

# Business Development Insights in a WFH World

Now that the world has shifted predominantly to a WFH model, are you curious if things have become more difficult for sales teams?

We were. So we took a look at the real-time analysis provided by the Spiro platform to understand the implications of this new model.

The data below looks at key metrics of the Spiro BDR team's outreach before and after March 23rd, which is when most companies we target began working from home.

## People Are a-Talkin'

As companies shifted to remote work, prospects have a higher tendency to engage with our BDR team.

# 54%

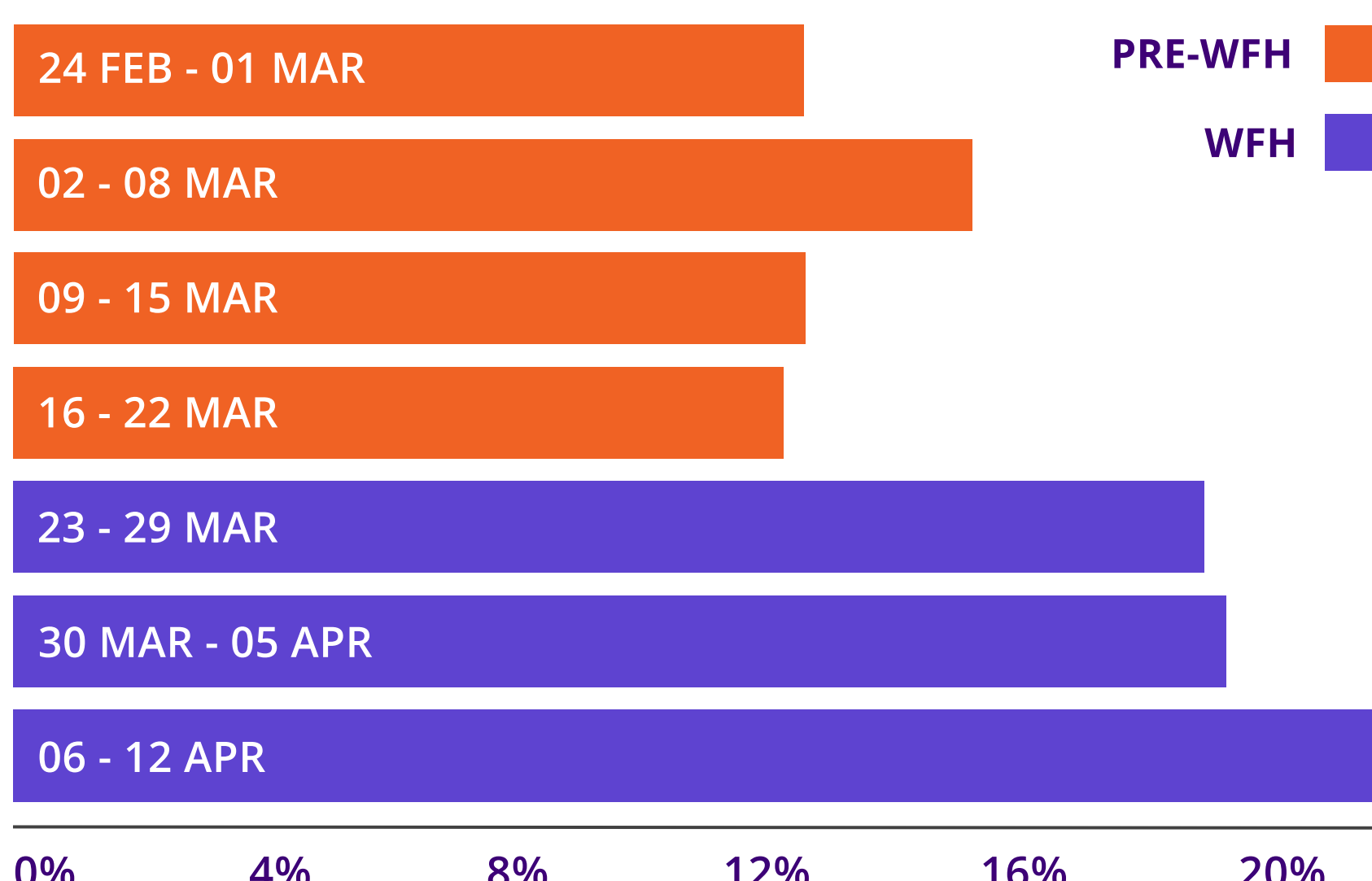
INCREASE IN  
SUCCESSFUL  
COLD CALL  
CONNECTIONS

# 1 IN 3

CALLS LASTED  
OVER 1 MINUTE

UP FROM 1 IN 4

## OUTBOUND CALL CONNECTION RATES



## The Times [and Days] They Are a-Changin'

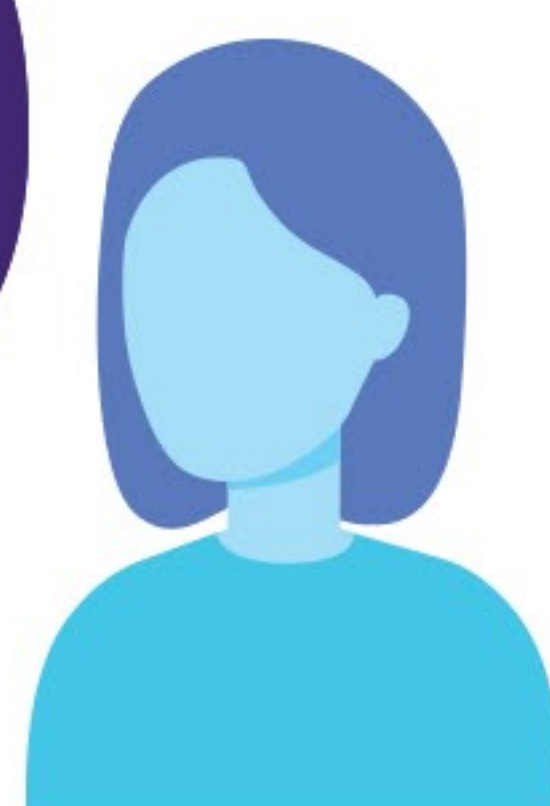
The BDR team maintained consistent outreach numbers, but were able to connect with 26% more prospects than the previous month.

## SUCCESS BY DAY

Mon	24%	↑ 82%
Tues	22%	↑ 41%
Wed	18%	↑ 14%
Thurs	22%	↑ 46%
Fri	17%	↑ 42%

### BEST TIME TO CALL

**8 - 9 AM ET**  
WITH **DOUBLE THE**  
**CONNECTION RATE**



## A Faster Path to Success

Certainly, a lot has changed over the last eight weeks for sales teams. We were fortunate to be using the Spiro platform, which provided our BDR team with daily to-do lists, automatically prioritized to drive success. And thanks to our VoIP capabilities, those reps could easily call or text anyone, directly in the platform.

As a result, while many organizations saw a drop in productivity, our BDR team maintained the same level of outreach - which was great, because we found prospects were more willing to engage in conversations with us.

# 4.5

FEWER ACTIVITIES  
REQUIRED TO BOOK  
A MEETING



LEADING TO AN  
**11% INCREASE**  
IN OPPORTUNITIES  
CREATED



Spiro is natively built on artificial intelligence, consolidating CRM capabilities, sales enablement and analytics into a single platform. Spiro eliminates the need for data entry and proactively guides sales people to the right actions at the right time.

## SPIRO CAN HELP YOU



COLLECT 16 TIMES  
MORE DATA



REACH 30%  
MORE PROSPECTS



CLOSE 20%  
MORE DEALS

Visit [www.spiro.ai](http://www.spiro.ai) to learn more.

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