



# Global sales benchmark report

After analyzing 1.4 million emails and 517,000 outbound calls made across global markets last year, this report offers a rare look into how modern sales teams are performing today.

Whether you manage an in-house sales team or outsource your efforts, these benchmarks offer a powerful way to measure pipeline generation performance, uncover sales and marketing efficiency gaps, and guide strategic improvements across your go-to-market motion.

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## Prospecting best practices

On average, there are  
**4–10 stakeholders**  
involved in purchase  
decisions.

**88% of buyers**  
appreciate outreach  
during their  
**research phase**

**Optimal outreach timing:**



**Best day:** Thursday

**Optimal time:** 11am

Today's buyers don't operate in isolation—and they don't wait around to be sold to. With 4–10 stakeholders influencing most B2B purchases, sellers need to build consensus, not just book a meeting. Ensure your database includes all key roles within the buying committee—enabling a surround strategy that engages every stakeholder, not just one champion.

The fact that 88% of buyers welcome outreach during their research phase shows how early and often you need to engage.



## B2B customers utilize an average of ten interaction channels during their buying journey.<sup>1</sup>

Leverage intent data to reach buyers where they are. In a world drowning in content and AI-generated fluff, the path to relevance isn't personalization—it's intent. Knowing where your buyers are and what they are researching, reading or comparing helps you show up earlier, better prepared, and more useful. Intent data isn't a lead—it's a signal. It tells you where to lean in, what conversations to start, and how to meet buyers where they actually are in their journey.

Not all intent signals are created equal—each requires its own tailored response. If your default move is to pick up the phone and say, "I saw you were on our site and I want to tell you what we do," you're not leveraging intent. You're just reacting. The real power comes from interpreting the signal, applying context (e.g., channel, stage) and deciding how (or if) to engage.

**Below are common signals and how to turn them into meaningful sales plays:**

Signal detected	Consider taking this action
An account is researching your category	Prioritize the account. Tailor messaging to their pain point or interest area.
They're engaging with competitor content	Start a conversation focused on differentiation—show why you're the better option.
A buyer reads a webinar recap or article	Follow up with added insight or a relevant case study.
Multiple contacts from the same account are active	Engage the full buying committee—don't rely on a single point of contact.
A previously cold account lights up again	Re-engage. Use context from past interactions and show what's new.
A customer starts browsing competitor resources	Flag for your CS team—this could be a churn risk or a renewal opportunity. In some cases, the customer might not even realize you offer that capability or solution.

## Meetings booked globally

### Meetings booked and occurred—global view\*

**321,397**

leads booked

**273,950**

leads occurred



**85.3%**

**booked-to-occurred  
rate (globally)**

At a global level, understanding how your meeting conversion compares to the benchmark—85.3% in this report—can help validate your outreach strategy and rep performance. But global benchmarks only tell part of the story.

**Meetings**—specifically those booked and held—are powerful indicators of pipeline health, especially when paired with conversion rates.

For marketing and sales teams, meetings serve as leading indicators of future opportunities and lagging indicators of prospecting effectiveness. By measuring how meetings convert into qualified opportunities, teams can pinpoint exactly where momentum is building and where outreach strategies might need to be optimized.



\* Figures are based on historical data



# Sales benchmarks by company size

## Regional variation matters

What's considered "good" in North America may look very different in EMEA or APAC, where buyer expectations and response patterns vary widely.

Sales leaders should treat booked-to-occurred rates not just as a number to hit, but as a signal—one that, when read in context, helps shape smarter, more adaptive go-to-market strategies.

## Meetings booked and occurred by region\*

Region	% of total leads booked	Regional booked-to-occurred rate
North America	72.6%	85.7%
EMEA	22.3%	74.5%
APAC	5.1%	65.4%

## Performance by company size

Enterprise teams generate the highest-quality leads, likely due to tighter collaboration between SDRs and AEs and more precise targeting.

But those opportunities also tend to move slower, with longer sales cycles and more stakeholders involved.

Meanwhile, smaller organizations—those with fewer than 100 employees—are nearly as efficient and often move faster.

Balance is critical: prioritize ICP fit and qualification rigor, but calibrate your outreach based on both deal velocity and lead quality.

## Conversion rate (booked-to-occurred) by organization size\*

Company size	% of booked leads	Meetings occurred rate
Small (<100 employees)	10.8%	68.9%
Mid-size (100-1000)	11.6%	63.5%
Large (1000+)	77.6%	90.5%

\* Figures are based on historical data

# Sales benchmarks by channels

## Sales channel effectiveness

Knowing which outreach channels drive the most bookings and engagement helps teams optimize their sales efforts and allocate resources effectively.

## Selling trends and buyer behavior

Adapting to changing buyer behaviors and preferences, such as multi-channel outreach and personalization, boosts engagement and conversion.

### Multi-channel outreach matters

**75%**

B2B businesses confirm multi-channel outreach significantly enhances results.

**80%**

of consumers more likely to purchase from brands offering personalized experiences.<sup>3</sup>

## Personalization makes all the difference

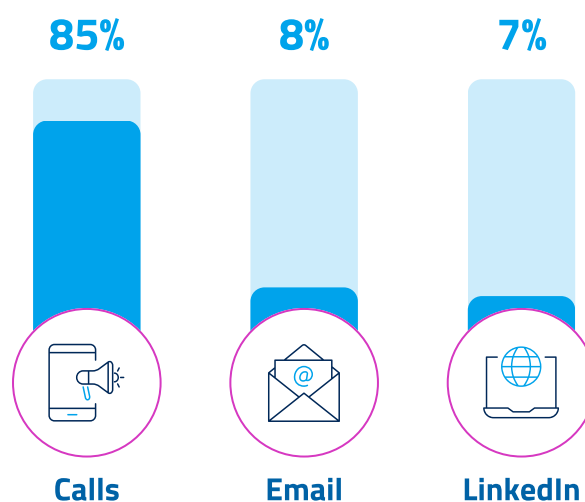
According to McKinsey & Company, 71% of consumers expect personalized interactions, and 76% express frustration when personalization isn't delivered.<sup>2</sup>

That includes HOW they want to be reached. Prospects aren't confined to a single channel—neither should your marketing and sales teams.

## Engagement rates by channel in 2024

Channel	Volume	Connection/open rate
Calls	517,000 dials	6% connection rate
Emails	1.4 million emails sent	25% open rate

## How booked meetings were generated last year:



# Sales benchmarks by industries

## Top three industries by lead volume\*

### Banking



183,372 booked leads  
(57% of total)

### Computer software



70,818 booked leads  
(22.1%)

### Electrical and electronic manufacturing



8,080 booked leads  
(2.5%)

## Top industries by efficiency (meetings occurred rate)\*

Industry	Meetings occurred %
Healthcare software	100%
Banking	94.91%
Consumer services	92.72%

## Lead scoring and quality

Lead scores are provided by the customer's AE or sales reps, assessing our qualification quality. High scores indicate strong alignment with sales expectations.

## Industries with highest average lead scores\*

Industry	Avg. lead score
Biotechnology	10.00
Civic and social organizations	9.67
Computer and network security	9.23
Custom software and IT services	9.20
Education management	8.91

Enterprise-sized customers regularly generate high-quality leads (7.45+ average score).

## Volume ≠ Velocity

Banking leads the pack in volume, but not in efficiency. Healthcare, while smaller in volume, boasts a 100% occurred rate. If you're in an industry with longer buying cycles, this signals an opportunity: fewer leads, better qualified, and more likely to convert. Targeting the right buyers matters more than targeting all buyers.

\* Figures are based on historical data

## Sales benchmarks by AI usage

### The future is assistive, not autonomous

AI isn't here to replace SDRs—it's here to empower them.

The top-performing teams use AI to optimize timing, prioritize accounts, and free reps to focus on what machines can't replicate: rapport, intuition, and adaptation in the moment. Think of it as Iron Man's suit—not the superhero, but the boost.

### Where AI supports sales

AI isn't just a buzzword in sales anymore—it's a real productivity multiplier. But it's not evenly adopted, and its impact depends on how it's applied.

The top-performing teams aren't using AI to replace SDRs, but to remove grunt work: prioritizing leads based on real-time data, enriching contact info automatically, and suggesting the best time to reach out.

These micro-optimizations free reps to focus on what AI can't replicate—building trust, personalizing messages, and adapting conversations in real-time.

What's next? Smart teams are beginning to train AI tools with their own historical win data to surface account trends and objection-handling patterns.

AI's value isn't just speed—it's pattern recognition. And in a noisy market, leveraging every advantage (while still keeping it real) is a game-changer.

### AI adoption in sales

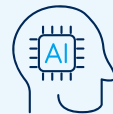
**75%**

Gartner reports that by 2025, **75%** of B2B sales organizations will use AI-driven insights.

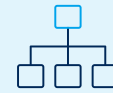
**20%**

Teams leveraging AI experience a **20%** productivity boost.

### What AI does



Data enrichment



Lead prioritization



Email optimization



Real-time behavioral insights and analytics

### What humans do best



Empathy and emotional intelligence



Real-time conversational adaptation



Personalized outreach and rapport-building

AI supports SDR teams but does not replace critical human skills. **The future is human-AI collaboration.**



# Conclusion

## What to do with this report

With these baselines to help guide your next sales campaign, here are the best practices you can take away from this report:

- **Rethink what success looks like:** Don't just track bookings—optimize for occurred meetings. That's where the real signal is.
- **Invest in channel diversity:** Calls, emails, webinars, paid media, asset downloads and LinkedIn outreach don't succeed in isolation; together, their impact compounds.
- **Balance quality vs. velocity:** Enterprise leads may be higher quality—but don't ignore smaller, faster wins.
- **Let the data lead—but don't ignore the nuance:** Regional differences, industry dynamics, and company size all change how pipeline gets built.
- **Use AI as your scout, not your closer:** Let it guide timing, targeting, and prioritization—so your reps can do what they do best.

## Definitions

- **Booked meeting**—a scheduled call or meeting between a sales rep and a prospect
- **Booked-to-occurred rate**—the percentage of booked meetings that were actually held
- **Lead**—a potential sales contact who has shown interest or been targeted for outreach
- **Lead score**—a numeric rating given to a lead based on quality or likelihood to convert
- **Multi-channel outreach**—using a mix of channels (calls, emails, LinkedIn) to engage prospects
- **Occurred meeting**—a booked meeting that actually took place (also called “held”)
- **SDR (Sales Development Representative)**—a sales rep focused on booking meetings and qualifying leads, not closing deals

If you'd like to explore these insights further or discuss customized strategies for your team, please reach out—[we're here to help](#).

Source material:

1 McKinsey & Company, B2B Pulse Survey, 2024

2 McKinsey & Company, Unlocking the next frontier of personalized marketing, 2025

3 Gartner, Top 5 Consumer Trends: Key Cultural Insights, 2024

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