

HOW GOOD IS YOUR SALES DEVELOPMENT TEAM?

THE SALES DEVELOPMENT LANDSCAPE changes every day. Some reps perform well and some reps don't. How does your Prospecting Pipeline stack up against 320 companies?



578
CONTACTS / SDR

To reach their quota, on average, each SDR performs the following:

107.8 ACTIVITIES / DAY

10.1% CONVERSATION RATE

10.9 CONVERSATIONS / DAY

11.0% APPOINTMENT RATE

35.7 APPOINTMENTS / MONTH

78.9% HELD RATE

28.2 APPTS. HELD / MONTH

67.4% OPP. CREATION RATE

19.0 OPPS. CREATED / MONTH

76.8% ACCEPTANCE RATE

14.6 OPPS. ACCEPTED / MONTH

COMPANIES REPORT **67.4%** quota attainment for sales development reps.

Sales engagement technology powered by Real Data from XANT can improve your results by up to 30% in just 90 days.

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