

# STATE OF SALES PRODUCTIVITY 2015

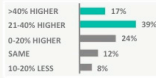
## SALES PRODUCTIVITY IN THE AGE OF BIG DATA

RESEARCH PRESENTED BY **DOCURATED**



### RESULT 1: IMPROVING SALES PRODUCTIVITY SEEN AS CRITICAL TO REVENUE GOALS

#### REVENUE TARGETS COMPARED TO LAST YEAR



#### TOP 3 DRIVERS OF HITTING NEW TARGETS



#### RECOMMENDATION

EQUIP YOUR SALES TEAM WITH THE TOOLS THEY NEED TO MEET INCREASED REVENUE TARGETS



### RESULT 2: ORGANIZATIONS ARE INCREASING SALES PRODUCTIVITY INITIATIVES



THE TYPICAL ORGANIZATION SPENDS 24K PER PERSON ON IMPROVING PRODUCTIVITY



YET 49% OF ORGANIZATIONS HAVE ZERO OR LIMITED MEANS TO MEASURE PRODUCTIVITY



#### RECOMMENDATION

INCREASE SALES PRODUCTIVITY BY LEVERAGING TEAM COMPETITION, RECOGNITION PROGRAMS, AND TECHNOLOGY THAT REDUCES MANUAL WORK

### RESULT 3: ONLY 4% OF MARKETING RESOURCES ARE ALLOCATED TO SALES PRODUCTIVITY

#### YET MARKETING OWNS SALES PRODUCTIVITY IN 52% OF COMPANIES



- 12% OF COMPANIES DON'T KNOW WHO OWNS SALES PRODUCTIVITY
- 5% OF COMPANIES ADMIT NOBODY OWNS SALES PRODUCTIVITY
- MARKETING PRIORITIZES CONTENT, AWARENESS, DEMAND, EVENTS, AND ONLINE AHEAD OF SALES PRODUCTIVITY



#### RECOMMENDATION

SCHEDULE A MEETING BETWEEN SALES AND MARKETING LEADERS TO ASSIGN OWNERSHIP OF SALES PRODUCTIVITY

### RESULT 4: CONTENT AND VALUE MESSAGING SEEN AS TOP DRIVERS OF WINNING DEALS



70% CITE ABILITY TO CONVEY VALUE MESSAGE AS TOP DRIVER



57% CITE HIGH QUALITY CONTENT AS TOP DRIVER

#### PRODUCTIVITY SUFFERS...

REPS SPEND ONLY 1/3 OF THEIR TIME SELLING

- 31% OF REP TIME SPENT SEARCHING FOR/CREATING CONTENT
- 20% OF REP TIME SPENT ON CRM/ADMIN/REPORTING



#### RECOMMENDATION

MAKE TECHNOLOGY INVESTMENTS TO ENSURE SALES REPS HAVE ACCESS TO THE BEST AND MOST PROVEN SALES CONTENT

### RESULT 5: THERE IS A DISCONNECT BETWEEN WHAT REPS NEED AND WHAT IS BEING DONE

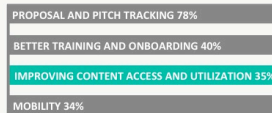


84% CITED CONTENT SEARCH AND UTILIZATION AS THE TOP PRODUCTIVITY IMPROVEMENT AREA



SALES CONTENT IS BEING STORED ACROSS 5 OR 6 DIFFERENT REPOSITORIES

BUT THE BIGGEST PRODUCTIVITY INITIATIVES ARE TAKING PLACE IN:



#### RECOMMENDATION

IF CONTENT UTILIZATION IS ESSENTIAL FOR REPS TO SELL MORE VALUE, IT MAKES SENSE TO INCREASE INVESTMENT IN THIS AREA

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