DON'T MISS YOUR NUMBER BECAUSE YOU DIDN'T KNOW

20 Must-Read Stats About Sales Productivity & Process

Learn about buyer behavior, segmentation, personalization and more in our quick review.

FoxBound

WE'LL BRING YOU UP TO SPEED

20 Must-Read Sales Stats About Productivity

The buyer's journey has changed. Potential buyers no longer go straight to the source but rather make purchasing decisions based on online information.

With endless data at our fingertips, potential buyers have the ability to compare business solutions like no generation before.

Below we have collected 20 mind-blowing sales statistics from 2019 that can help you understand what sets high performing sales reps apart from the average.

01

Procrastination Kills Quality...

Gong.io analyzed 15 months of sales data and discovered that when it comes to the *amount* of scheduled sales calls average reps conduct, it seems that reps follow a pattern of procrastination, *skyrocketing* the quantity of sales calls they perform in the last month of each quarter (compared to month one and two).

02

...And Drops Conversions

When rep activity levels surge at the end of the month, the *effectiveness* of this chaotic level of activity drops. **Likewise, the last month of the quarter has a lower advance rate than the previous 2 months**, which makes you wonder why reps continue to put more effort on the last month of the quarter (Gong.io).

03

Rep-Initiated Discount Discussions

Rep-initiated discount discussions increase on the last month of each quarter, **rising by nearly a third** compared to the first and second months. Here is an average of the percentage of calls with discount discussions:

MONTH 1 = 29%

MONTH 2 = 27%

MONTH 2 = 37%

TAKEAWAY

Reps that are consistent with their sales activities have a higher chance of obtaining quota since **scrambling before the quarter ends has proven to not be as effective.**

04

"Talk-to-Listen" Ratio

This should come to no one's surprise that high performing reps "talk to listen" ratio is around 46%, while average salespeople are in the high 60's (Gong.io).

TOP PERFORMERS = 46%

LOW PERFORMERS = 68%

05

Don't Be Average

Average salespeople jump straight to answers more often. Great salespeople respond to objections with questions more often (Hubspot).

TAKEAWAY

Reps that truly listen and try to understand the business problems versus simply offering a quick solution have a higher chance of closing a deal.

06

Rep-Initiated Discount Discussions

Great salespeople aren't just a bit better than their peers in one area. That wouldn't be enough to separate them and make them superstars. The truth is, they're usually only 10% better than their peers … but that's across six or more areas. Being 10% better than your average peers in six areas doesn't make you 10% better overall. **It compounds together to make you 77% better!**

77%

(SalesHacker)

TAKEAWAY

Consistent and successful salespeople do things that have a compounding effect on sales success. It's difficult to determine one thing that can alter someone's success since it comes down to a combination of lots of little things.

07

Technology Delivers

High-performing sales teams **use nearly 3x the amount** of sales technology than under-performing organizations.

3x

(SpringCM)

08

Prospecting Waste

50% of sales time is wasted on unproductive prospecting. This largely stems from poor segmentation and process.

50%

(Salesforce)

09

Technology Delivers

79% of sales executives say a leading driver of hitting new targets is improving sales team productivity.

79%

(Salesforce)

TAKEAWAY

If a machine can do a task just as well as you can, you shouldn't be doing it. Not only are machines faster, but they're also more accurate. Learning to adopt technology can have a huge affect on a sales organization's long term performance.

10

Most Challenging Part of Sales (According to Salespeople)

More than 40% of salespeople say prospecting is the most challenging part of the sales process, then followed by closing (36%) and qualifying (22%) (Spotio).

PROSPECTING		**40%+**
CLOSING		**36%**
QUALIYING		**22%**
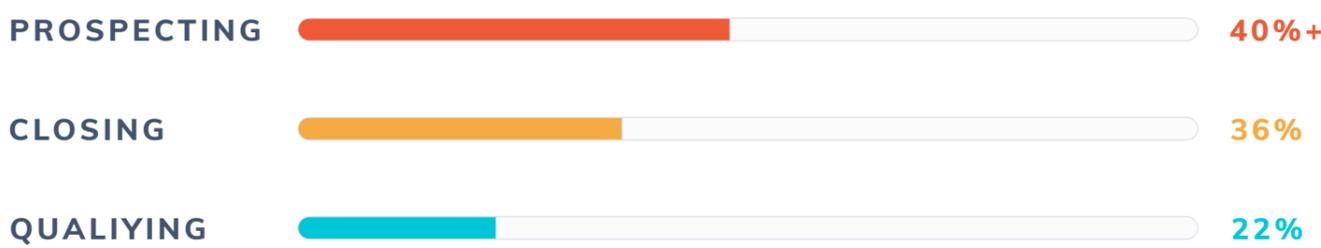
TAKEAWAY

Prospecting is one of the hardest tasks assigned to outbound sales reps but technology can make it easier to find, reach, and engage with prospects. Investing in quality data sources and email automation enables sales teams to work strategically and reclaim time.

11

Prospects are Harder to Reach (And Sales Reps are Faster to Give up the Chase)

3.7

Average attempts to reach a new prospect in 2007

8

Average attempts to reach a new prospect in 2019

44%

Percentage of sales reps that give up after one attempt.

(All stats by Ringlead)

12

Less Prospects See the Value of Conversations

Over 85% of surveyed prospects and customers said they're dissatisfied with their "on-the-phone experience" with their current providers and new vendors (Ringlead).

>85%

2x

13

Is it any Surprise?

Email marketing and sales outreach has more than a 2x higher return on investment than cold calling (Hubspot).

TAKEAWAY

Persistence is key. Every industry is different but it is known that a hybrid approach using calls and emails to engage potential buyers is more effective than one or the other. Reps need to be confident and ready for rejection while sales leaders should prepare reps to handle objections.
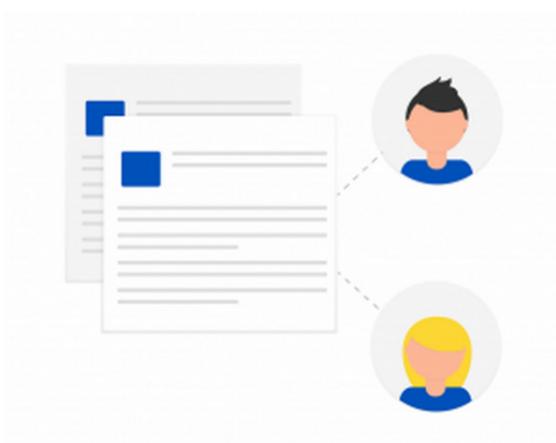
14

Optimize Sales Emails for Mobile

About 40% of emails are opened on mobile first – where the average mobile screen can only fit 4-7 words max (Spotio).

40%

22%

15

Add a Personal Touch

When subject lines are personalized, sales emails enjoy an increase of a 22.2% higher chance to be opened (Adestra).

16

Effort = Conversion Uplift

Personalized emails improve click-through rates by 14% and conversion rates by 10%. (Aberdeen Group).

10%

TAKEAWAY

No one likes cookie-cutter emails. CXOs are bombarded with more than ten unsolicited emails per day so it's important to personalize in order to optimize conversions.

17

Speed Wins in Inbound

When it comes to following up on leads, it pays to be quick. 50% of buyers choose the vendor that responds first.

18

Pick the Right Leads to Work

61% of B2B marketers send all leads directly to Sales; however, only 27% of those leads will be qualified.

19

Save your Pipeline

67% of lost sales because of sales reps improperly qualifying leads before leading them through the full sales process.

50%
(Drift)

27%
(MarketingSherpa)

67%
(Salesforce)

TAKEAWAY

Sales reps spend a lot of time and energy working unqualified leads. Lead scoring can help eliminate sales from spending time on leads that are not ready to engage.

20

Online Presence is Mission-Critical

An average of 9/10 B2B buyers say online content has a moderate to major effect on purchasing decision (Gartner Group).

90%

TAKEAWAY

Prospect's want data to support a sales reps claim. If reps aren't using review sites, case studies or other content to engage buyers, they are doing themselves a disservice.

That's it for now!

We hope you enjoyed our compilation of sales statistics. Our goal for this quick guide is to help sales organizations better understand their buyers and market trends. If you need solutions to empower you to execute personalized campaigns and engage prospects, consider taking FoxBound for a test drive. Our team is here to help if you need anything!

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