

Do you know the reported #1 reason for lost sales?

A Dartnell Research study shows that 52% of sales reps say the #1 reason for lost sales is that **they don't stay in touch with their contacts enough!**

- 80% of all sales are made after the 5th call!
 - 48% give up after the 1st call
 - 25% give up after the 2nd call
 - 12% give up after the 3rd call
 - 5% give up after the 4th call
- The persistent minority, 10% of all sales reps, make 80% of all sales!