



Friday 4 PM: The Metrics and Viability of Sales Calling Late on a Friday Afternoon (Selling and Business Development) (Volume 3)

Robert James

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It's 4 PM on a Friday. Is it worth your time to make a few sales calls and send a few prospecting emails - or will you be wasting your time because your clients have already shut down for the weekend? What follows are the data and results of prospecting at 4 PM on a Friday versus other times and days of the week. It is based on a comparison of over 7,000 calls and emails over a two-year period and is presented in a succinct format so you can read it quickly.

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