THE ODDS
★ ARE AGAINST YOU ★
ARE YOU GAMBLING AWAY YOUR REVENUE?

THE WIN RATE OF MOST SALES TEAMS IS WORSE THAN THE ODDS AT A CRAPS TABLE. (46.4% WIN RATE ON FORECAST)

BEST IN CLASS SALES ORGANIZATIONS REQUIRE A HOLISTIC VIEW OF SALES ENABLEMENT TO SUPPORT SUCCESSFUL TEAMS & BEAT THE ODDS, BUT MOST ORGANIZATIONS FAIL TO DO SO.

PEOPLE

New sales reps are inevitable; making onboarding critical for improving a sales persons time to value & giving them confidence in front of customers.

The current turnover rate is 16.3%, & 67.3% of sales org are planning to add net-new sales people.

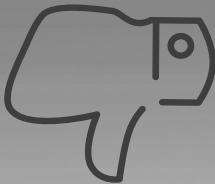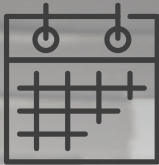60.7% of orgs report the average ramp up time for a sales person is 7+ months.

85% say they do not feel sales has the knowledge they need to win.

PROCESS

Process helps your reps: meet customers where they are, avoid wasting time on unqualified leads, & spend more time with clients that will drive revenue.

Only 25% of leads are legitimate & will advance to sales.

Dynamic coaching processes improves win rates by 28%.

Companies with dynamic, adaptable sales processes, reported 10% more sales people on quota.

TECHNOLOGY

Technology should be making a sales reps job easier - not harder, & give them more time to do what they were hired for: selling.

71% of sales reps say they spend too much time on data entry.

Only 33% of a sales rep's time is spent actively selling.

74% see CRM as a "hidden sales tax" because of the significant time requirements for inputs & maintenance.

SKILLS

Reps that are combining training, skills & knowledge to deliver timely insights to their customers get results and more frequently attain quota.

Buyers are 74% more likely to buy from sellers who create a buying vision.

High performers are 2.7x more effective at educating & collaborating with buyers.

Only 10% of reps use their company's sales methodology; on average, retention rates drop to 30% after 30 days.

Sources: CSO Insights, Forrester Research, IDC, Gleanster Research, Toutapp, 5600blue

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