COLD CALLING METRICS

Most people HIGHLY underestimate the amount of work and contacts it takes to get a deal. Here is a compilation of our numbers so far in 2024 . . . .

On average, you will . . .

● **Talk** to at least **47 sellers** to get **1 deal**.

● Make 6-9 follow-up calls **BEFORE** a potential seller is willing to talk to you.

● That averages out to between **282 – 423 follow-up calls per deal** (6-9 calls x 47 sellers)

● **This means you are going to spend between 23- 35 HOURS of phone work per deal**

- The above accounts for an average of 5 minutes per call and includes shorter calls (where you leave a quick message) and longer calls (like pre-screening sellers for motivation and property criteria or dealing with angry callers. Yes, we all get those 😵).

- The above time per call <u>does not </u>account for gathering qualified seller information and details, scheduling the appointment or the in person or zoom meeting time.

The 23-35 hours also **does not include** any text follow up, which is something I also highly recommend! "Hey, I just left you a voicemail, I know some people don't check voicemail so wanted to give you a heads up"

<u>Now that you know the metrics, it's totally scalable:</u>

If you want to **close 2+ deals** a **month, you'll need to multiply the number of calls and hours** mentioned above **by the number of deals desired**.

For example, if your goal is to close **two deals a month,** you'll spend close to **an entire workweek working exclusively on follow-ups and lead processing only**.

Of course, you don't have to do all this yourself, but if you're just starting out you likely are. There are dialing tools available that can help the process, but half the battle is **WINNING THE MINDSET GAME** and knowing what the expected numbers are seems to help with that.

This way you don't get discouraged or give up after 10 calls thinking, "this doesn't work." **IT WORKS ~ You just gotta keep workin'!!!**