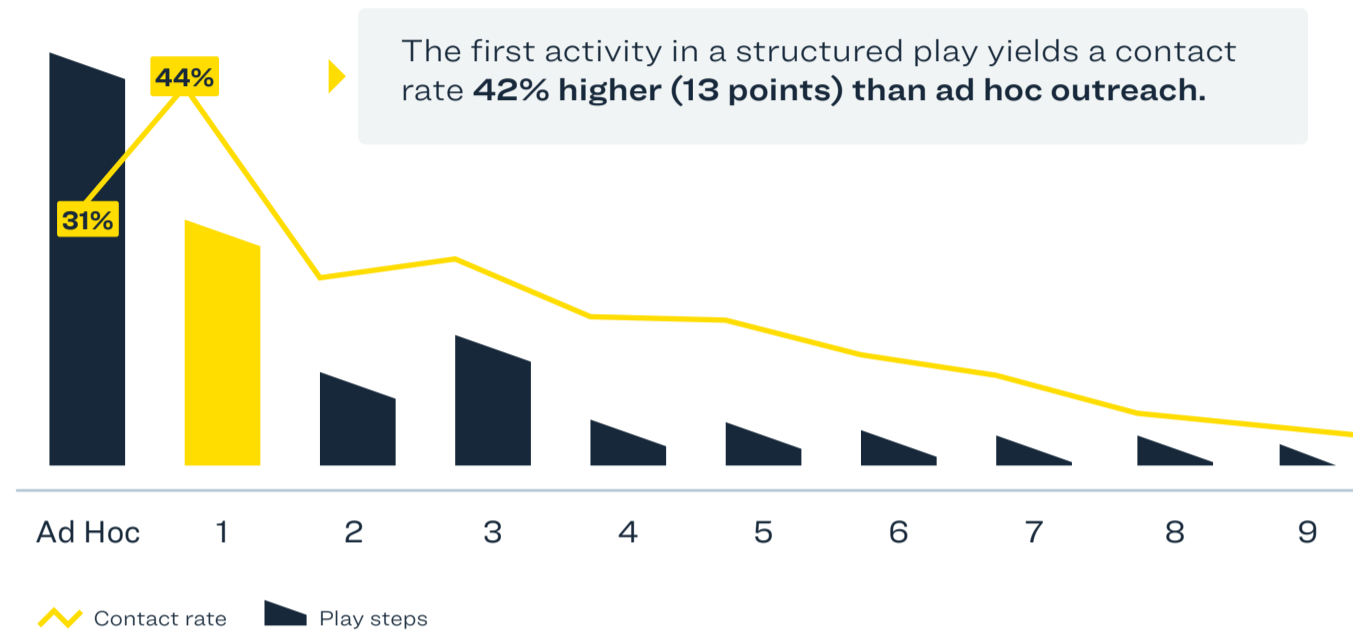


2 SALES PLAY HACKS

Why Adopt Cadence? | How Persistent Should You Be?

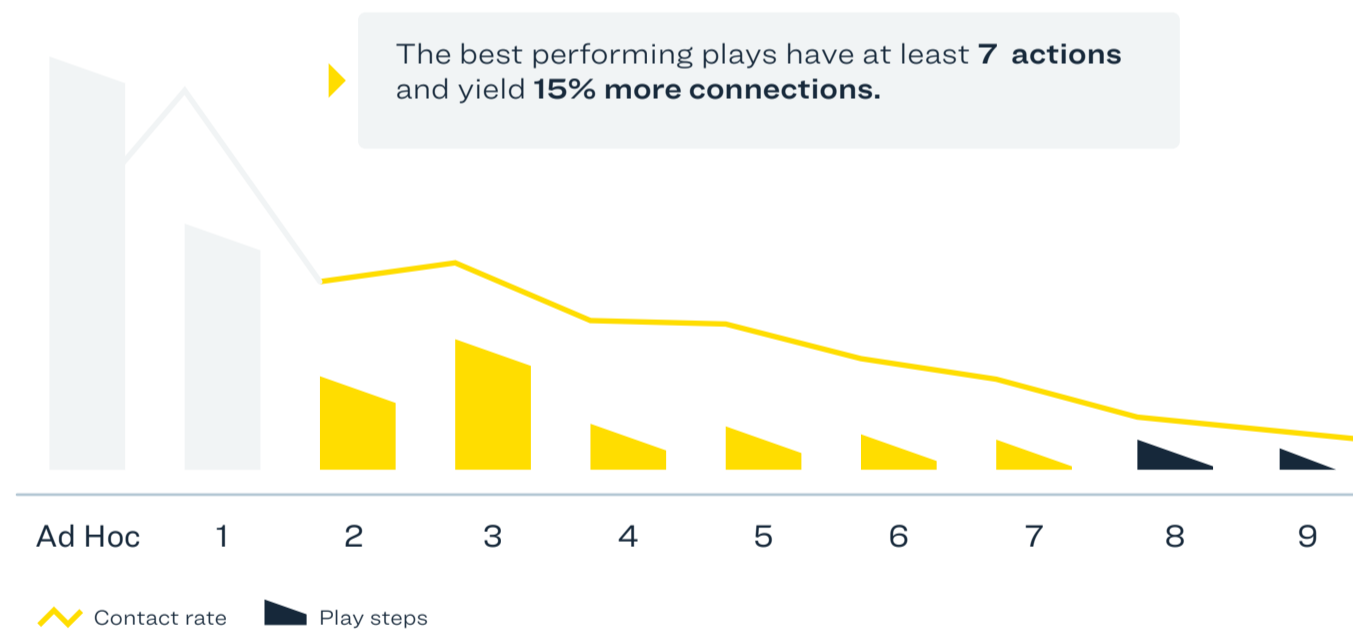
WHY SHOULD YOU ADOPT A CADENCE?

Sales reps spend 51% of their time prospecting with ad hoc outreach and only 23% on the first step of a structured cadence.



HOW PERSISTENT SHOULD YOU BE?

Only a combined 24% of effort is applied to steps 2-9 in a play and the average contact rate is over 20%.



WHERE DID THIS DATA COME FROM?

For this research, approximately 30 million outbound calls were captured anonymously using Playbooks™ over 2.5 years (2018-2020) from over 10 thousand users in North America.

LEARN MORE ABOUT PLAYBOOKS™

Playbooks uses collective data to guide engagement in ways that work, and away from ways that don't.

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