

# THE COLD FACTS

---

The average B2B decision maker receives 3,000 marketing touches a year (phone, email, TV, and radio ads).

---

The same decision maker receives as many as 17 phone calls a day from salespeople pitching a product, service, or idea.

---

It costs an average of \$5.10 every time a salesperson makes a cold call.

---

Studies show that 90% of cold calls go to voicemail, and most of those are deleted unheard.