

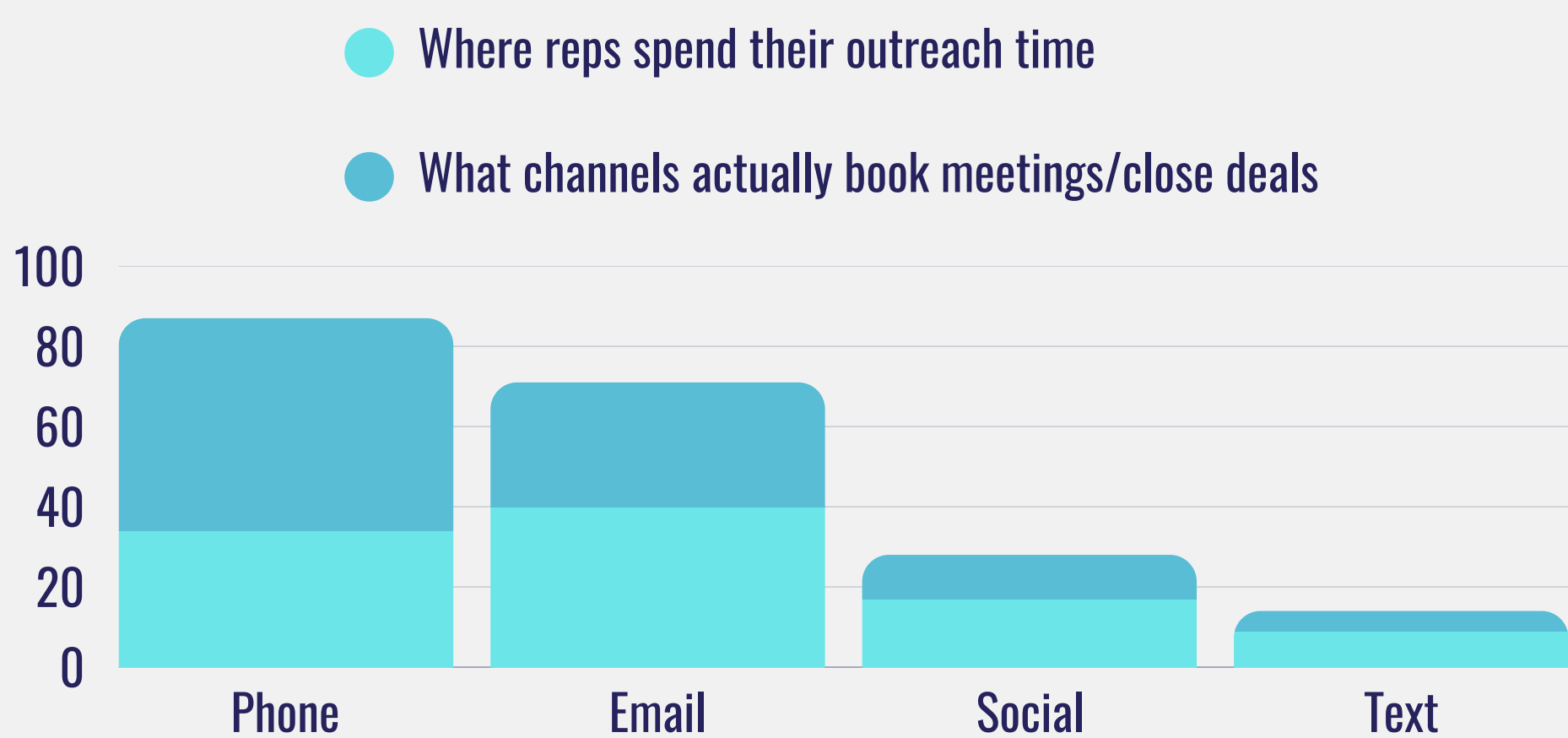
Sales Team Challenges and Skill Gaps

A reality check on sales challenges, skill gaps, and what teams need to succeed.

TOP TAKEAWAYS

<p>#1 Prospecting is the biggest challenge reps are experiencing</p>	<p>69% of reps are more efficient and reach more customers selling virtually</p>
<p> Managers know their reps need more coaching, but don't have time</p>	<p> Meetings and admin work are draining reps' and managers' days</p>
<p> 52% of leaders want their managers to coach more often</p>	<p> 40% of leaders want their reps to pick up the phone more often</p>

The Gap Between Sales Outreach Effort and Results





Phone accounts for just 34% of outreach activity, yet drives over half of closed deals and meetings

The Gap Between Sales Manager Priorities and Reality

What managers know they need to do

 Coach Consistently	 Develop Their Team	 Drive Execution
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What gets in their way

 Too Many Meetings	 Admin & CRM Work	 Rep Fire Drills
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Demographics

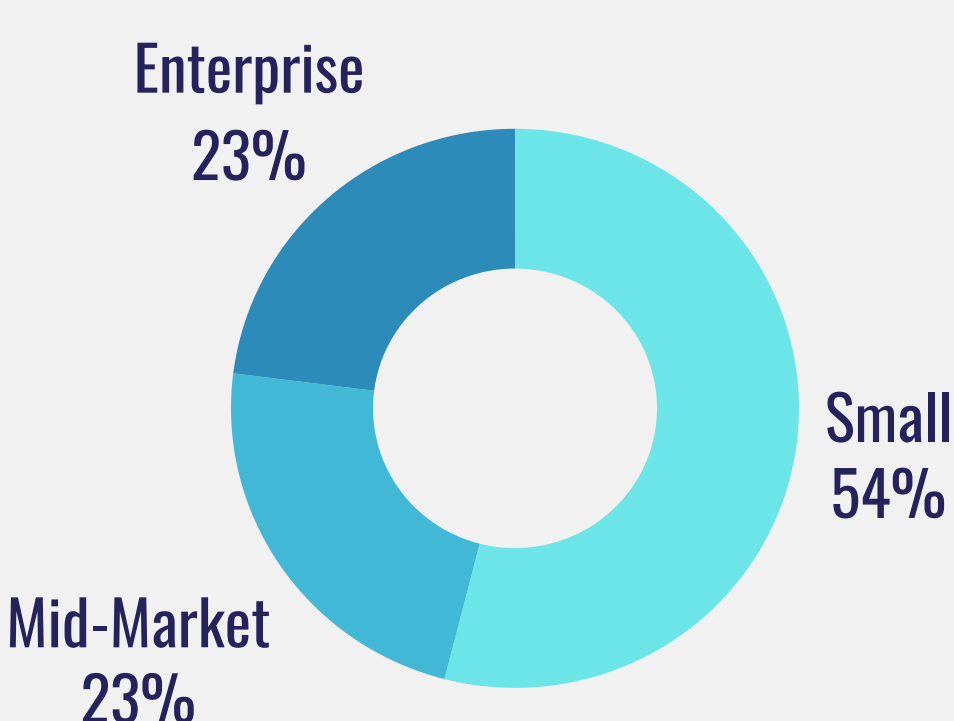
EXPERIENCE LEVEL



JOB FUNCTION



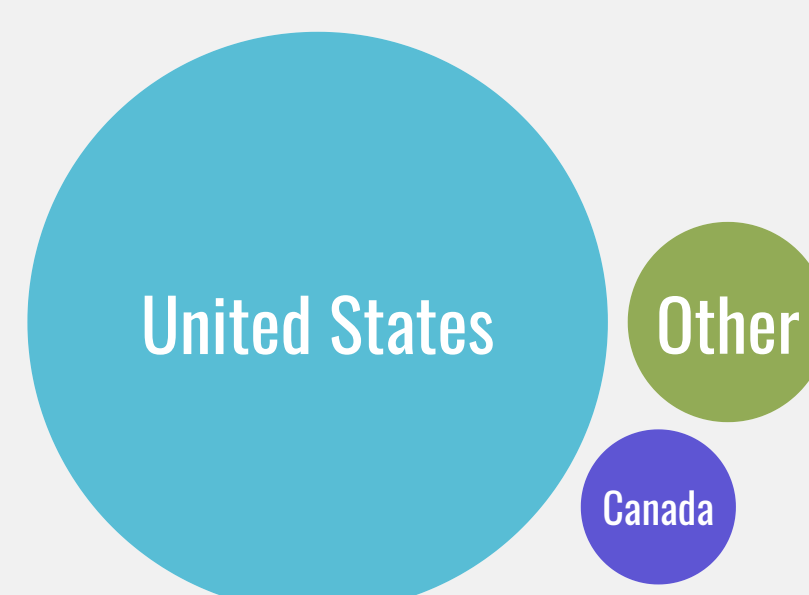
COMPANY SIZE



TOP INDUSTRIES



COUNTRY



READY TO HELP YOUR SALES TEAM CLOSE SKILL GAPS?

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Rep Results

TOP 3 TAKEAWAYS

85%

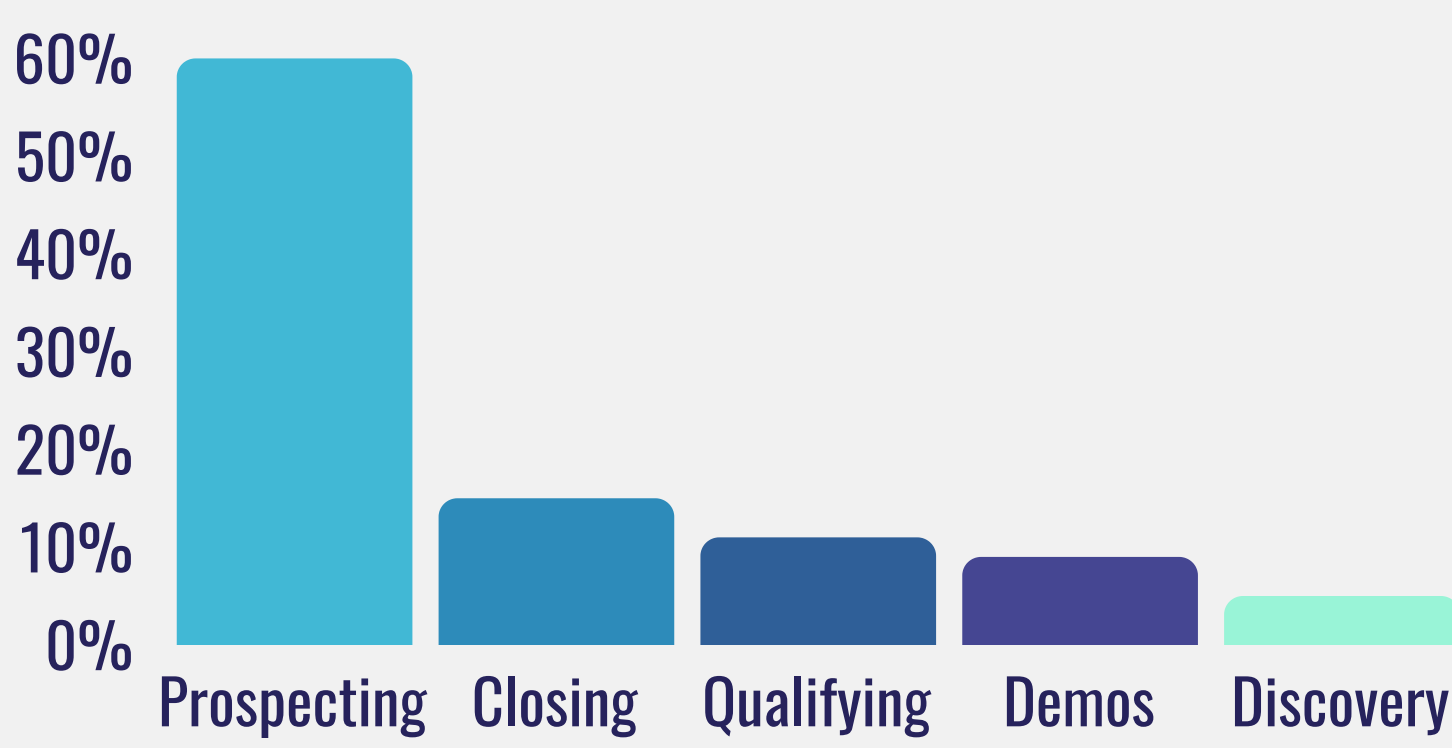
of reps prefer virtual selling to reach more customers, faster

74%

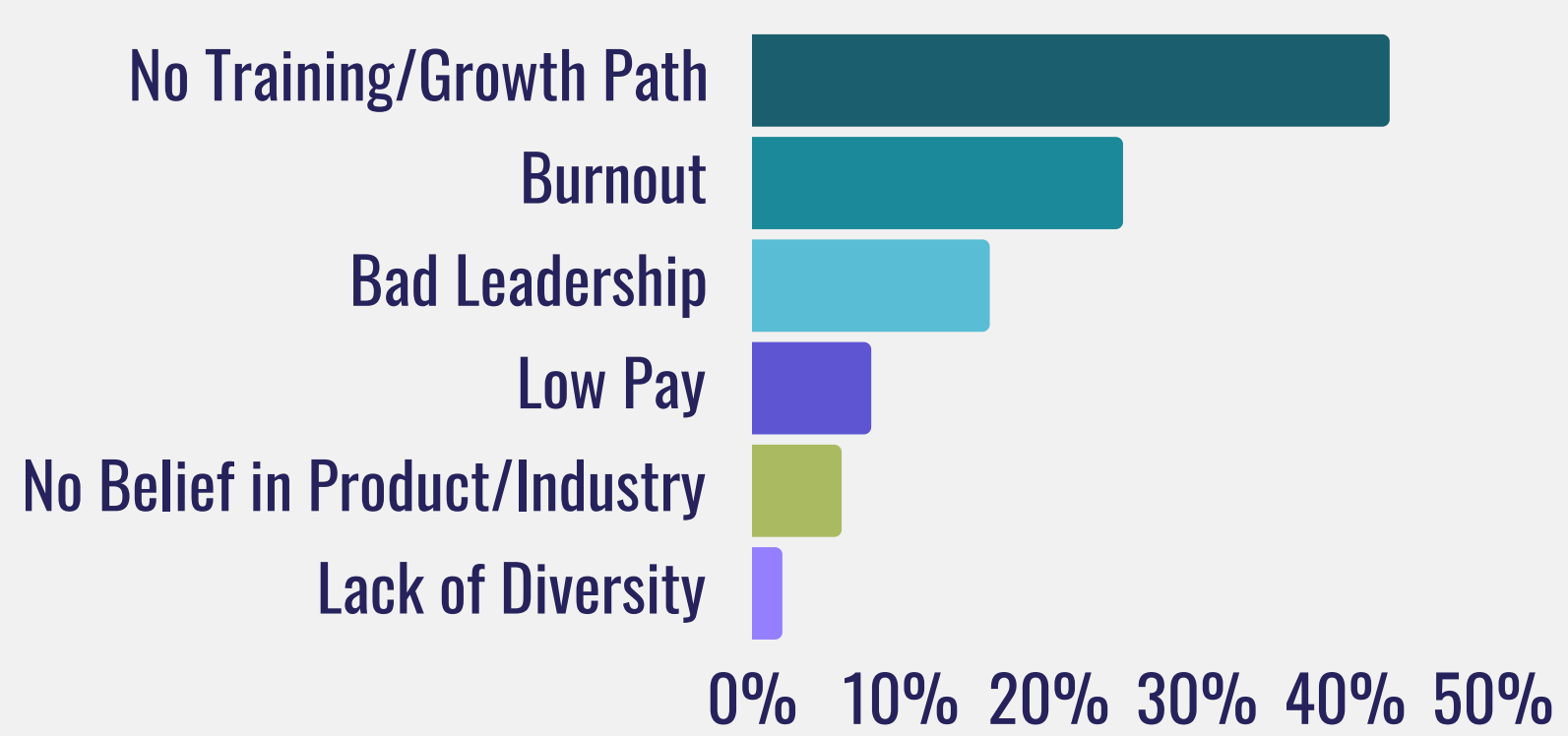
of reps want fewer internal meetings and emails so they can focus on selling

65% of reps rate their manager **positively**, but only 29% say their manager helps them **improve**

WHAT PART OF THE SALES CYCLE ARE YOU STRUGGLING WITH MOST?

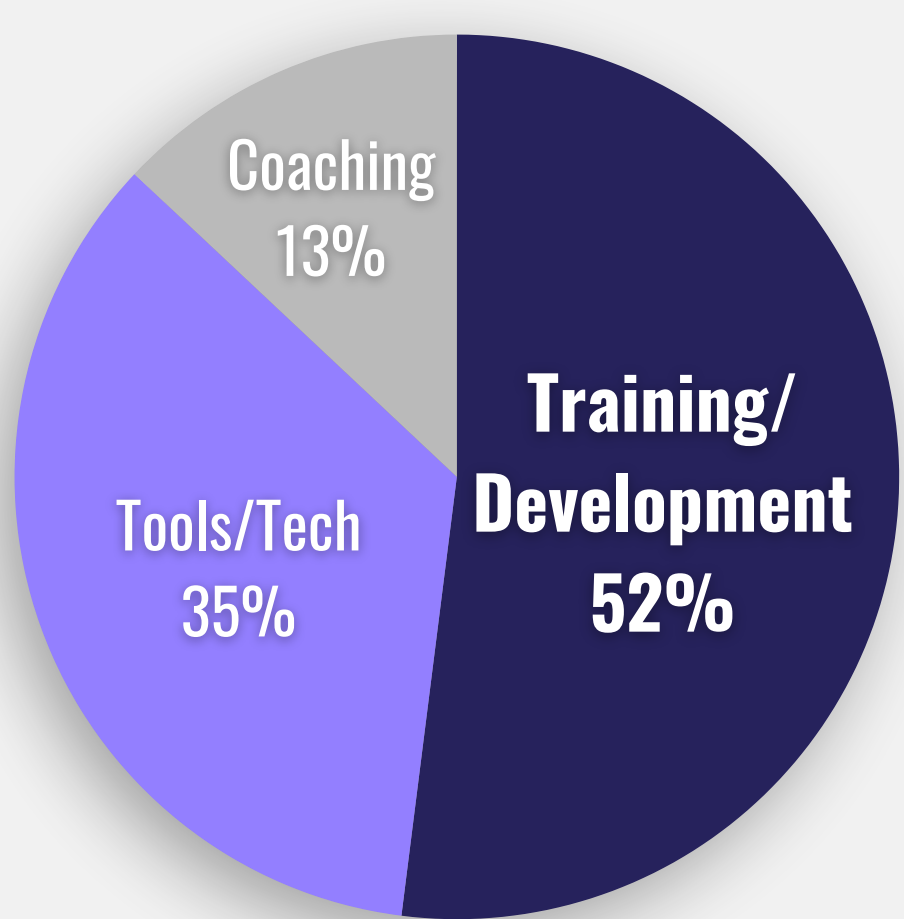


WHAT WOULD MAKE YOU LEAVE YOUR CURRENT ROLE/COMPANY?

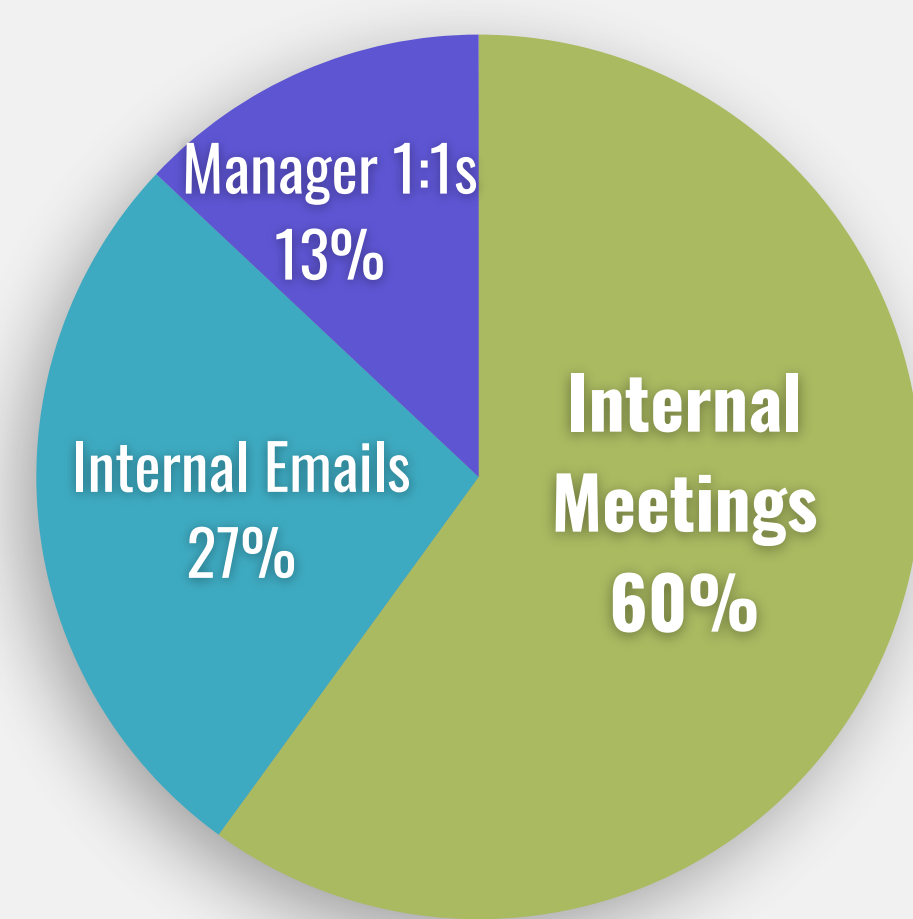


43% of reps would **leave their role** without **training** or a clear **growth path**

WHAT WOULD YOU LIKE MORE OF IN YOUR DAY-TO-DAY WORK?

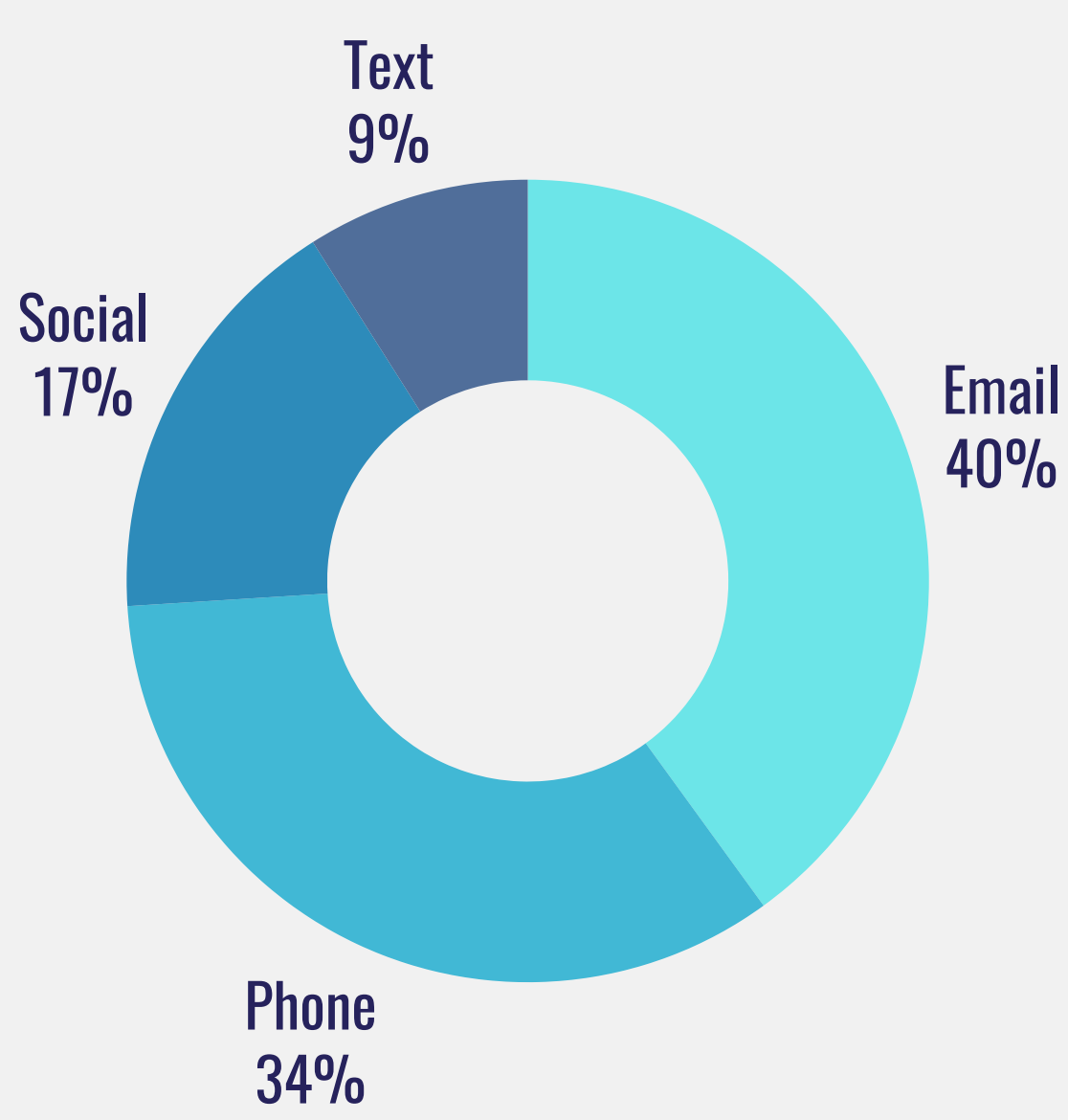


WHAT NON-SELLING ACTIVITIES WOULD YOU LIKE LESS OF?

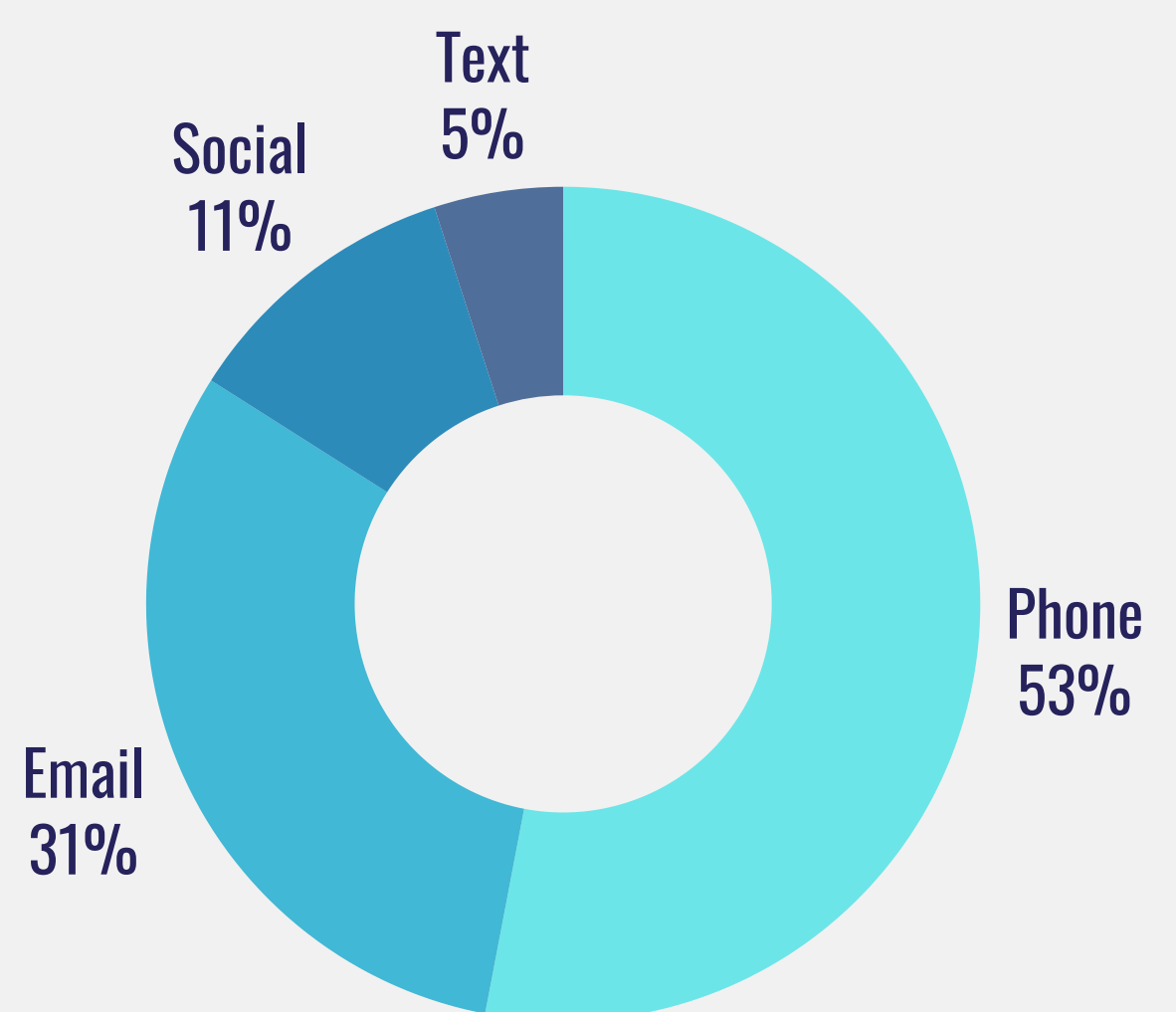


Reps want **fewer manager 1:1 meetings**, unless they include **call or skill coaching**

WHEN PROSPECTING, WHAT % OF OUTREACH IS DONE THROUGH EACH CHANNEL?



WHICH OUTREACH CHANNEL BOOKS THE MOST MEETINGS OR CLOSES THE MOST DEALS?



Email dominates outreach activity, but **phone** is what wins meetings and deals

WHAT'S THE BIGGEST BENEFIT OF VIRTUAL SALES VS. FIELD/FACE-TO-FACE?



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Manager Results

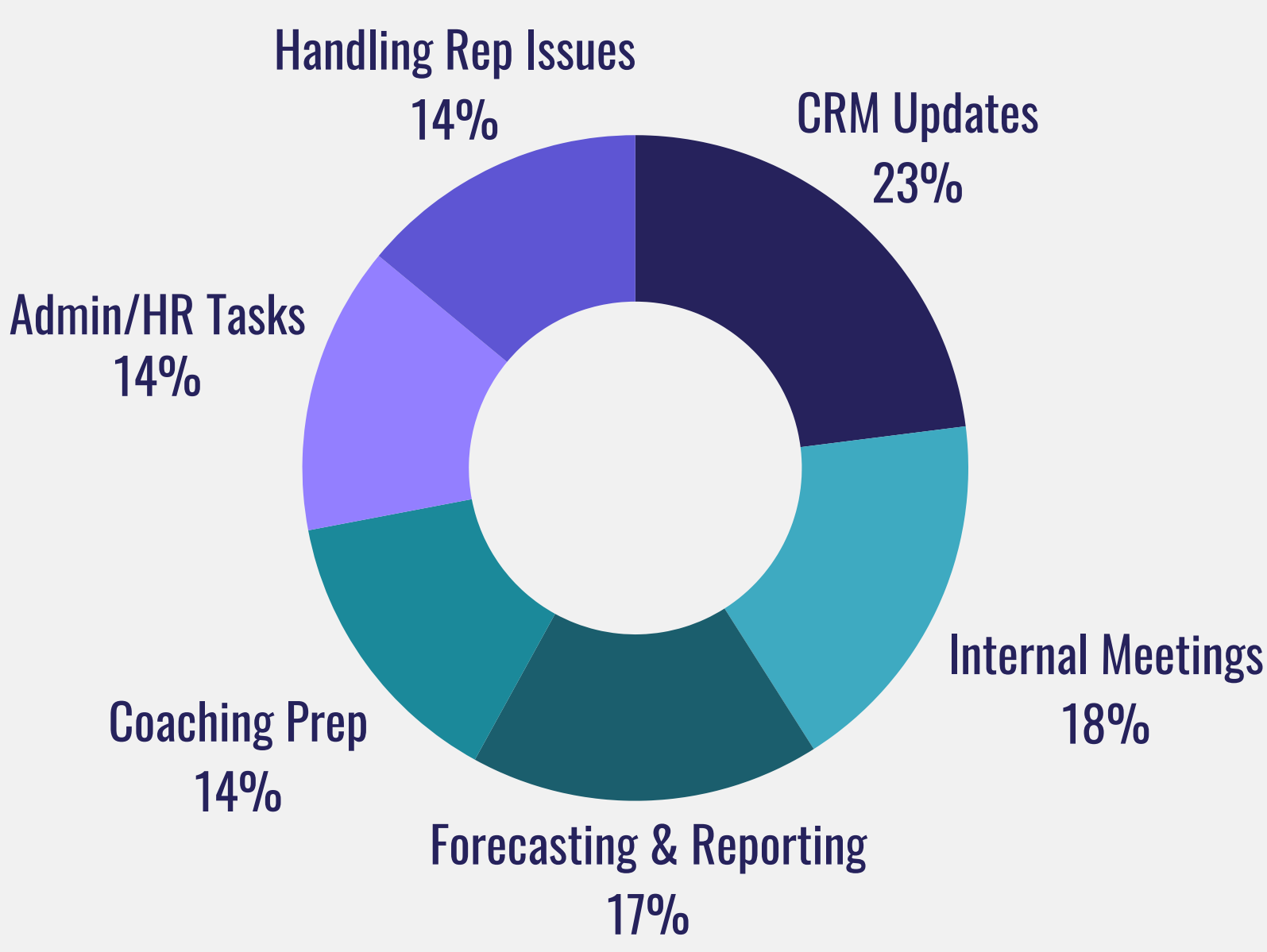
TOP 3 TAKEAWAYS

63% say prospecting-related issues are the biggest barrier to hitting goal

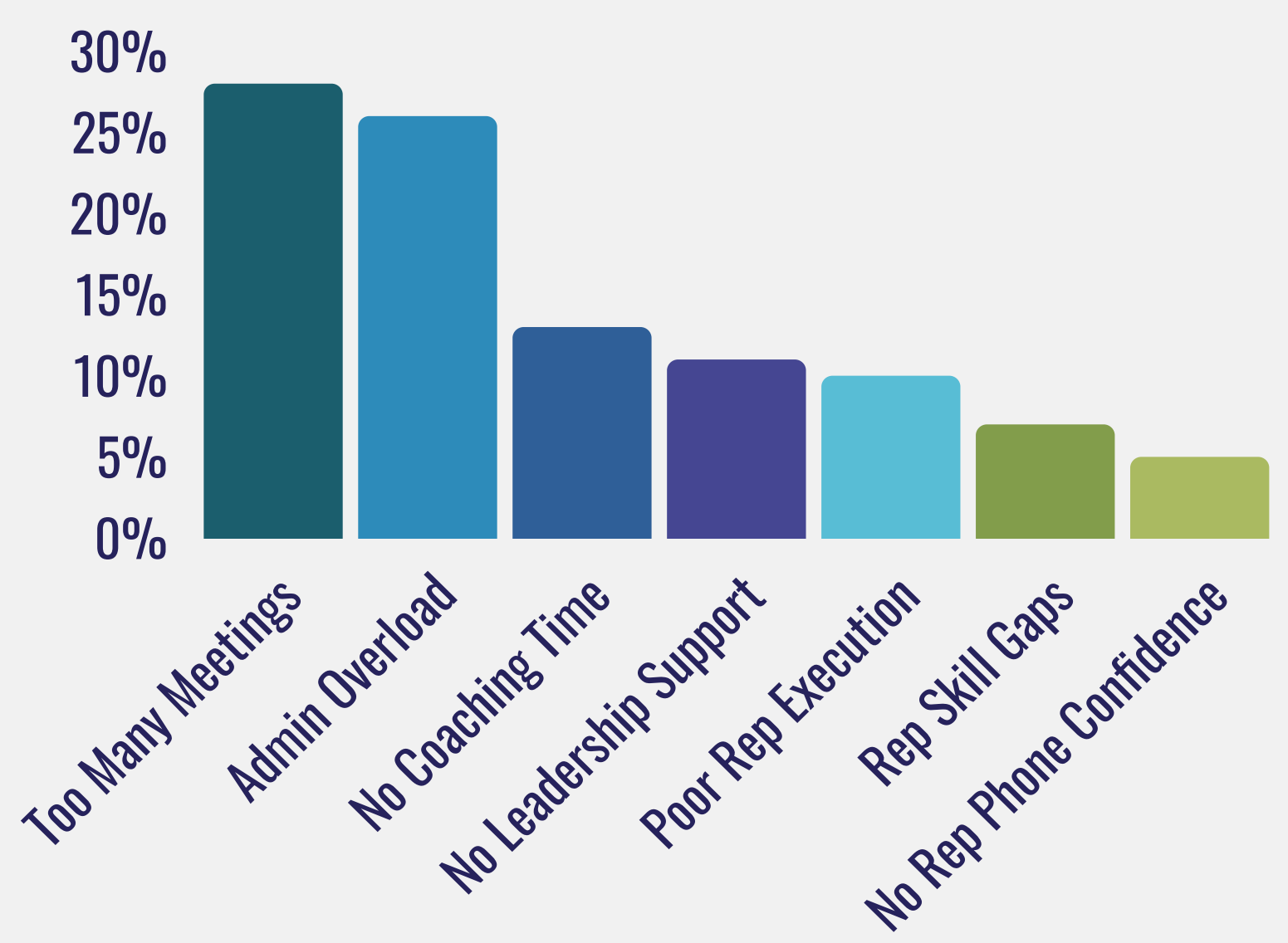
53% say more coaching time and better training is what their team needs most to succeed

62% of sales managers are currently experiencing burnout at work

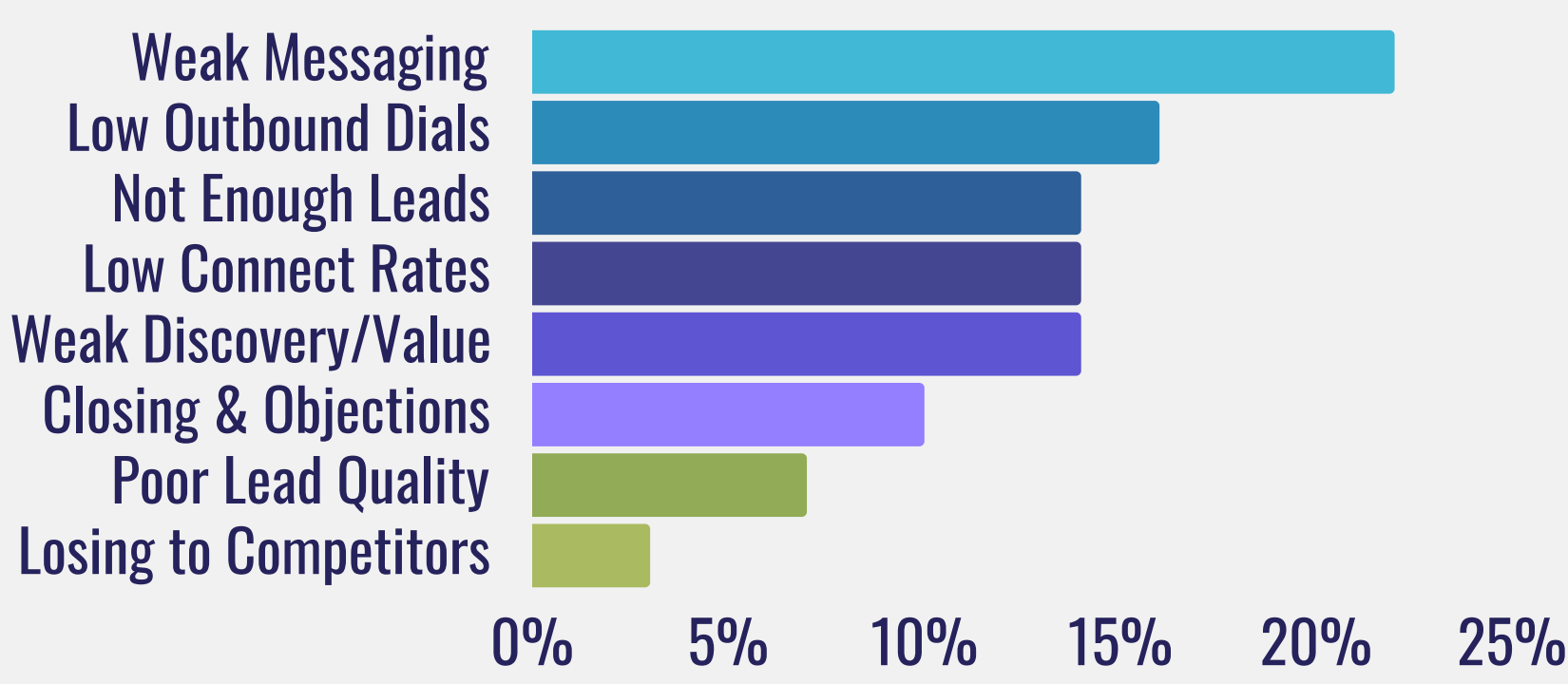
WHAT DAILY TASKS OR TOOLS DRAIN THE MOST ENERGY FROM YOUR DAY?



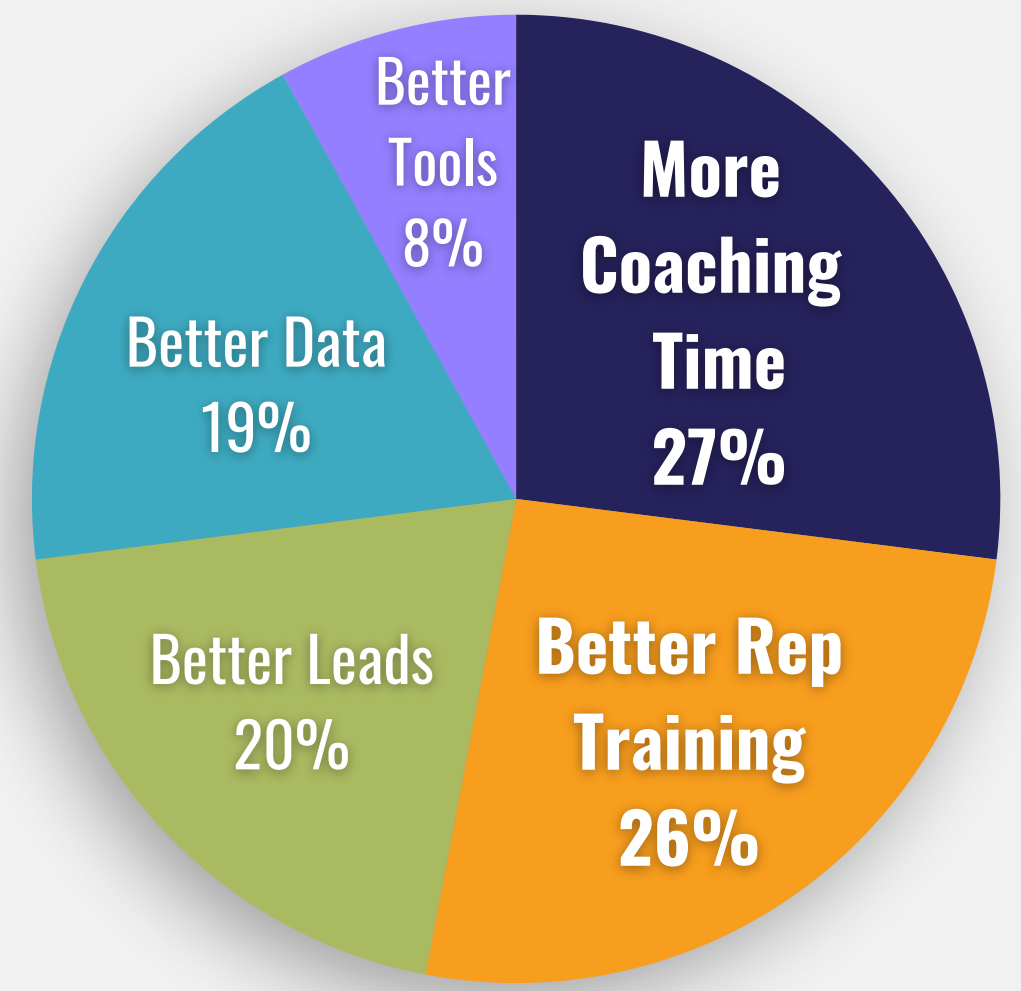
WHAT'S YOUR BIGGEST DAILY FRUSTRATION AS A MANAGER?



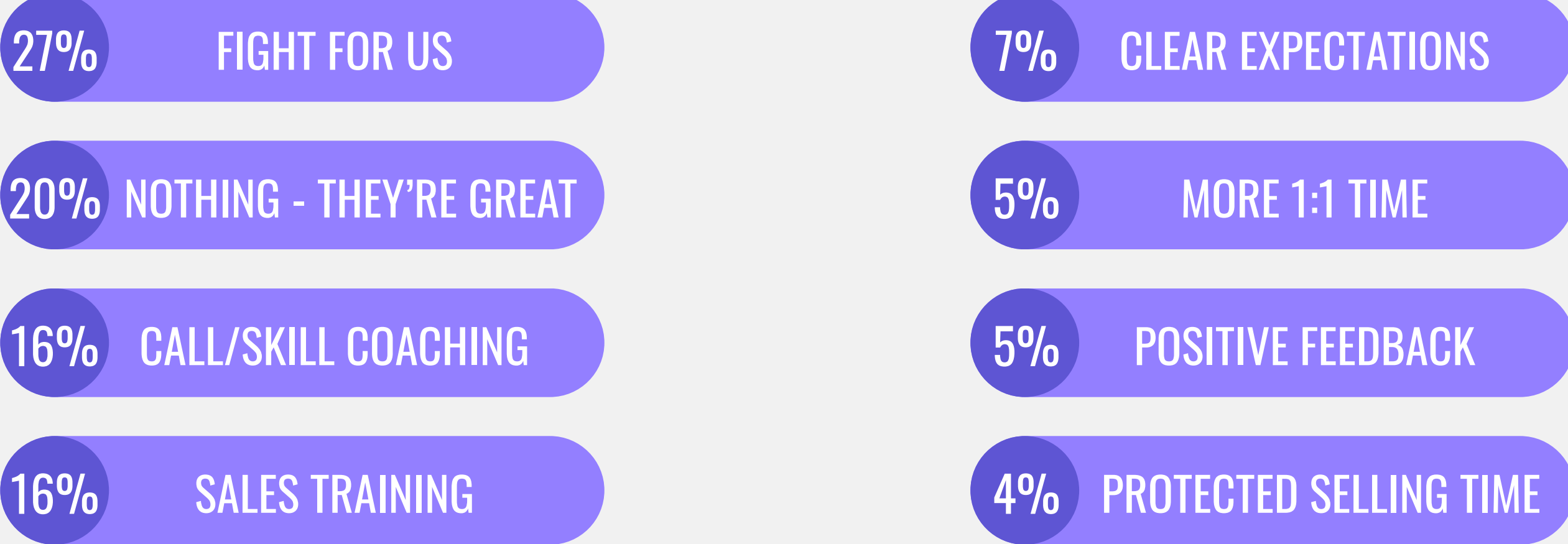
WHAT'S YOUR TEAM'S BIGGEST CHALLENGE HITTING GOAL?



WHAT DO YOU WISH YOU HAD TO FIX THAT PROBLEM?



WHAT REPS WANT MORE OF FROM THEIR MANAGER



32% of reps want more coaching and skill development from their manager

HOW REPS RATE THEIR CURRENT MANAGER



MAKES ME BETTER AT MY JOB
29%



BETTER THAN MOST
36%



TOTALLY AVERAGE
16%



NEEDS IMPROVEMENT
12%



SCREEN DOOR SUBMARINE
7%

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Leader Results

TOP 3 TAKEAWAYS

41% say improving outbound prospecting effectiveness is a top priority

#1 coaching more often and more effectively is a top improvement priority for managers

Leaders want managers to drive process, but managers say their is no process

TOP INTERNAL AND EXTERNAL FACTORS LIMITING SALES TEAMS FROM HITTING GOAL



PERFORMANCE METRICS AND PRODUCTIVITY GAPS LIMITING GOAL ATTAINMENT

(Respondents selected their top 3)



TOP SKILLS LEADERS SAY REPS NEED TO IMPROVE

- 1 TIME MANAGEMENT AND PRIORITIZATION
- 2 IDENTIFYING CUSTOMER CHALLENGES AND OPPORTUNITIES
- 3 BUILDING AND PRESENTING VALUE

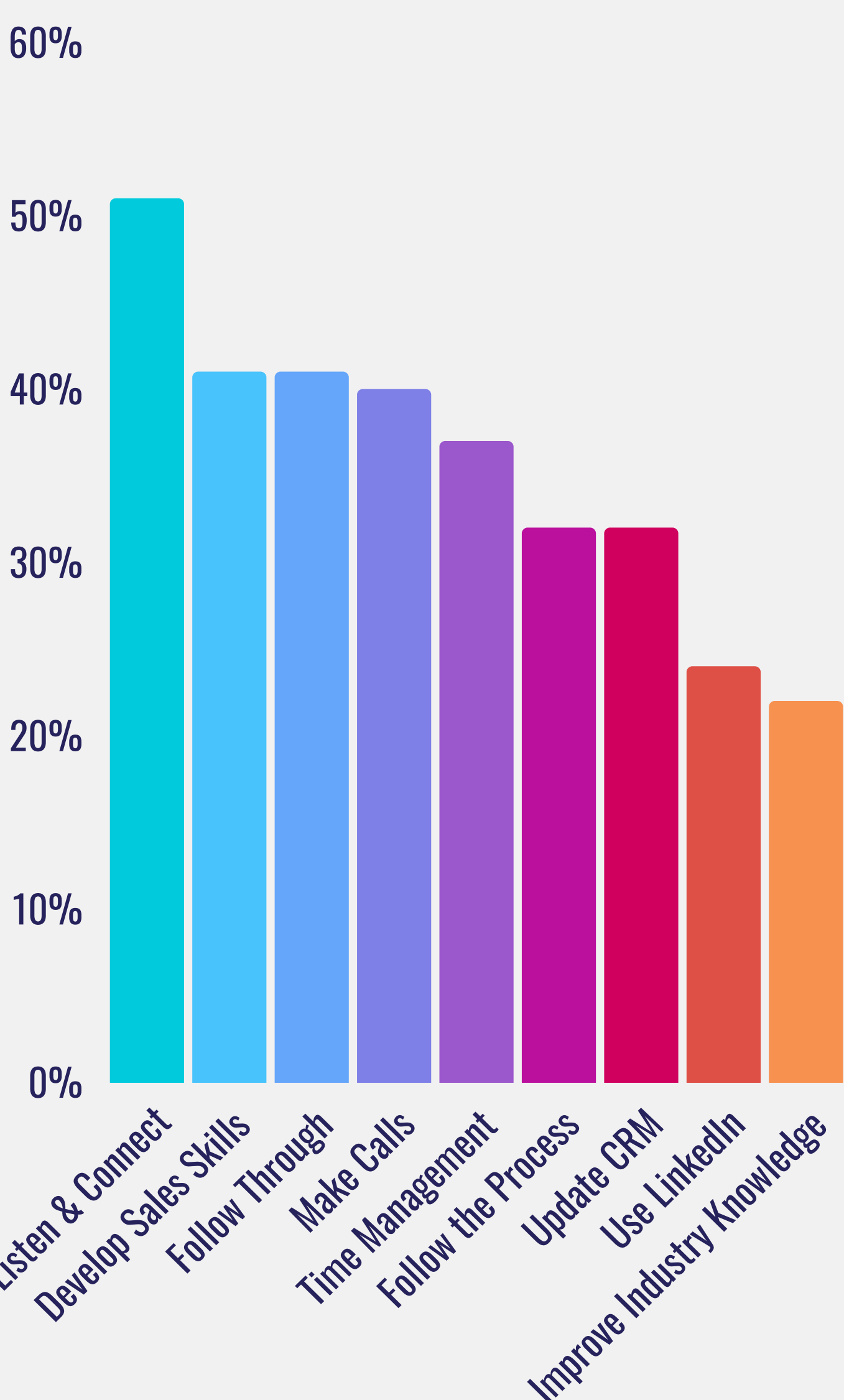
TOP SKILLS LEADERS SAY MANAGERS NEED TO IMPROVE

- 1 MAKING THE SHIFT FROM REP TO MANAGER
- 2 CONSISTENT COACHING AND DEVELOPING REPS
- 3 DRIVING PROCESS, ACCOUNTABILITY, AND EXECUTION

Leaders see poor **execution**, lack of **prioritization**, and **coaching** gaps compounding across the sales org

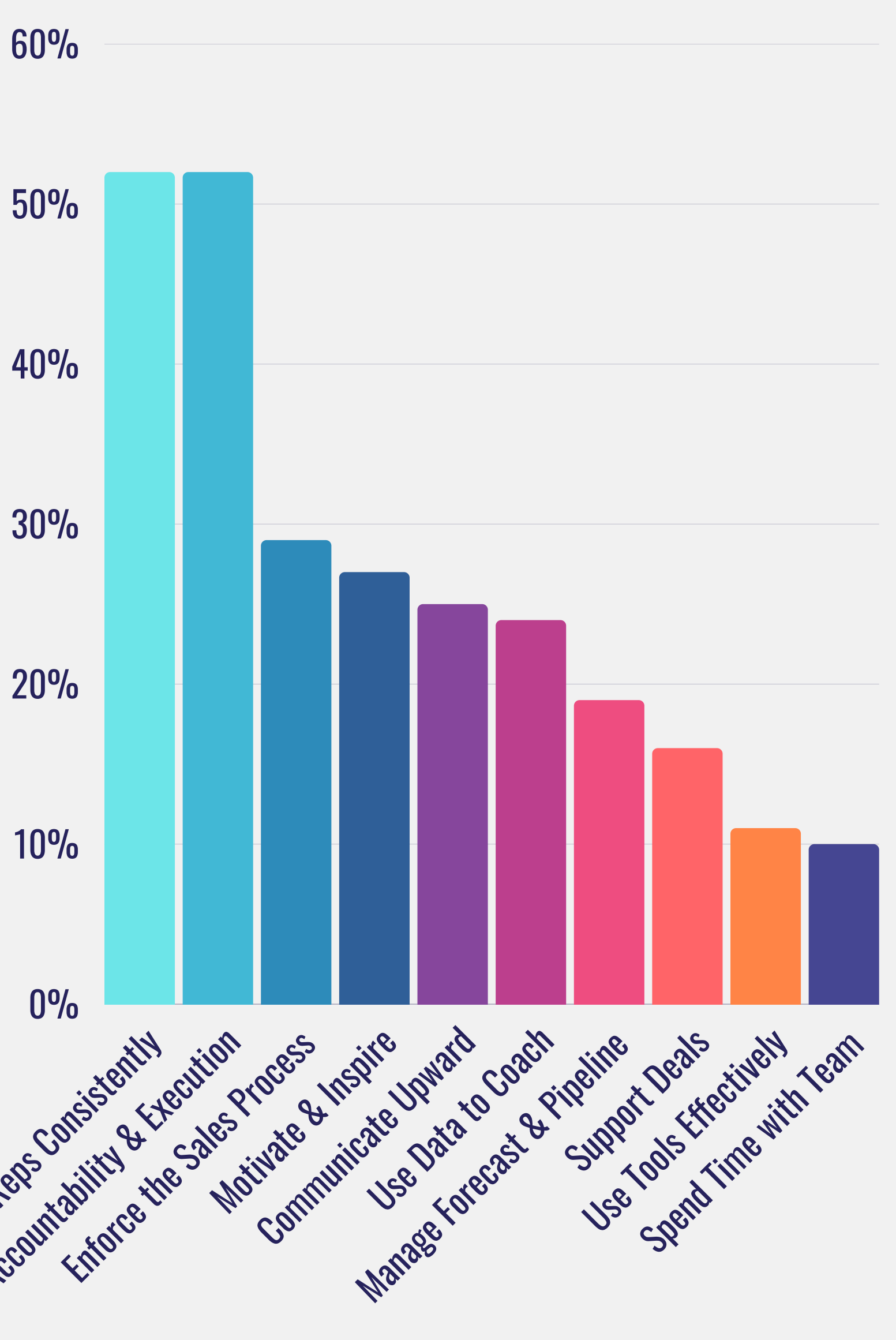
WHAT LEADERS WANT REPS TO DO MORE OF

(Respondents selected their top 3)



WHAT LEADERS WANT MANAGERS TO DO MORE OF

(Respondents selected their top 3)



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