

## 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 form 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).

