

LOOKING FOR WAYS TO MAKE YOUR SALES TEAM MORE PRODUCTIVE?

Your sales team is ambitious, organized, diligent, ruthless and - for the most part - caffeinated. But are they as productive as they could be? And more importantly, are you doing everything you can to ensure they're as successful as possible? Review these 10 key considerations to find out!

10 KEY CONSIDERATIONS TO HELP DRIVE YOUR SALES PEOPLE TO WORK EFFICIENTLY & SELL MORE!

1 DO THOSE WHO SPEND MORE TIME SELLING... SELL MORE?

Sure, spending more time selling increases the odds of closing more deals.



But know that sellers generally hit their quotas only

20%

of the time – regardless of industry.

Source: The Alexander Group

2 HOW ARE SALES PEOPLE SPENDING THEIR TIME IF NOT SELLING?

40%

spent searching for, or personally creating and revising, sales materials.



41% spent selling. Down from 46% in 2006.

19% spent in internal meetings or doing admin work.

Source: CEB, CMO Council, 2011 CSO Insights Survey

3 IF MAKING A GOOD 1ST IMPRESSION COUNTS, ARE MY REPS WELL PREPARED?



Without the right materials they probably aren't prepared.

- It takes 1-5 days for sales reps at many companies to find just the right assets.
- That's because up to **90%** of sales materials that marketing creates go unused in the field.
- On average they spend less than 12% of their day planning for sales calls.

Source: IDC's 2012 Sales Investment and Productivity Benchmarks Study, American Marketing Association, The Alexander Group

4 HOW IMPORTANT IS IT TO MAKE A GOOD 2ND IMPRESSION, OR 3RD?

An unclear or off-brand follow-up can kill a deal! So a great 2nd impression is vital!

- B2B buyers cite that when a seller's marketing content is not relevant the chance of closing a sale is cut by 45%.



39%

of B2B buyers cite a sales person's skills as more important to their decision making process than price, quality, or service features.

Source: International Data Group, Chally Research Group

5 DOES PERSISTENCE REALLY PAY?

Yes, but it also takes time.

- 80% of sales occur between the 2nd and 5th call.
- Only 20% make a 3rd call (when the majority of sales occur). While there's no optimal contact method 'mix', timing is everything.



Source: The Marketing Edge, Harvard Business Review

6 IS FINDING PROSPECTS MORE CHALLENGING?

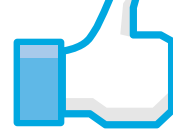
Today, prospecting takes more effort. And it's getting harder.

- By 2016, nearly 50% of the US workforce – that's 63M people – will work remotely. Don't let your team get frustrated.
- It takes 1000 outbound calls to generate 32 real leads.
- But 48% of sellers never follow up after first touch. Encourage them to keep at it!

Source: Forrester Research, National Sales Executive Association, AG Salesworks & Bridgegroup



7 DOES USING SOCIAL MEDIA HELP?



Social media works.

- **78%** of sellers using social media to sell out-performed those who didn't. But you have to provide guidelines.

75%

never receive formal training from their employer.



Source: The Social Media and Sales Quota Survey 2012, Forbes, May 2013, 'Study: 78% Of Salespeople Using Social Media Outsell Their Peers'

8 HOW CAN I TELL IF MY SALES TEAM IS ENGAGED AND HAPPY?

Happy and engaged employees:

- are 31% more productive
- have 37% higher sales
- are 3x as creative



Source: Happiness at Work survey, 2012, New Economics Foundation, Dale Carnegie Institute

UNHAPPY EMPLOYEES ARE LESS PRODUCTIVE & COST U.S. BUSINESSES

\$11B ANNUALLY.



9 HOW CAN I MAKE THEM MORE PRODUCTIVE?

Try brewing some coffee.

- Research shows that the average U.S. worker drinks 4 cups of tea or coffee every workday. That's 20 cups a week, and over 1000 cups a year.
- 65% indulge at work
- 38% would struggle through a typical workday without it

Source: "Employed Americans at Work", 2011, Report by Accountants Principals. 'U.S. workers & coffee habits' 2011 survey by Alterra Coffee Roasters. CoffeeResearch.org

10 COFFEE ISN'T THE ONLY WAY TO GET RESULTS, IS IT?

No, you also have to invest in your people. In 2012, US firms did. Investing \$800B in sales teams. That's:

- 4.7x spent on all media advertising
- 20x spent on internet advertising

Source: Harvard Business Review

\$800 Billion invested in sales teams.



Investing in sales productivity solutions allows your team to stop wasting time and focus on what they do best, selling.

Thunderhead.com has solutions to help keep your sales team more productive by reducing the time taken to create and deliver proposals and more that are always on-brand and on-message.

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