Sales statistics.

Most sales are made after the fourth contact. Most salespeople have stopped by then.

Keep following up.

How salespeople follow up

48%	never follow up with a prospect
25%	make a second contact and stop
12%	only make three contacts and stop
10%	make more than three contacts

When the sale is made

2%	on the first contact
3%	on the second contact
5%	on the third contact
10%	on the fourth contact
80%	on the fifth to twelfth contact