

# Some Startling Statistics For Anyone in Sales

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As you read the following startling statistics, ask yourselves, what is the implication to my business and me.

90% of people are uncomfortable introducing themselves to strangers.

People have to hear or see your name six times before they remember you.

When they hear or say your name six times, their retention is greater than 90%.

71 % of the people base their buying decisions on trust and believability.

An individual loses 93% of his impact, if what he says is not backed up by his body language and voice.

People make decisions about you in 7 seconds.

People forget about 45% of what they hear in 24 hours and 65–75% in 36 hours.

70% of the people make purchasing decisions to avoid problems. 30% make purchasing decisions because it is an opportunity to gain something.

By using a headset, you are 50% more effective on the phone.

The typical manager sends and receives 178 messages a day. 71% feel overwhelmed by the number of messages they receive.

When a customer is dissatisfied with a business, he typically tells 7 people who each tell 5 other people. That is 67 people spreading bad news about your company.

It is six times more expensive to get a new customer than to keep a current customer happy.

If you satisfy a disgruntled customer and resolve her problem, her future purchases typically will average 10 times the amount of money she spent on the original purchase that dissatisfied her.

If a complaint is quickly resolved, 95% of your customers will remain loyal.

14% of each 40-hour workweek is wasted due to poor communication between staff and managers. That amounts to 7 weeks a year.

If you are speaking on the phone and there is a difference between your words and the tone of your voice, 86% of the time, people will trust what they hear in the tone of your voice over your actual words.

The more expensive the item, the more the customer needs to see value.

In large decisions, people weigh whether the problem is big enough to justify the cost of the solution.

92% of salespeople give up after four “no’s.”

70% of the population has a behavioral style of being either amiable or analytical. Amiables typically make buying decisions after 4–5 contacts; Analyticals make buying decisions after 5–7 contacts. Therefore, these people typically say “no” 4–7 times before saying “yes.”

These statistics were compiled from a variety of business sources. As salespeople we can give up too quickly or we can be too verbose. The purpose of this newsletter is for you to analyze how these statistics might apply to you or your situation.

*Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. It is not what you know but how you communicate it that makes a difference. To reach us, phone (847) 438-4480 or contact our web site, [www.ImpactCommunicationsInc.com](http://www.ImpactCommunicationsInc.com).*