



What we learned:

Outbound calling during COVID-19

**Key metrics for B2B and medtech lead generation
February – June 2020**

July 2020 edition

The rebound has begun

July 15, 2020

We never saw it coming.

Like most companies, if you'd asked us in January to predict the highlights of our upcoming year, "global pandemic" was far from our minds. But, like other business leaders, we've done our best to adapt to the many changes caused by COVID-19.

Those pivots include adding remote calling capabilities that allow us to flex capacity while simultaneously protecting our staff. It's one of several ways we've enhanced our services to produce the best possible results for our clients.

In this report, we're sharing our learnings from the past five months:

- Data on call volumes, reach rates and conversions
- Key metrics for B2B and medtech lead generation
- Recommendations for outbound calling during COVID-19

Now more than ever, outbound calling fills a critical sales and marketing need. We're proud to help leading B2B and medtech brands engage their valued audiences with the power of one-to-one human conversation. It's a passion that's served us well for the last 30 years.

When you're ready to jumpstart your lead generation and inside sales efforts—or simply to find out if outbound calling is a good fit for your organization—please [reach out to us](#). We're confident in our capabilities and guarantee a minimum of 10 qualified leads within the first 60 days of any campaign.

Regards,



Chris Temperante
CEO



Cathy Schmid
EVP Sales & Client Services/Partner



WHAT WE LEARNED:

Outbound calling during COVID-19

In March and April, companies paused inside sales efforts



By June, calling quickly rebounded



The pandemic sent shock waves through the economy. Companies turned inward, establishing work from home routines for office staff and safety precautions for essential workers. Some were forced to close temporarily; others dealt with supply chain disruptions and cash flow shortages.

As a result, sales prospecting, lead generation and inside sales activities slowed dramatically.

As states issued shelter-in-place orders, most B2B and medtech companies placed their outbound marketing efforts on pause. By April, we were calling at just 2 percent of our normal volume. Fortunately, recovery accelerated quickly. This June calling returned to 70 percent of our typical monthly volume, with all signs pointing to an even stronger summer.

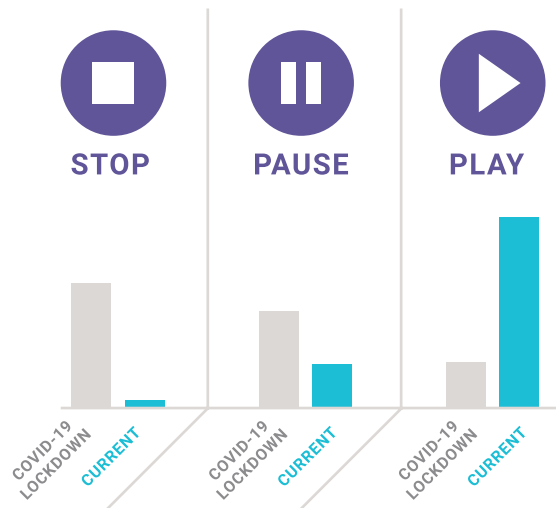
WHAT WE LEARNED:

Outbound calling during COVID-19

Both large and small businesses are answering their phones

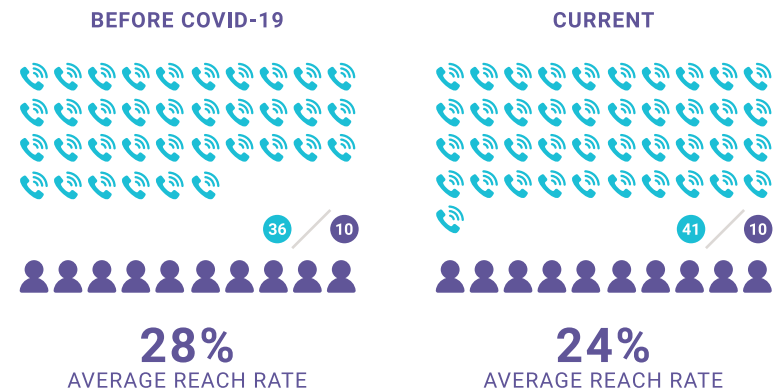
We're reaching B2B decision-makers at nearly the same rates

CLIENT ACTIVITY TRENDS



While most companies halted outbound marketing in April, call campaigns were one of the first channels to move from pause to play, beginning in May. Our calls span a wide variety of industries and decision-makers, and we can confidently report that both large and small businesses across the country are answering their phones.

CALL ATTEMPTS NEEDED TO REACH 10 B2B DECISION-MAKERS



Reach rates are one of the most positive metrics. Reach rate measures the number of call attempts required to engage a B2B or medtech decision-maker with a live conversation. In February, before COVID-19, reach rates averaged 28 percent. In May and June, they've rebounded to nearly the same level, averaging 24 percent for most industries.

WHAT WE LEARNED:

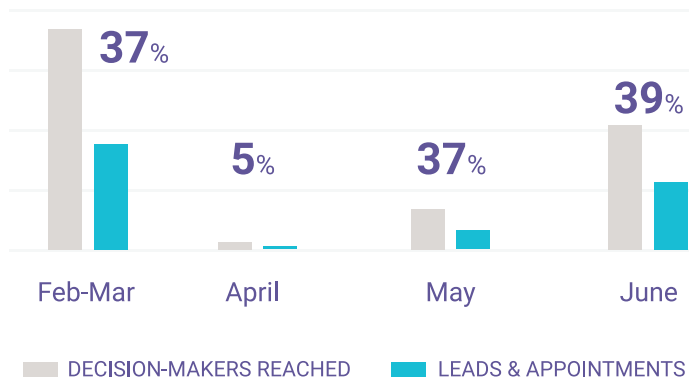
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Conversion rates remain strong

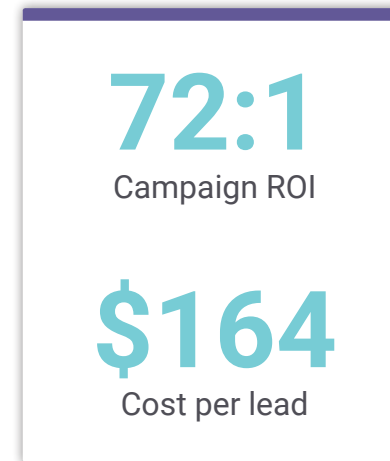
Outbound calling produces impressive ROI

LEADS AND APPOINTMENTS

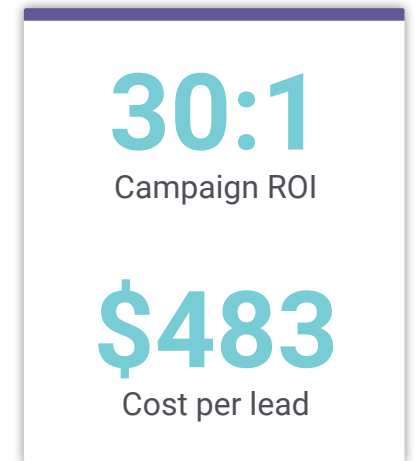
CONVERSION RATES



HVAC MANUFACTURER



MEDTECH FIRM



Conversion rates are also strong and steady, helping us fill sales pipelines. On average, when we reach a decision-maker, one of every three calls results in a next step: generating a qualified lead, setting a sales appointment or sending follow-up information. We customize these call outcomes to the specific needs of each company.

Volkart May routinely returns 10:1 or greater ROI for our B2B and medtech clients—even on their very first outbound calling campaign. You can learn more about these and other campaigns on our [website](#).

Recommendations for calling during COVID-19

With summer events canceled and business travel at a minimum, outbound calling can build momentum for sales and deliver quality data for marketing.

If you're ready to restart your efforts or try calling for the first time, here are the best practices we're sharing with our clients:

1. Continue (or start) calling.

In times of uncertainty, communication is key. A proactive call can simultaneously show you care, gather important insights about your market and fill gaps in your lead generation efforts. To set the right tone, we maintain a dialogue by asking questions and listening to your audience's concerns, rather than script-reading or taking a hard-sell approach.

2. Expect a response.

Most companies have empowered their staff to work remotely. But, they're still answering their phones, thanks to VoIP and other technology that untethers an individual's phone from their physical desk. Others automatically roll their calls when working offsite. Navigating through operators or gatekeepers is a final tool we use to keep campaigns on track. If you're launching or continuing a call campaign, expect a positive response.

3. Monitor your metrics.

Reach rates are particularly important to track amid changing market conditions. Fortunately, outbound calling is flexible and scalable, so you can react rapidly and adjust your messaging, list or call timing if needed. Our dedicated account managers will provide regular updates and guidance on every campaign.

4. Use a "hurricane" approach.

When severe weather threatens to distract business decision-makers, we adjust our calling to other areas. Likewise, where certain regions or industries are particularly hard hit by the coronavirus, we recommend temporarily moving calling to other locations or market segments.

5. Allow more time.

If you have important news, an aggressive lead generation goal or a deadline-oriented project, factor in as much lead time as possible. Business decision-making is likely to be slower in the short-term, as companies adjust to conditions outside the norm. It's also critical to think beyond the immediate; conditions will recover. Preparing your bounceback campaign now lets you ramp up quickly and easily when the time comes.

6. Leave a voicemail.

The right voicemail can be a powerful tool in a lead generation or appointment-setting campaign. Even if you plan a callback, it creates another brand touchpoint. Consider adding voicemails to your current inside sales or lead generation effort.

How outbound calling can help



GENERATE LEADS

We cold call and deliver qualified leads so your sellers can sell.

- Build a comprehensive, accurate prospect list
- Contact prospects in a targeted database
- Identify near-term projects and pipeline opportunities
- Nurture cold leads with periodic calls



QUALIFY INQUIRIES

Sorting and prioritizing mountains of leads is our calling.

- Qualify online, trade show, web and inbound marketing leads
- Send qualified leads to your sales team
- Score all leads to use your internal resources efficiently
- Discover the real decision-makers



SET APPOINTMENTS

Before you can make a sale, you need an appointment.

- Maximize the use of every sales rep's time
- Help establish new reps
- Create a steady stream of new opportunities
- Book appointments directly on your reps' calendars



IDENTIFY INSIGHTS

Understand your customers, optimize your pitch, maximize your sales.

- Profile prospects to understand their needs
- Know what prospects think about your company and competitors
- Quickly test and adapt your value proposition
- Customize messaging for market segment targets



GROW RELATIONSHIPS

There's nothing more valuable than a customer who feels valued.

- Follow up with customers regularly to improve retention or product usage
- Walk customers through online registrations
- Accept live transfers from our team to yours
- Announce new products or services



Connect with
conversation

10 Qualified leads guaranteed

Ready to fill your sales pipeline?



**We're offering a minimum of 10 qualified leads
in the first 60 days of your campaign.**

Let's connect. It all starts with a conversation.



Cathy Schmid

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Volkart May is a woman-owned, people-focused contact center that specializes in helping medical technology and B2B companies connect with conversation. From generating leads to driving sales to uncovering breakthrough insights, we believe there's still nothing more powerful, engaging and valuable than one-to-one human conversation.



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