

CONVERSIONS

Sales Development - IT Services

Results based on 595 Cold Leads

SDR 60 Hour Monthly Package

16 Appointments = 2.7 % Conversion Rate

4 Warm leads = .7 % Conversion Rate

Overall Call Status

Call Status	Total
Appointment	16
Email Requester	74
Live Message	65
Not Interested	64
Pipeline	18
VM/No Answer	354
Warm Lead	4
Total	595

