

# Persistence Pays Off

By John Charnay

Persistence is vital to successful selling. How vital? Very - According to the National Sales Executives Association. Their survey unearthed these startling findings:

**80%** of all new sales are made after the fifth contact to the same prospect

**48%** of all salespersons make ONE call or contact then cross off the prospect

**25%** quit after the second call or contact

**12%** call or make contact three times then quit

**10%** keep calling or making contacts

**The Ten Percent Who Persist Get Payoffs.**

**They Collect The Dividends On What The Others Invested.**

Note: 96% of all sales are made after the 19th contact with the same prospect. Based on the cost of the sales contact, account potential and the profits of the product/service, find your limit for cost/effective selling.