

66

# crazy sales figures!

Essential statistics



The sales figures that hurt

# How do sales reps spend their time?



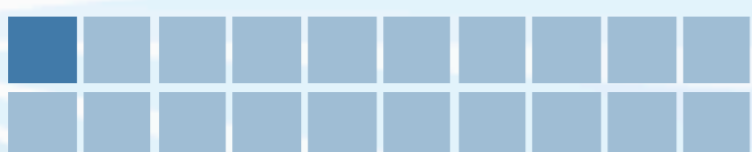
**41%**

**SELLING**

(phone or face-to-face)



**13%** prospecting

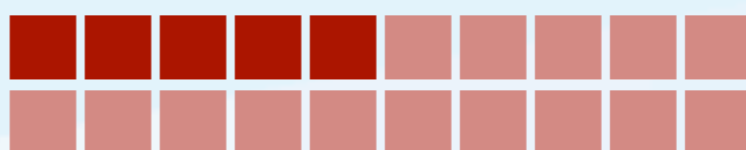


**5%** on the phone

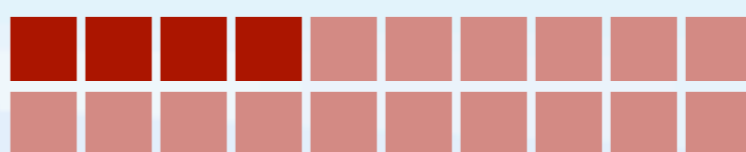


**59%**

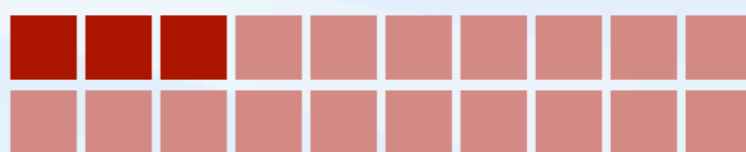
**NON-SELLING**



**25%** internal meetings and administrative tasks



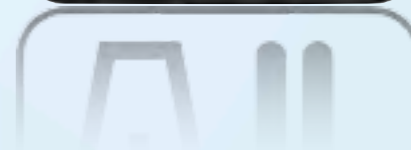
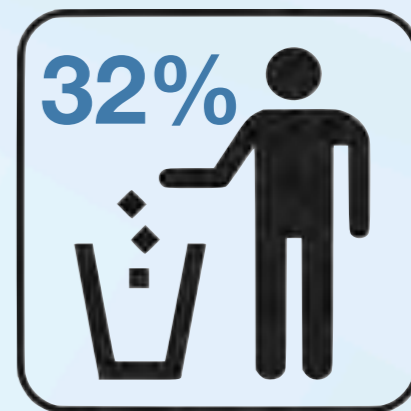
**18%** generating leads, researching accounts



**15%** other (service calls, training...)

## Multi-tasking or micro-tasking ?

Time spent searching for **MISSING DATA** and manually entering it into the CRM



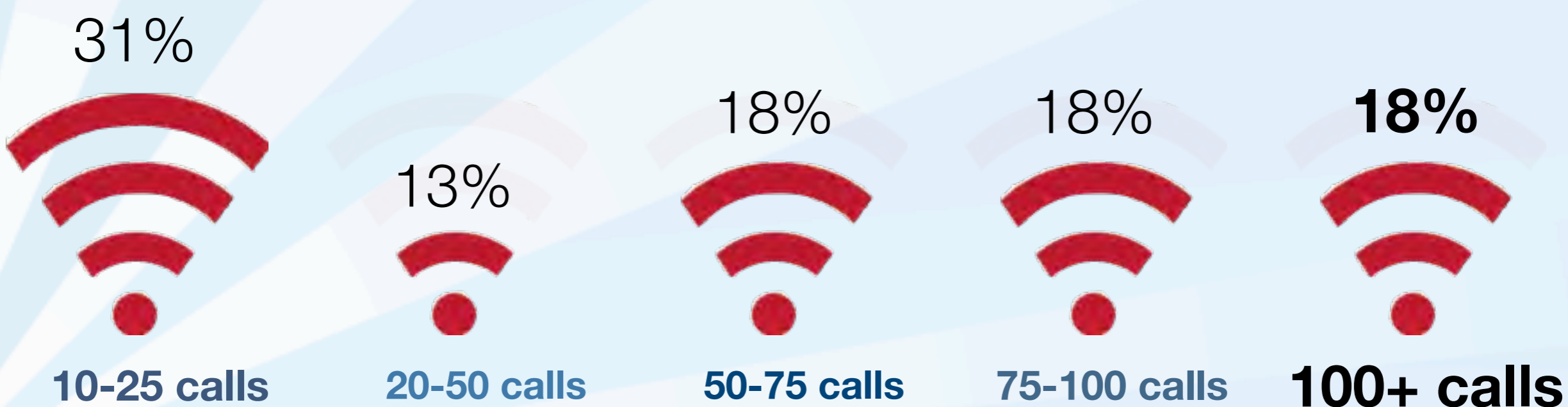
Time spent processing the order and managing accounts



The sales figures that hurt.

# Is there anybody out there? (Phone calling figures)

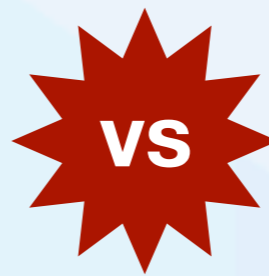
Each day the usual inside sales rep makes:



On average sales reps have from **100 to 300 callbacks** in the pipeline

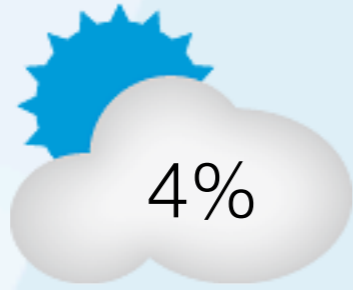


It takes **8.4 cold calls** to reach a live prospect on the phone

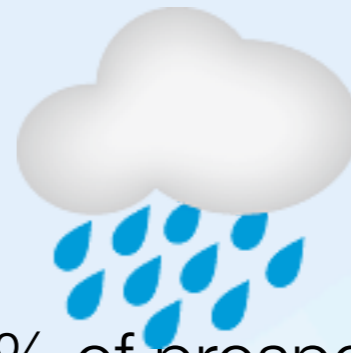
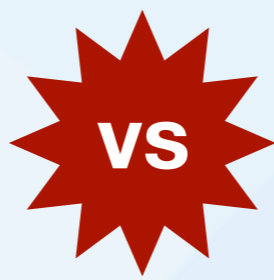


80% of calls with a **referral** lead to a meeting

The sales figures that hurt



of prospects appreciate persistent calling



70% of prospects find this irritating

When they finally **talk** to the prospect...



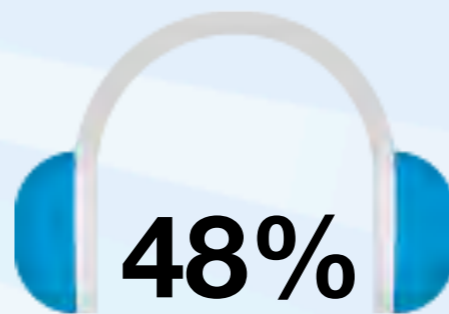
is the timeframe to raise interest

Tone and smile can build the trust

... typical responses are:



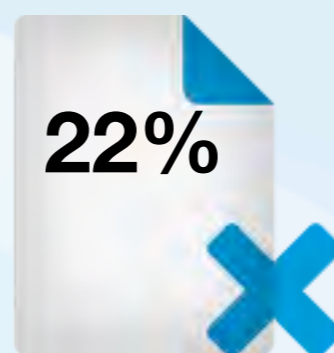
11%



Not interested !



Call me back later



Haven't looked at it



Send me an email

Despite all of these efforts...



48% of sales **NEVER** follow up with a prospect !

The sales figures that hurt

# Lead qualification



of leads



come from **OUTSIDE**  
standard process

74% of B2B leads cost  
**more than \$50** each



Incoming  
B2B inquiries



.....  
(unfortunately)

44% of B2B organizations **DO NOT VERIFY**  
if the business is valid before passing it to the sales





# Research time: when sales reps do their homework

Where do sales reps find critical information on prospects?

50% of companies rely on sales reps to find information



 +  = the purgatory for abandoned sales reps



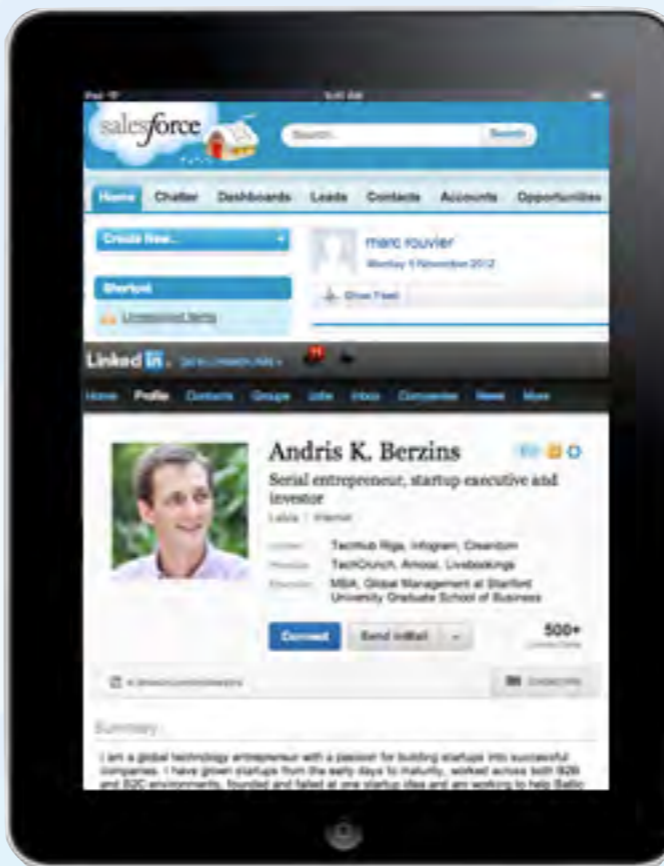
82% of sales reps feel **challenged** by the amount of data and the time it takes to research a prospect



The sales figures that hurt

# The average sales rep sees :

5 profiles on LinkedIn



25 profiles if social data is integrated in the CRM



3.2 million CEOs, presidents and vice presidents actively use LinkedIn

100% of fortune-500 CEOs are on LinkedIn



# Is everyone on the same page ?



54% of CIOs **PROHIBIT** the use of social networks while at work



The sales figures that hurt.

# Sales meeting: The sublime moment of truth

How many appointments per week ?

**1 to 5 meetings**  
per week



74%

**5-10 meetings**  
per week



14%

**5-15 meetings**  
per week



12%

Confirm



50%

Thank you



only 36%

of sales reps DO NOT send **confirmation emails** after setting an appointment

of sales reps always send a **«thank you»** note after a meeting



“ **99%** of customers feel it's critical that vendors come well prepared and already understand the customer's business and industry ”



The sales figures that hurt!



75%

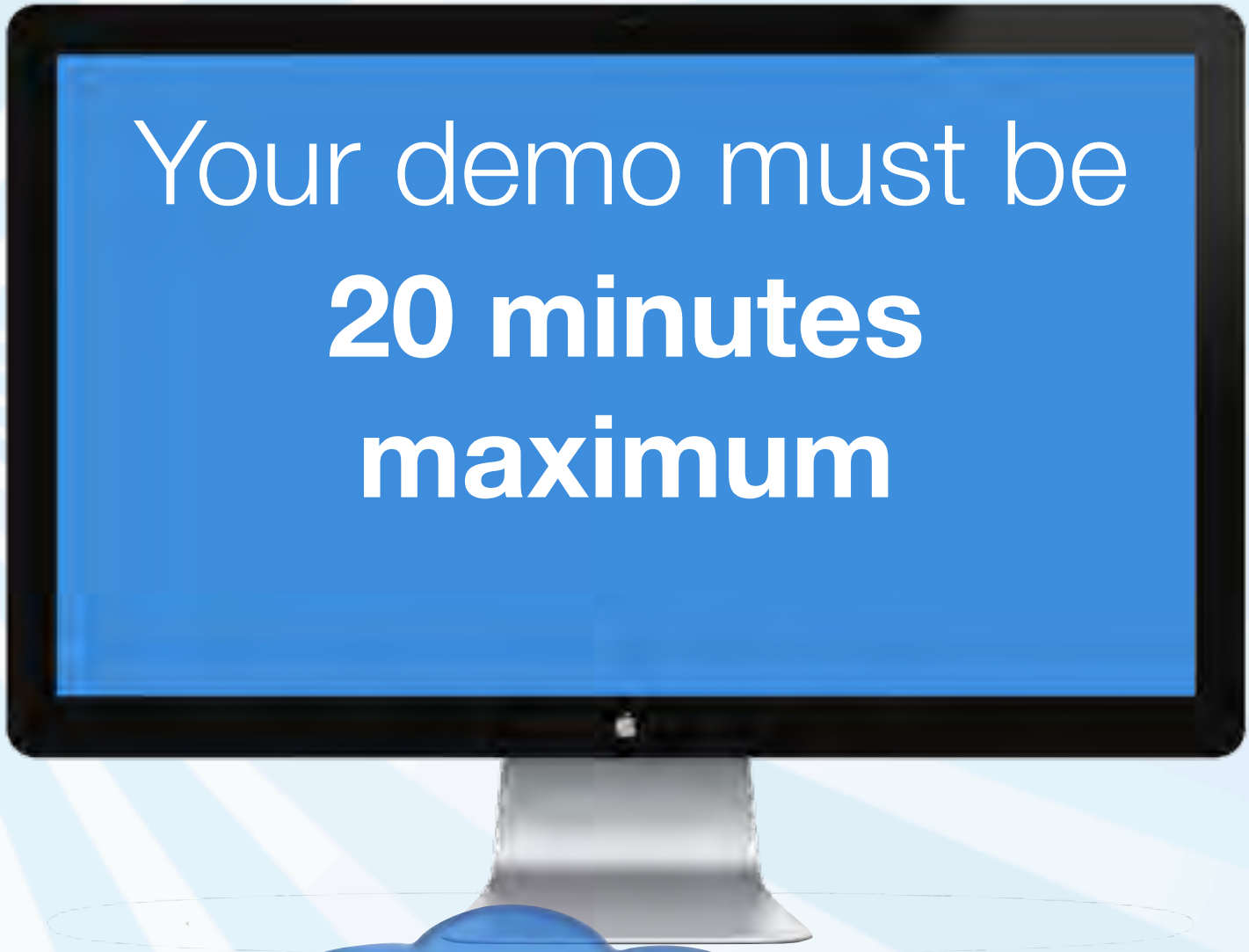
of **sales reps think** their approach **differentiates** them from their competitor

vs



3%

of their **customers say** they do this effectively



Your demo must be  
**20 minutes maximum**



Digest everything  
in less than 20  
minutes !



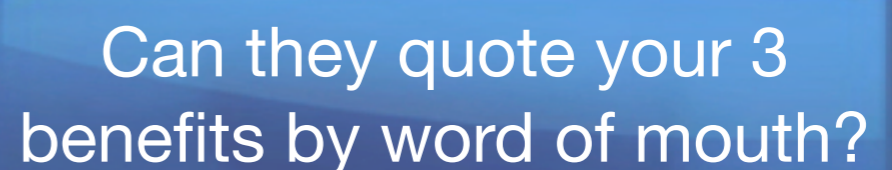
More information is out  
of memory in 1 hour

Push




3

features  
or benefits max



Can they quote your 3  
benefits by word of mouth?



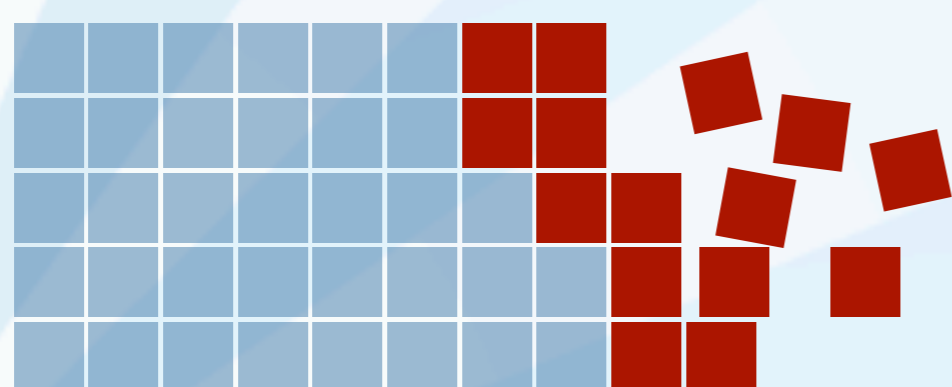
Your audience receives  
**2000+** messages per day



The sales figures that hurt.

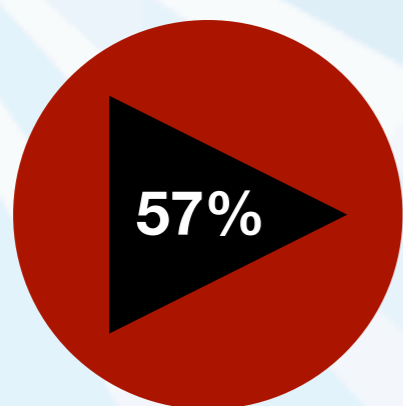
# How much do sales people hate their CRM ?

CRM data decay is a nightmare

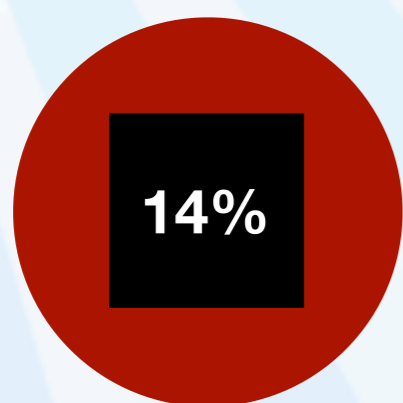


**30%** of B2B contacts are **outdated** within a year

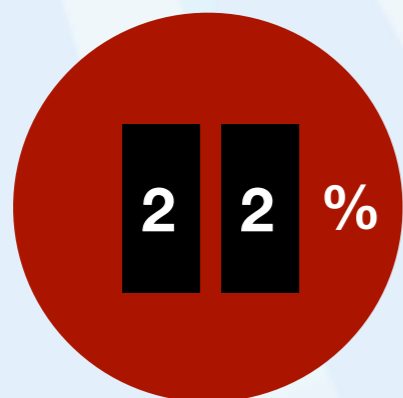
At any time **20%** of CRM contacts are **no longer valid...**



of sales reps **log all the calls** they make



**never log** their calls in the CRM



admit they **withheld** some contact information

77%

of North America high-tech companies use

salesforce



80%

of sales reps say:

“My CRM needs to improve in gathering external data on my prospects”

## Social CRM:

What would be mission-critical ?

Contact information  
72%

Social media engagement  
22%

Business change  
(new exec, acquisition, new product)  
69%

Market change  
55%

website activity  
50%

# Quotas: Trees grow to the sky

**94%** of companies **raised quotas** in 2012

**\$852k** is the average quota for an inside sales rep

**17%** \$250-\$500k

**18%** \$500-\$750k

**29%** \$750k-\$1m

**36%** more than \$1m

Quota attainment ?

**52%**

**59%**

**63%**

2009

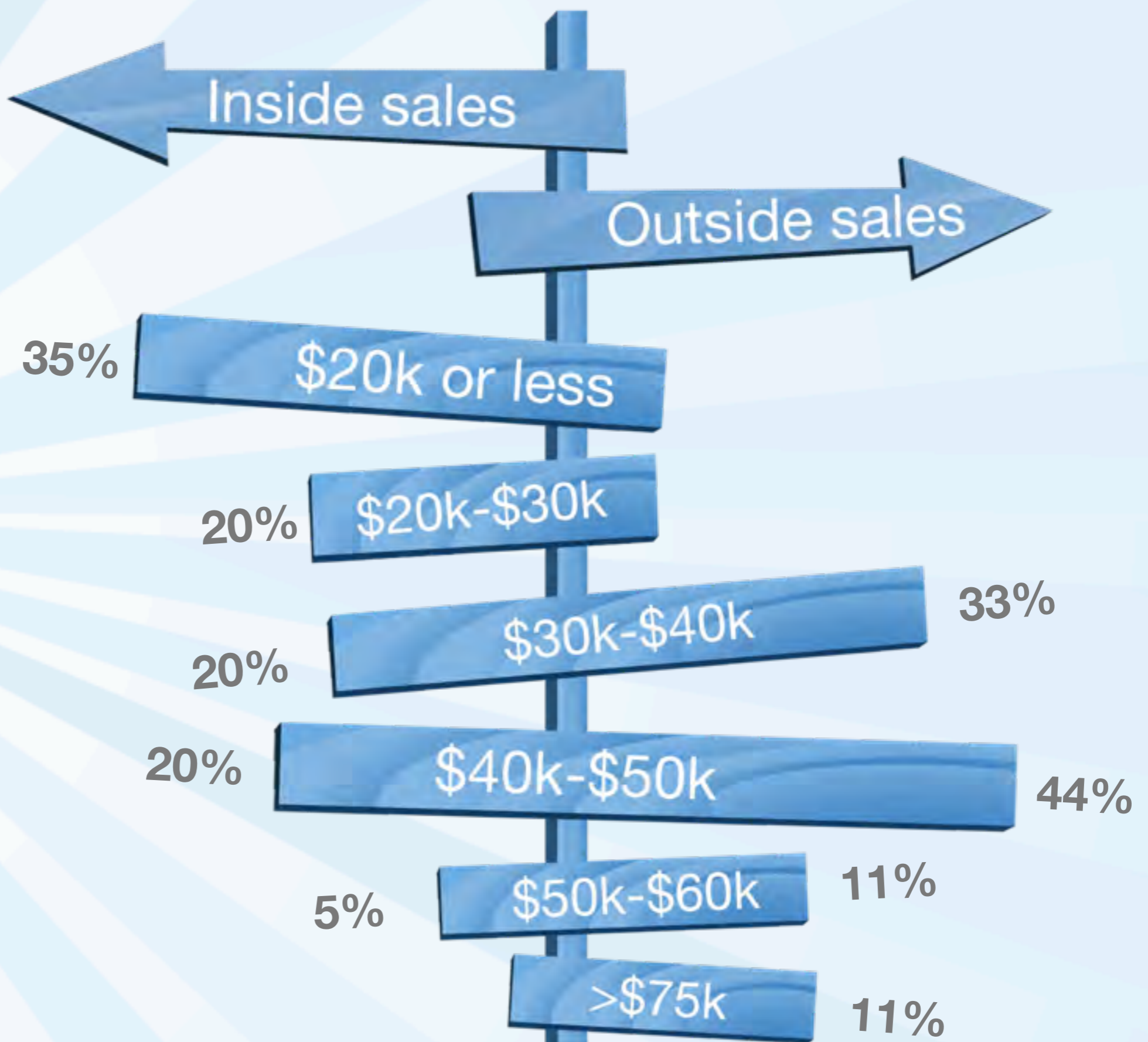
2010

2011

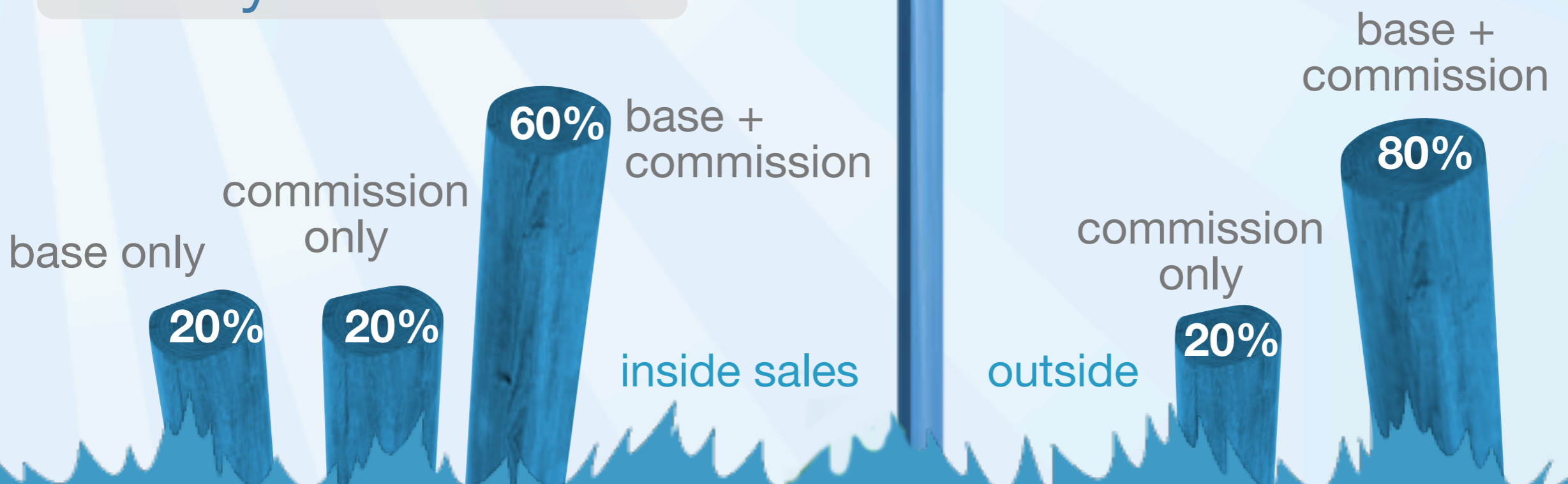


# Fast buck or chicken fed ?

## Base salary:



## Salary structure:

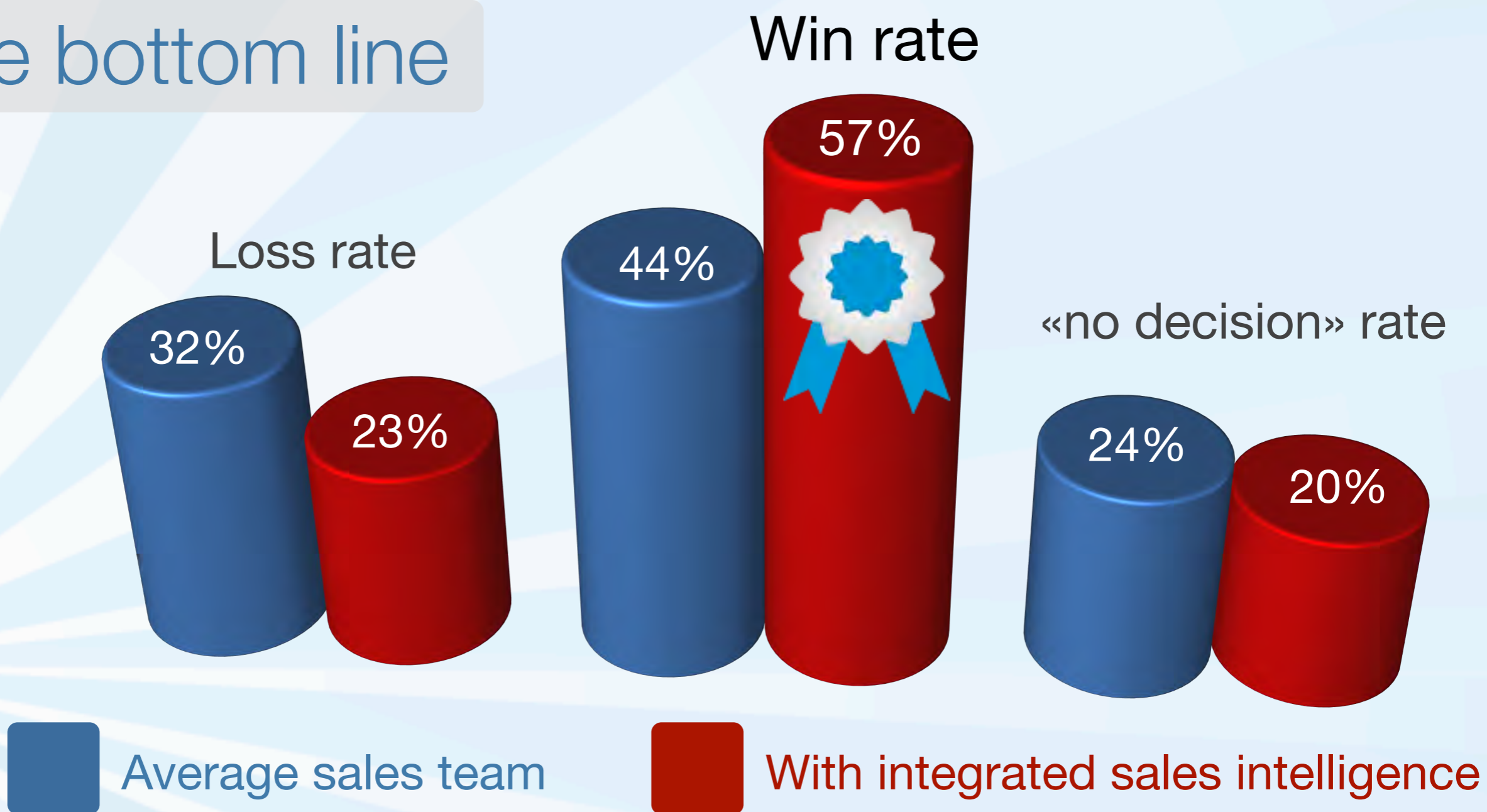




The sales figures that hurt

# Closing the deal and the art of negotiation

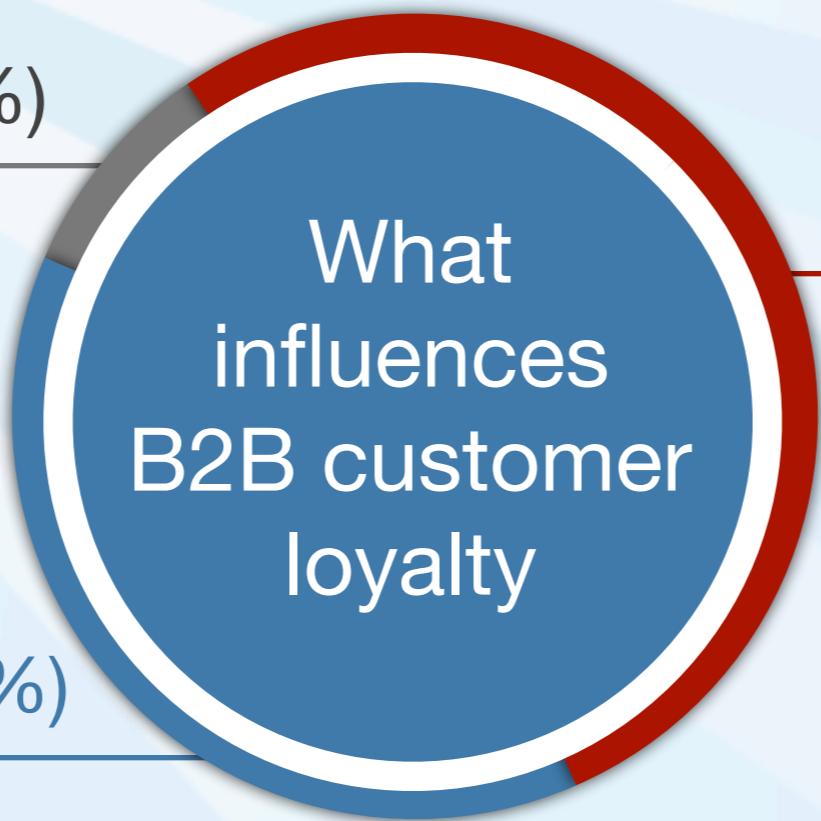
## The bottom line



Price-to-value (9%)

Sales experience (53%)

Brand and product or service quality (38%)



*when the rep teaches new ways to save or make money they did not realize even existed*

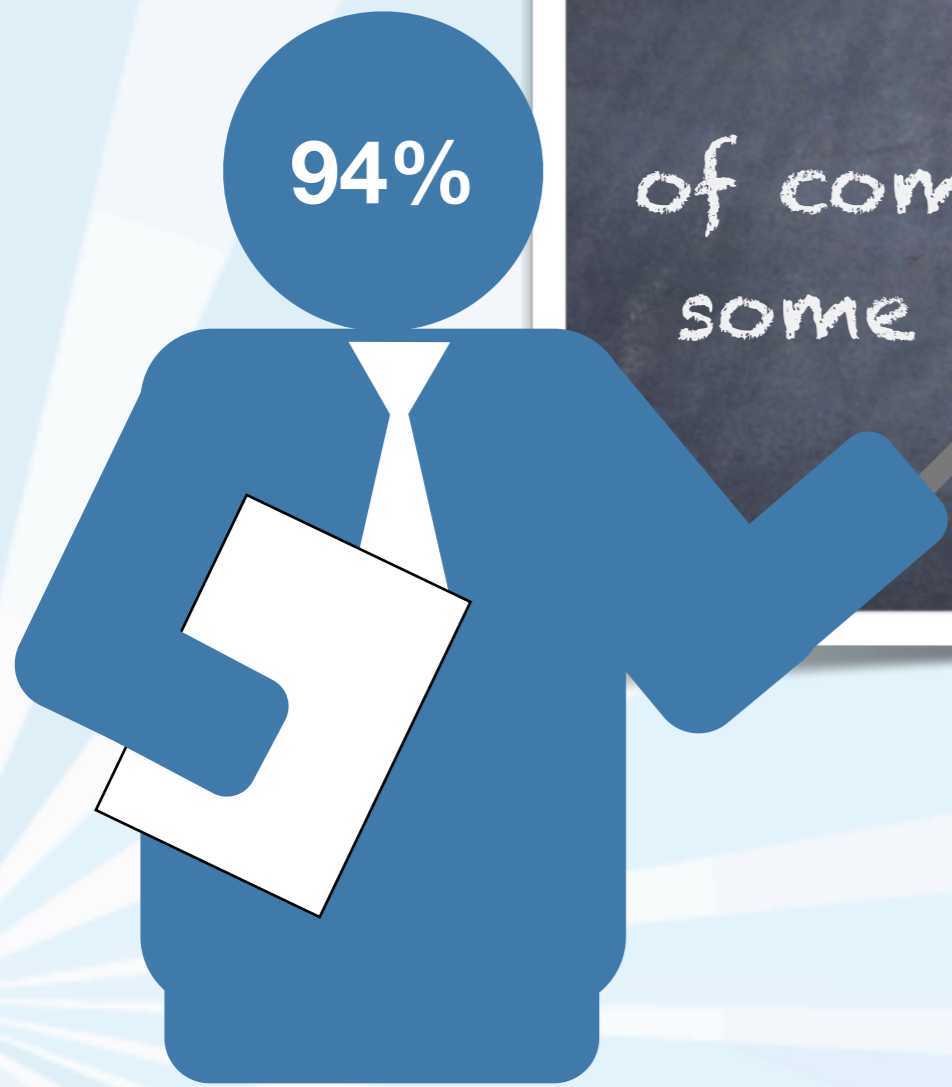
“ A good **sales experience** happens when **customers learn new things** about how to compete more efficiently ”

The Sales Challenger



The sales figures that hurt.

# Sales training: no lasting impact



94%

of companies invest in  
some form of sales training

4  
days

per year

are invested on  
the **average** by  
companies

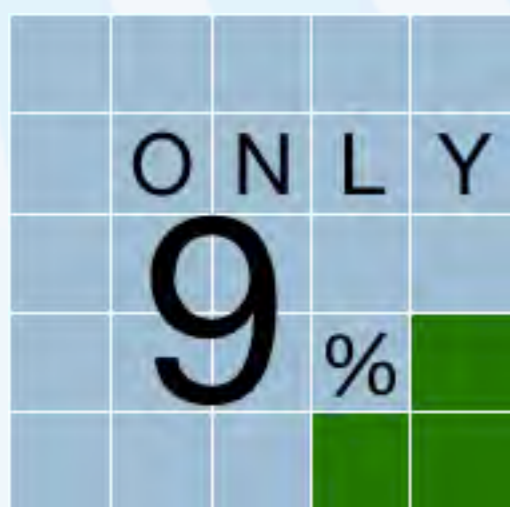
6.5  
days

per year

are invested by  
**top-performing**  
companies

“  
**No ! Product training is not  
sales training !!!**  
”

Anonymous sales rep



of companies

see **behavioral**  
change in trainees

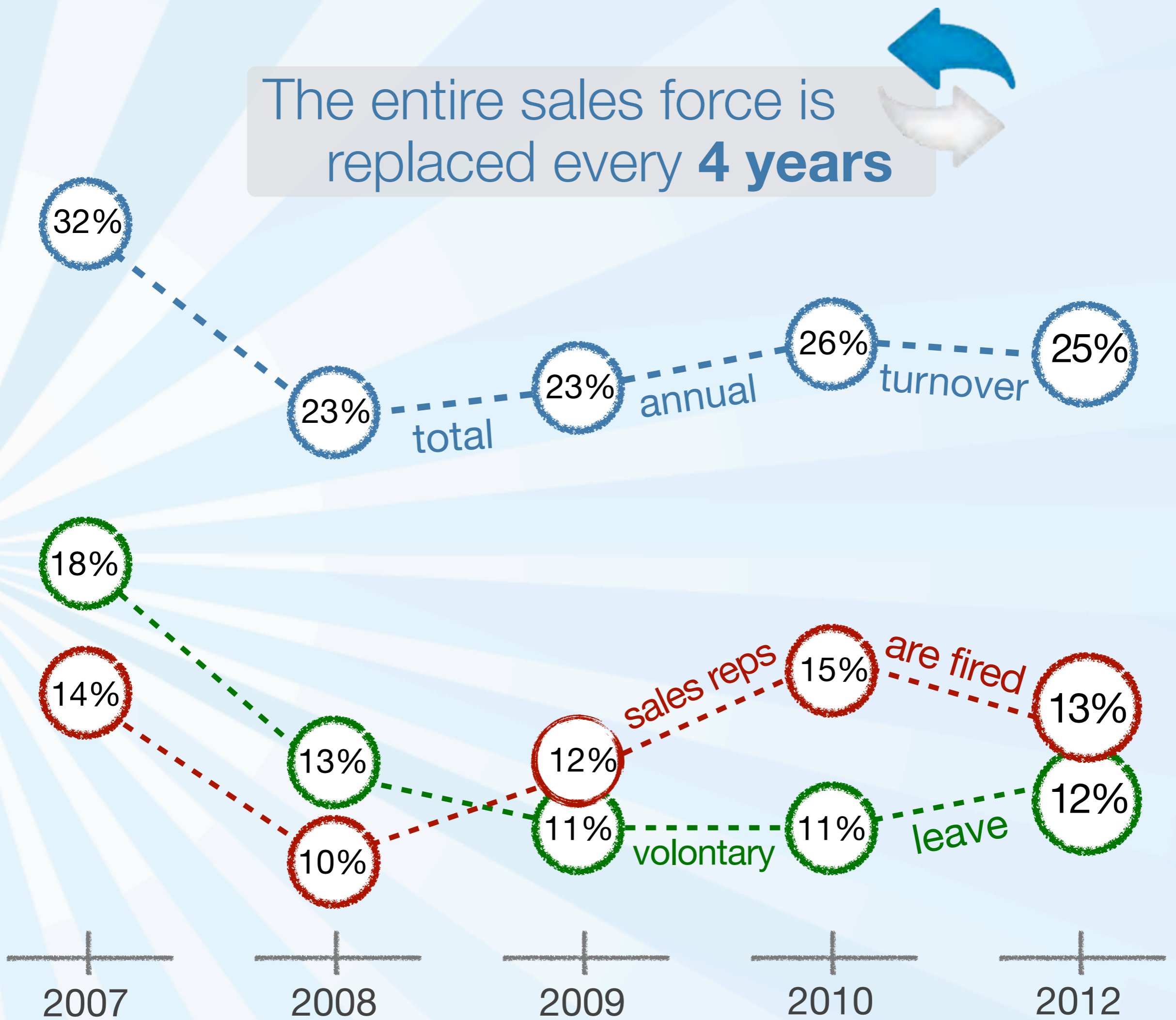


**85 to 90%**  
of sales training

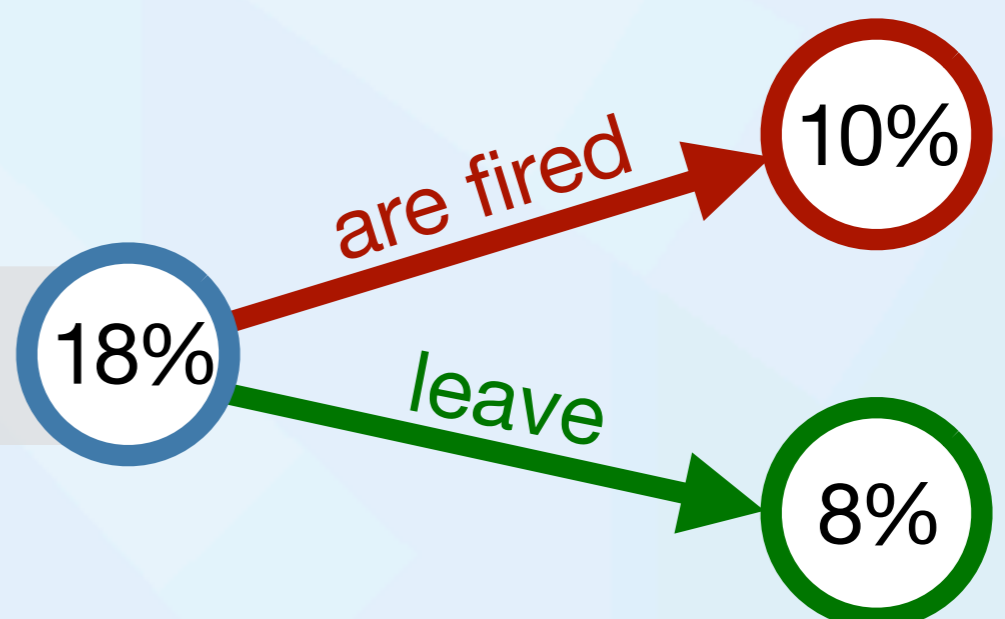
has **no lasting impact** after 3 months

# The fine art of managing sales reps

The entire sales force is replaced every **4 years**



...while sales managers

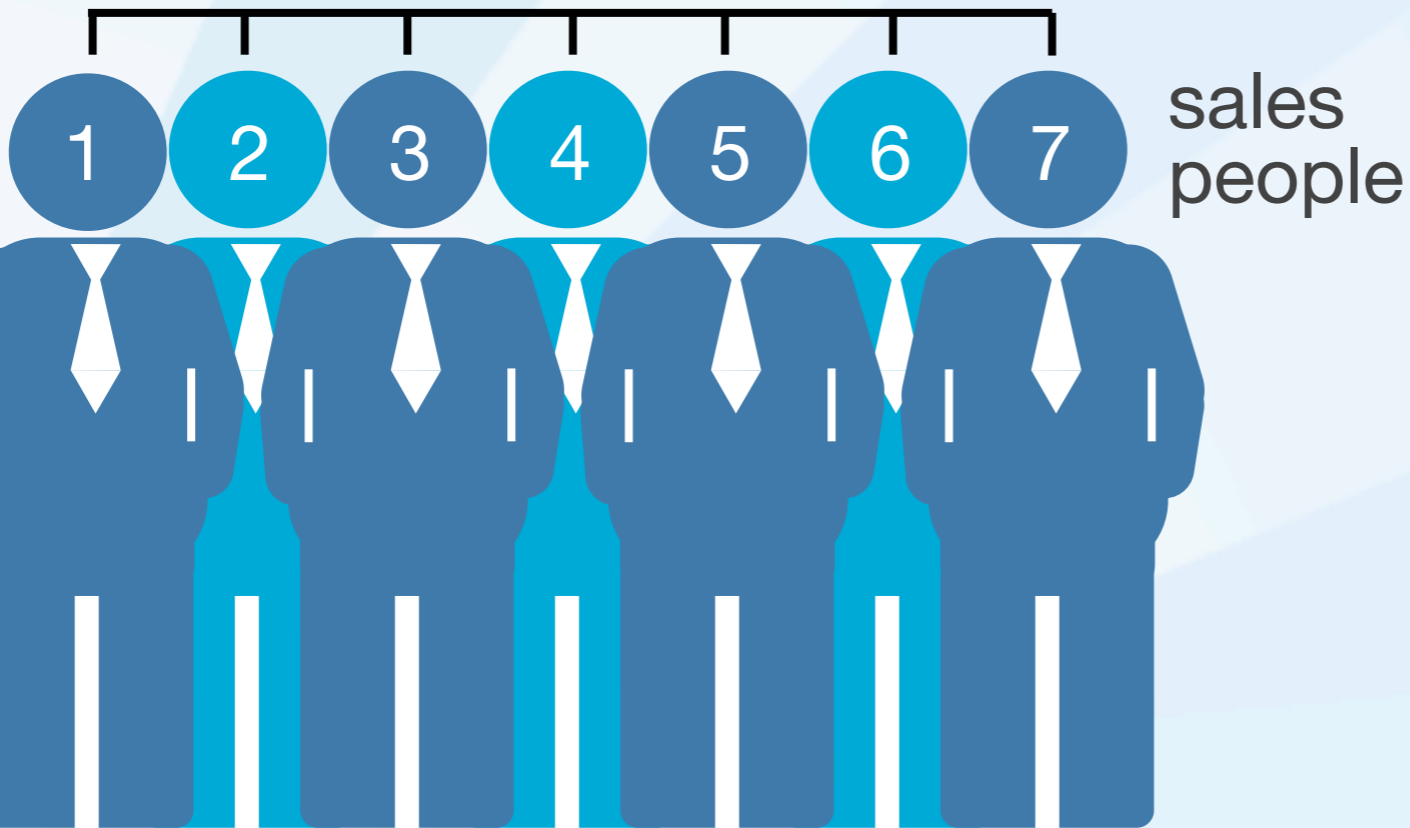




# The sales figures that hurt



On average a sales manager manages



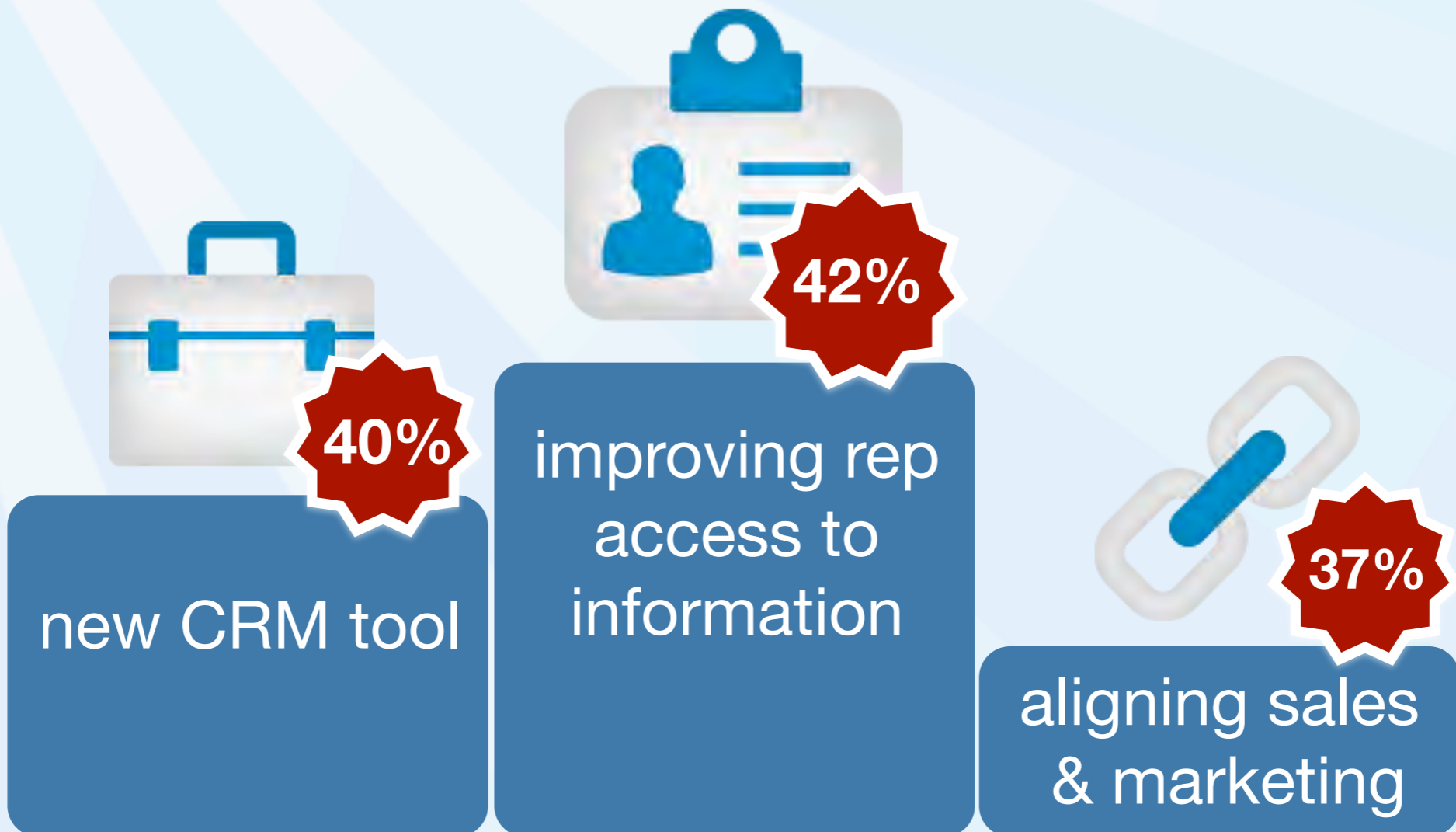
3 to 6 months

for a new sales rep to be **fully productive**

only 6%

of newly hired sales reps **exceed** expectations while **48% fail to succeed** at selling

## Top 2011 initiatives for sales effectiveness





The sales figures that hurt

# Beat these scary stats !

How much can a sales intelligence solution change the game ?



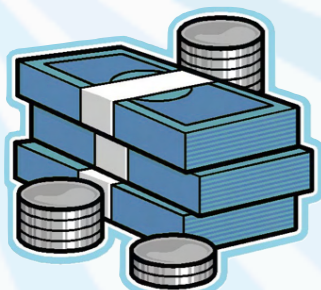
How sales reps spend their time?

More time devoted in selling. Less time spent searching for missing data and feeding the CRM.



Is there anybody out there ?

No cold calls. Fewer calls and more appointments.



Lead qualification

Enforcement of standard process for lead generation. Lower cost of leads. Better qualified leads.



Research time

Less time spent on Google & LinkedIn. More confidence on prospect information.

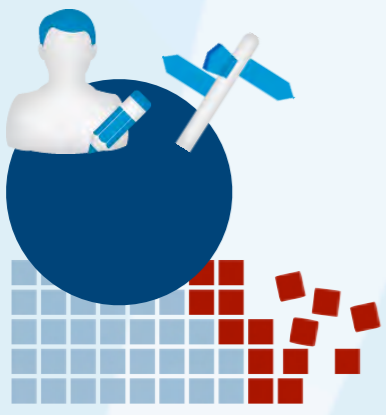


Sales meetings

More appointments. Better differentiation from competitors.



The sales figures that hurt



## How much do reps hate their CRM ?

Improve data quality with automatic updates. Provide contact and business data within the CRM. Lower the information withholding.



## Quotas

Raise quotas and quota attainment.



## The art of negotiation

Increase the «WIN» rate. Improve the sales experience delivered to prospects.



## Managing sales reps

Give sales reps what they request. Ease their job and improve sales force retention.

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The sales intelligence solution

[www.iko-system.com](http://www.iko-system.com)

How easy is this ?

- ▶ Select a few sales reps of your team
  - ▶ Ask for a trial
  - ▶ Measure ROI & deploy
-



# Sources for this eBook

CSO insights : [Sales Performance Optimization + 2012 Sales Rep Hiring/ Compensation Analysis](#)

[CIO survey by Robert Half Technology](#)

Accenture : [Optimizing sales effectiveness to achieve high performance + Connecting the dots on sales performance](#)

Salesshift : [Fast Facts & Scary Stats](#)

Marketing Sherpa : [How B2B marketers optimize their funnel ?](#)

Book [The Challenger Sales](#) by M. Dixon and B. Adamson

CSO Forum: [CRM 2.0 in action \(slideshare\)](#)

Selling strategies: [Why sales training fails](#)

MrColdCalls: [Sales objections statistics](#)

Mercuri International: [The future of the field sales reps study 2012](#)

ESResearch: [Why sales training fails](#)

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