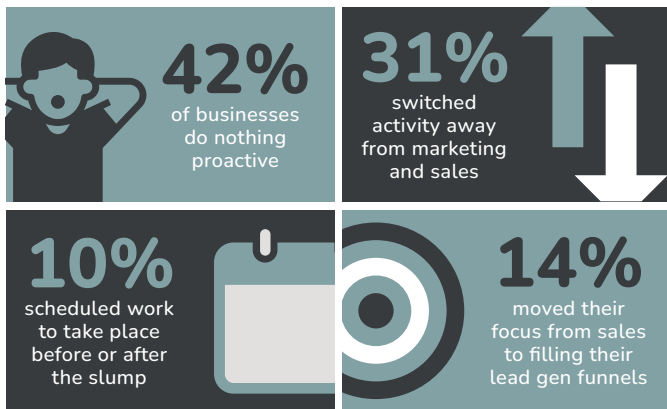


Why you need to keep prospecting through the seasonal slowdown.

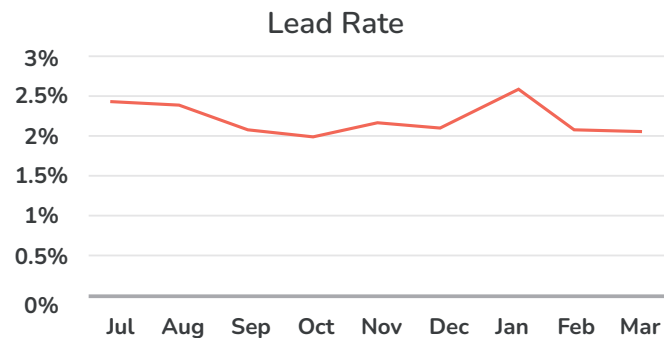
B2B seasonality survey

What do businesses do when seasonality slows sales?



Lead rate

Prospecting lead rates are still strong in December



Lead quality

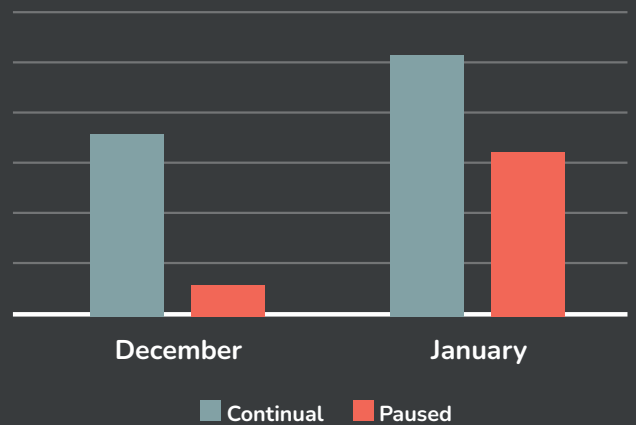


December lead-to-sale conversion rates are **38% higher** in December than the six month average (and the second highest close rate in that period).

January leads



Seasonal lead volume



Businesses that prospected throughout December had a **19% higher lead volume in January** than their six-month average.

Businesses that paused during December won **36% fewer leads** in January than those that continued.

January sales

25%

of our clients signed in January came from December prospecting activity - and December leads continue to turn into deals for up to a year.



From pumpkin spice to mulled wine

SEPTEMBER

01

- 'Back to school' mentality kicks in. Businesses who continued their marketing through July and August are seeing a post-summer bump of new leads.
- Our data shows that businesses who stopped prospecting during this seasonal slump saw a **59% decrease in September** lead volume. If that's you, time to get back up to speed.

- Halloween may be here, but you shouldn't be scared of carrying on your campaigns. October leads close at a **higher rate than any other month**.

- Spooky season might bring longer nights, but feeding your prospecting fire will keep your sales toasty and warm.

OCTOBER

02

NOVEMBER

03

- Don't throw all your hard work onto the bonfire by winding down for winter.
- Many of our clients **have a bumper November**
 - as a rush of deals are signed before the festive season really kicks in.
- Keep prospecting campaigns running and there'll be fireworks in your inbox

- Winter is here. While your competitors eat mince pies and party, you can get ahead by continuing your prospecting.
- Lead rates are stable, lead quality is high, and December prospecting **sets you up for a bumper January**.

DECEMBER

04

Speak to an Outreach Expert today. Call us on **020 3988 3940** or visit sopro.io