# Is Bad Outreach Killing Your Business?

With the rise in sales executions platforms (SEPs) like Outreach.io, SalesLoft, Xant and Groove, prospecting interactions have not only become more digital, they've increased significantly in volume to any specific target. While there are now more total touches across a buyer's journey, there has also been a reduction in the time available for meaningful sales interaction. The problem is, while it's now really easy to do more touches, **each outreach still carries the risk of creating a negative effect.** With AE outreach, you tend to be more cognizant of this. In many of today's SDR teams … not so much.

In this infographic, we'll explore how — by acknowledging the problem and implementing real intent data — **your high-velocity teams can eliminate bad touches and realize the benefits of more relevant outreach.**
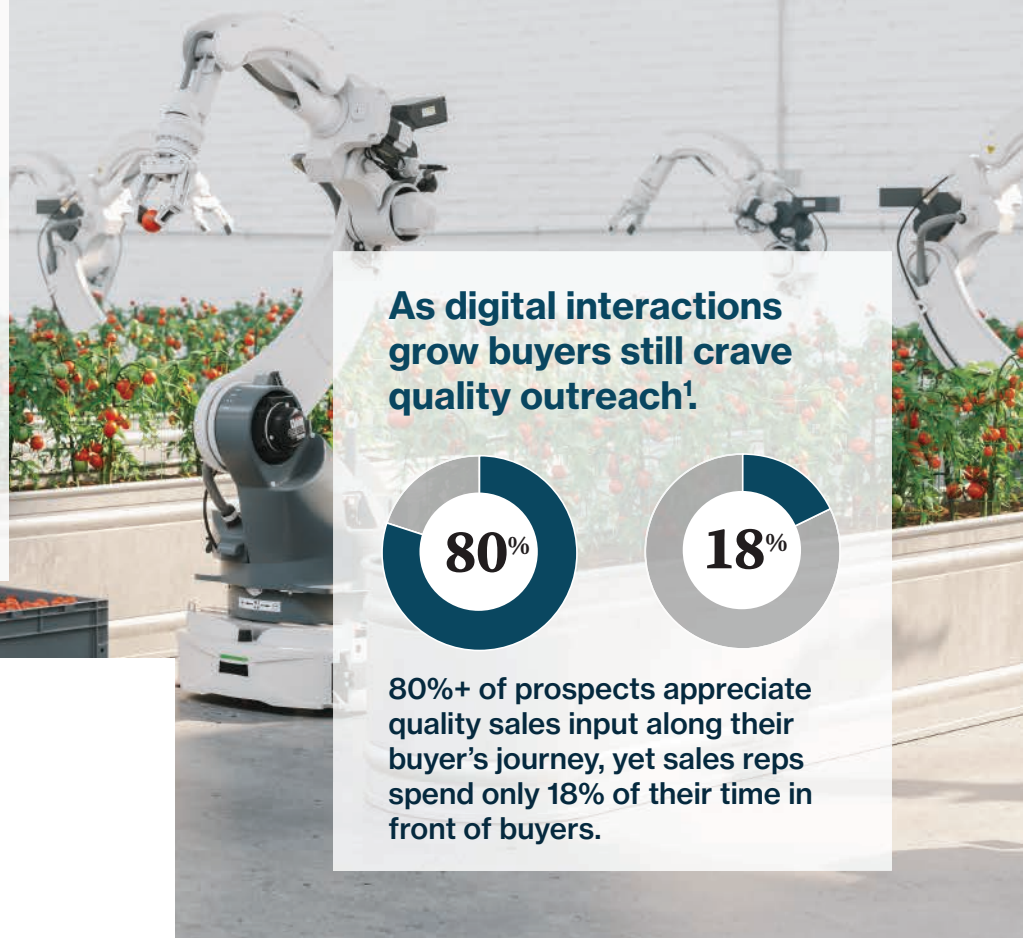
**As digital interactions grow buyers still crave quality outreach[1].**

**80%**    **18%**
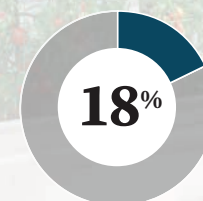
80%+ of prospects appreciate quality sales input along their buyer's journey, yet sales reps spend only 18% of their time in front of buyers.

## Opportunity killers

There are many ways an opportunity can go sour — in some cases it's out of Sales' hands. But other times, it's caused at least partly by bad interaction. Buyers identified six behaviors that are "immediate killers" — four are behaviors that **high-quality insight** (real purchase intent data) for sellers can play a direct role in correcting.
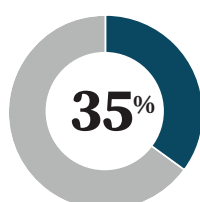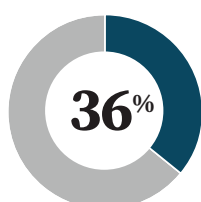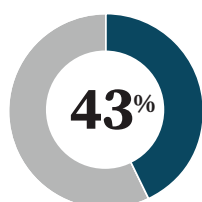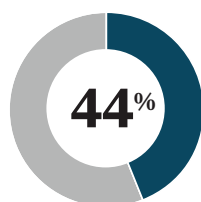
### What sales behaviors are killing deals[2]?

Not understanding the prospect's company and its needs

Not understanding their own product or service

Not understanding their competitors' products or services

Cold-calling or emailing prospects repeatedly

**44%**    **43%**    **36%**    **35%**

**Pro tip:** Real purchase intent data supports quality at every touch. With this data at the contact level, sales reps can instantly understand real prospect needs and interests. Using the insights, they can be more relevant and helpful in every touch much more easily.

## The impact of a touch on close rate

Let's do the math: Imagine you have 100 qualified opportunities and, on average, 20 of those will convert to closed/won deals.

Each positive interaction can increase the chance of stage conversion by 5%.

Each negative interaction can decrease the chance of stage conversion by 5%.

In a 10-step process …

Positive interactions gain you 1.5 deals per touch — **3x improvement on total yield.**

Negative touches cost you 1 deal per interaction — **a nearly 50% worse overall outcome.**


Scatter plot legend:
- Typical 5/1 Close Rate
- 5% Worse Per Interaction
- 5% Better Per Interaction
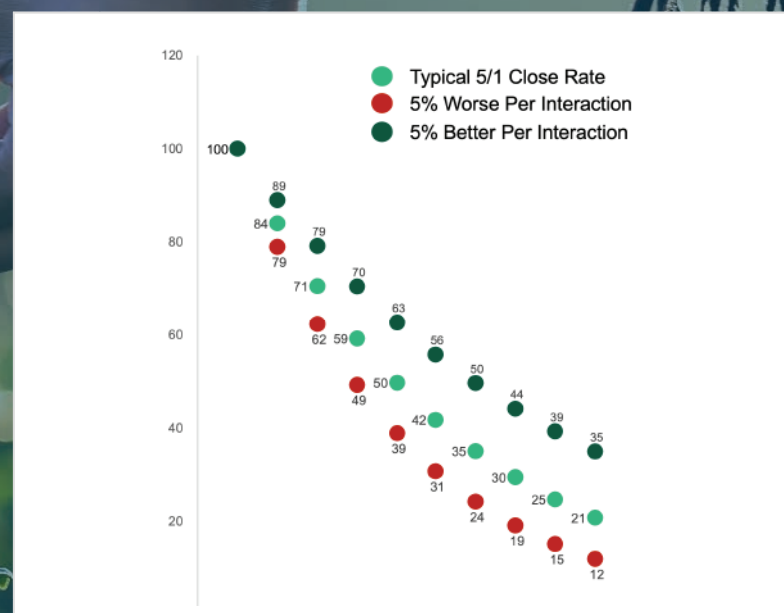
**Pro tip:** Buyer signals (intent data insights) change quickly. Sales reps should monitor purchase intent data regularly to trigger and inform relevant outreach. Alternatively, MOPs/SOPs can easily set up alerts to guide reps' actions. Sales Enablement can also monitor the data to help create and populate quality-oriented cadence frameworks.

To learn how your sales organization can deliver higher quality interactions at every step of the buyer's journey, download TechTarget and Forrester's e-book, *Beyond Activity Measures: Increase SDR Yields by Focusing on Quality*, or **contact an expert today.**

**Beyond Activity Measures:**
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