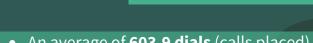


COLD CALLING METRIC:



- An average of **603.9 dials** (calls placed) per week (**120.8 per day)**
- An average of **57 new contacts** added to the call list per week **(11.4 per day)**
- At least **81.6**% of active contacts* have direct lines in the contact record.
- At least **95.4**% of active contacts* have pre-call research in the contact record.

*Active contacts refer to prospects whom the seller is currently pursuing at a given time. The fascinating thing is in less than **40 hours** (far less if they are aided by technologies such as auto-dialers and sales intelligence resources).

The SDR job is one of sprinting and taking a break. The ones who learn how to put their heads down and crank out intelligent activity end up becoming a rock star over the phones.



WARM CALLING METRIC:

- An average of 301.95 dials (calls placed) per week (60.40 per day)
- An average of 28.5 new contacts added to the call list per week (5.7 per day)
- * If you know the lead is warm since they have filled out a short/long forum online then you just need to understand their pain point. You are selling their pain point so this becomes a longer conversation, which leads to less calls and more conversions.

HOT CALLING METRIC:

- An average of **151.97 dials** (calls placed) per week **(30.2.8 per day)**
- An average of 14.25 new contacts added to the call list per week (3 per day)

*Referrals from Lenders, Realtors, Borrower(s) are the BEST type of leads and these numbers drastically change since you are catering to a longer conversion and intake form/application (Lender) OR Showing/Listing Appointments (Realtor).



