

Are Sales Representatives Really Selling? Or Are They Going Through the Motions?

Not every sales representative is a “rainmaker,” consistently making or even exceeding sales goals and objectives. Some are “farmers” or Account Executives, or maybe they are an Inside Sales Representative. The following statistics may or may not align with your sales organization, but it might be interesting to find out what is happening inside your company.

1. The average sales representative only makes 2 attempts to reach a prospect. SOURCE: Sirius Decisions
2. 44% of sales representatives give up after one follow-up. SOURCE: Scripted
3. 50% of sales time is wasted on unproductive prospecting. SOURCE: The B2B Lead
4. Only 33% of insides sales representative’s time is spent actively selling. SOURCE: CSO Insights
5. Nearly 57% of B2B prospects and customers feel that sales representatives are not prepared for the first meeting. SOURCE: IDC
6. Sales representatives ignore 50% of marketing leads. SOURCE: The B2B Lead
7. 91% of customers say they’d give referrals, but only 11% of sales representatives ask for referrals. SOURCE: Dale Carnegie
8. Only 2% of cold calls result in an appointment. SOURCE: Leap Job
9. 57% of the buyer’s journey is completed before the buyer talks to sales. SOURCE: Corporate Executive Board
10. 88% of missed sales opportunities were caused because sales couldn’t find or leverage internal resources. SOURCE: Qvidian