Do Not Continue Down Funnel

On average, the ratio of dials that lead to a conversation is 30:1. From there, those conversations that lead to an appointment are 3:1. Finally, the ratio of appointments that lead to an opportunity is 3:1.

Persistence and Timeliness are Key

The infographic also reveals that the average small business salesperson makes 50 calls per day and takes 39 hours to respond to a web-based inquiry. And promptness pays off: 30-50% of sales go to the vendor that responds first.

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