



2015 Sales Execution Trends

Introduction



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- 25 years global sales & marketing executive
- Author of many research reports on topics from people management to sales & marketing strategies
- Research focused on quantitative and qualitative aspects of sales, marketing and buyer trends

Agenda

- Evolving Selling Environment
- The Sales Leader Conundrum
- Research Highlights
- Priorities for Executive Management
- Key Sales Objectives For 2015
- Top Challenges Facing Sales Organizations
- Areas for Improvement
- Key Take-Aways & Themes From Research
- Conclusions

Selling Environment

men



Less Informed Buyers

Product Focused

Individual Decision Making

Go-To-Market Models

Relationship Based

Then

Selling Environment

NO
W



More Informed Buyers

Outcomes Focused

Team Decision Making

Go-To-Customer Models

ROI Based

Sales Leaders

conundrum

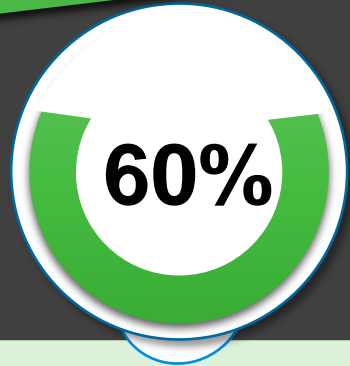
DO
MORE
WITH
LESS

Succeed Faster



Further Complicating Selling Environment

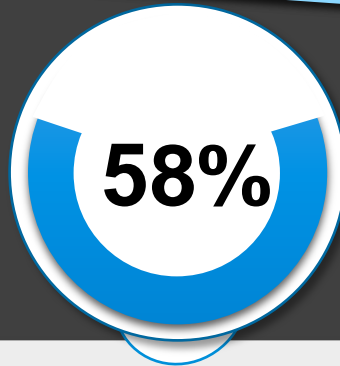
Salesforce not agile enough



of buyer's journey completed before ever interacting with sales

misaligned to buyer stages

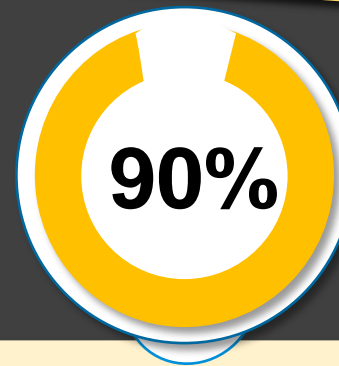
Sales process not adaptable



Pipeline ends up in "no decision" (stalled) because value has not been effectively presented

not presenting right value

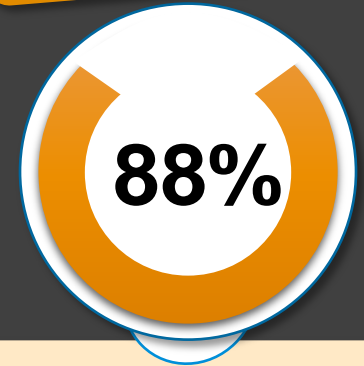
Lack of alignment to buyer stages



Selling content is never used in selling because sales can't find the right resources

can't find resources

Inconsistent sales methodologies



of missed opportunities were because sales couldn't find resources

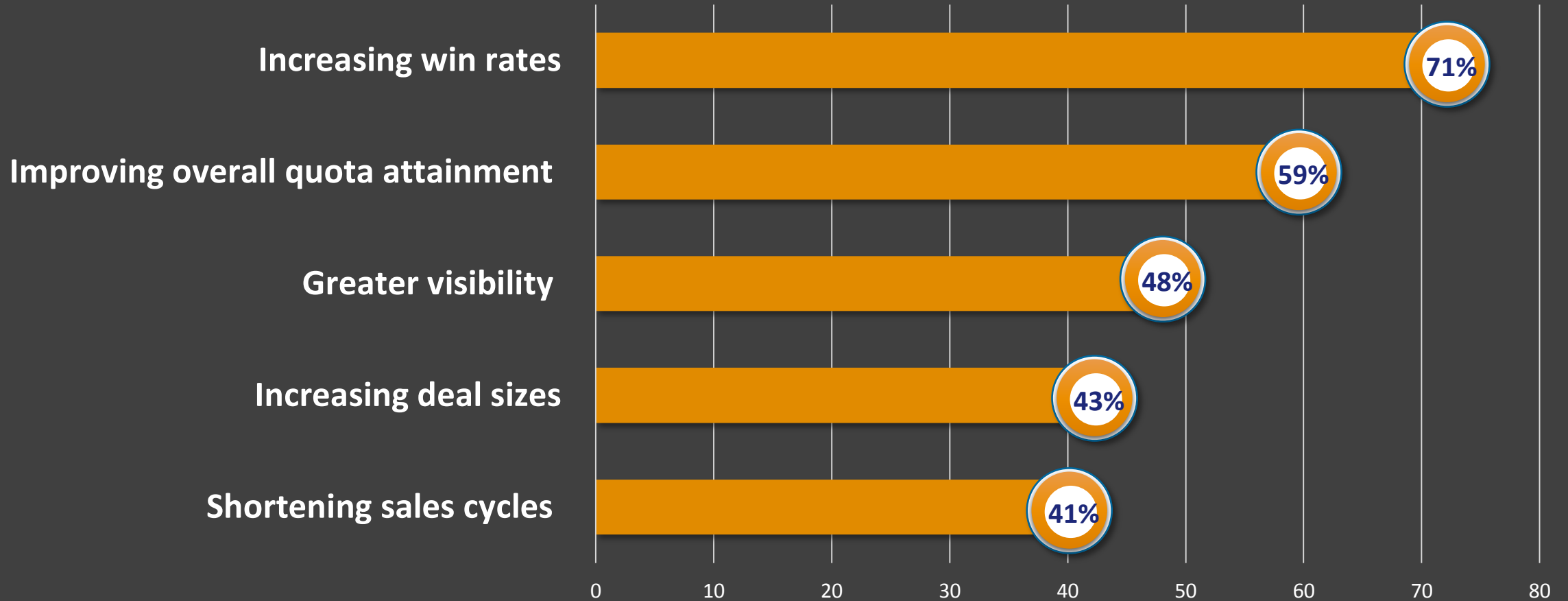
poor performance



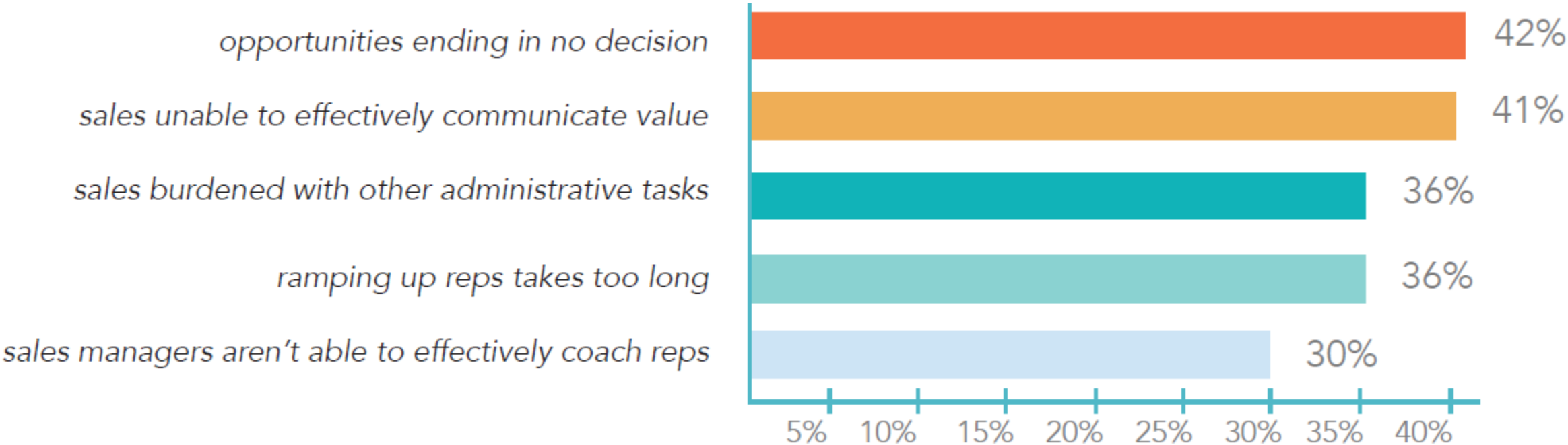
Highlights

Executive Management Viewpoint

Most Important to Executive Management

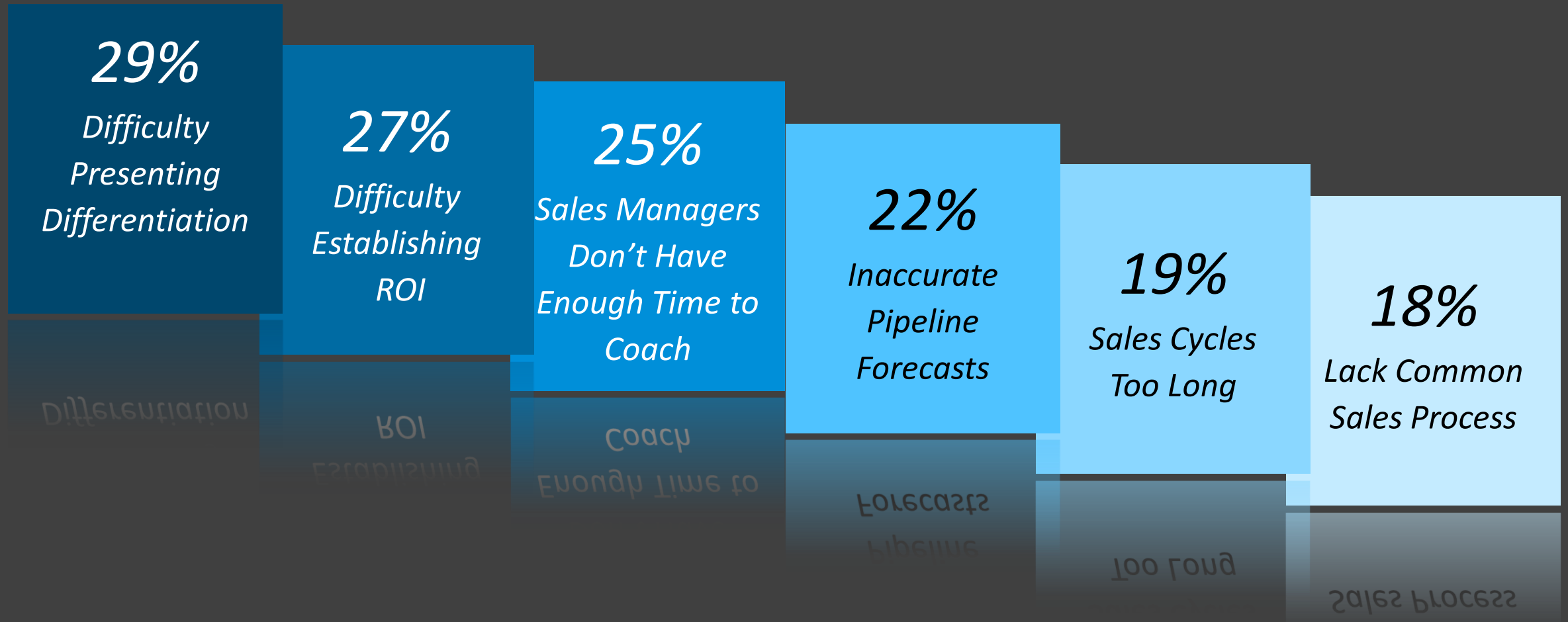


Not achieving quotas



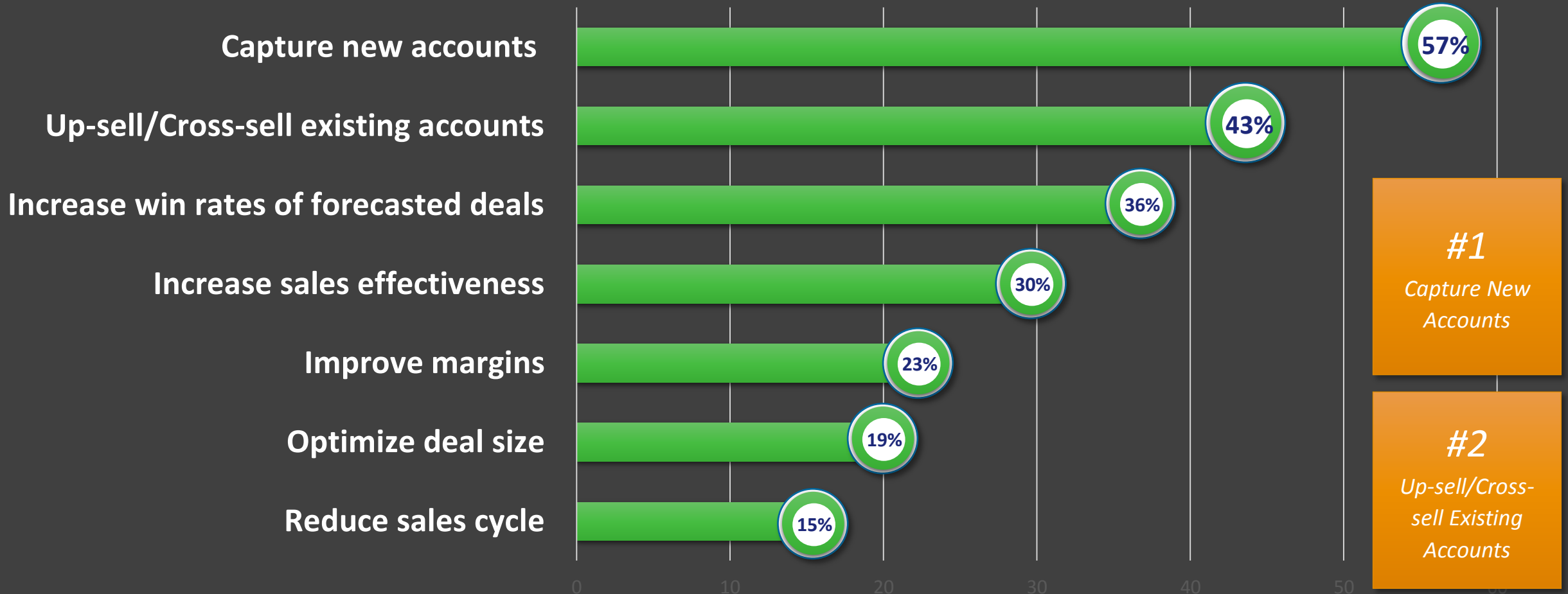
Highlights

Top Challenges Facing Sales Organizations



Top Sales Objectives

Top Sales Objectives for 2014



More Choices

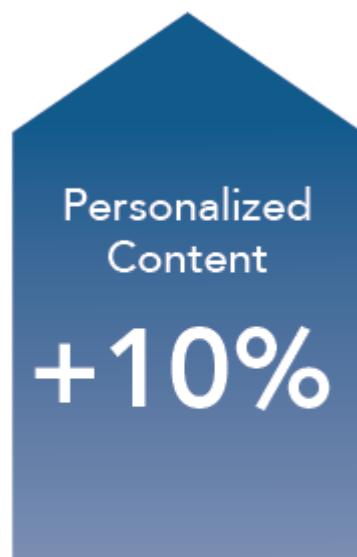




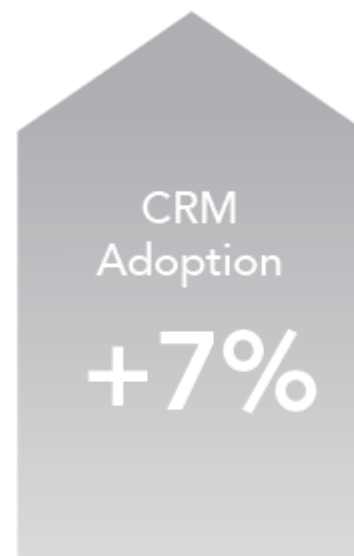
Increasing Pressure



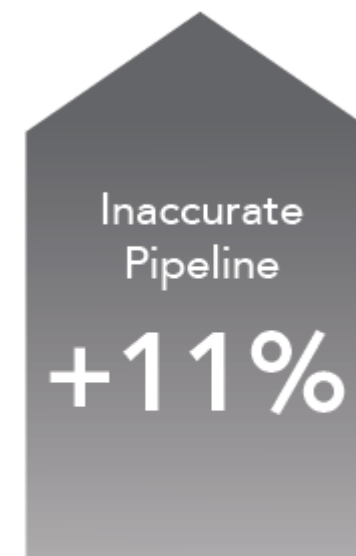
more important
over 2014



more important
over 2014



key challenge
over 2014



key challenge
over 2014



Quota Attainment



Ramp Up Faster

71%

of sales reps
take longer
than 6 months
to ramp up

16%

cite onboarding
taking too
long as a key
challenge

Gap Widening



80%

of companies' systems are not connected or streamlined



Sales Rep Ramp Up



Disconnected



Perspective



Struggle for Effectiveness

Identify and gain access to all decision makers

47%

Clearly understand the customer's buying process

46%

Close deals in timeframe originally forecasted

44%

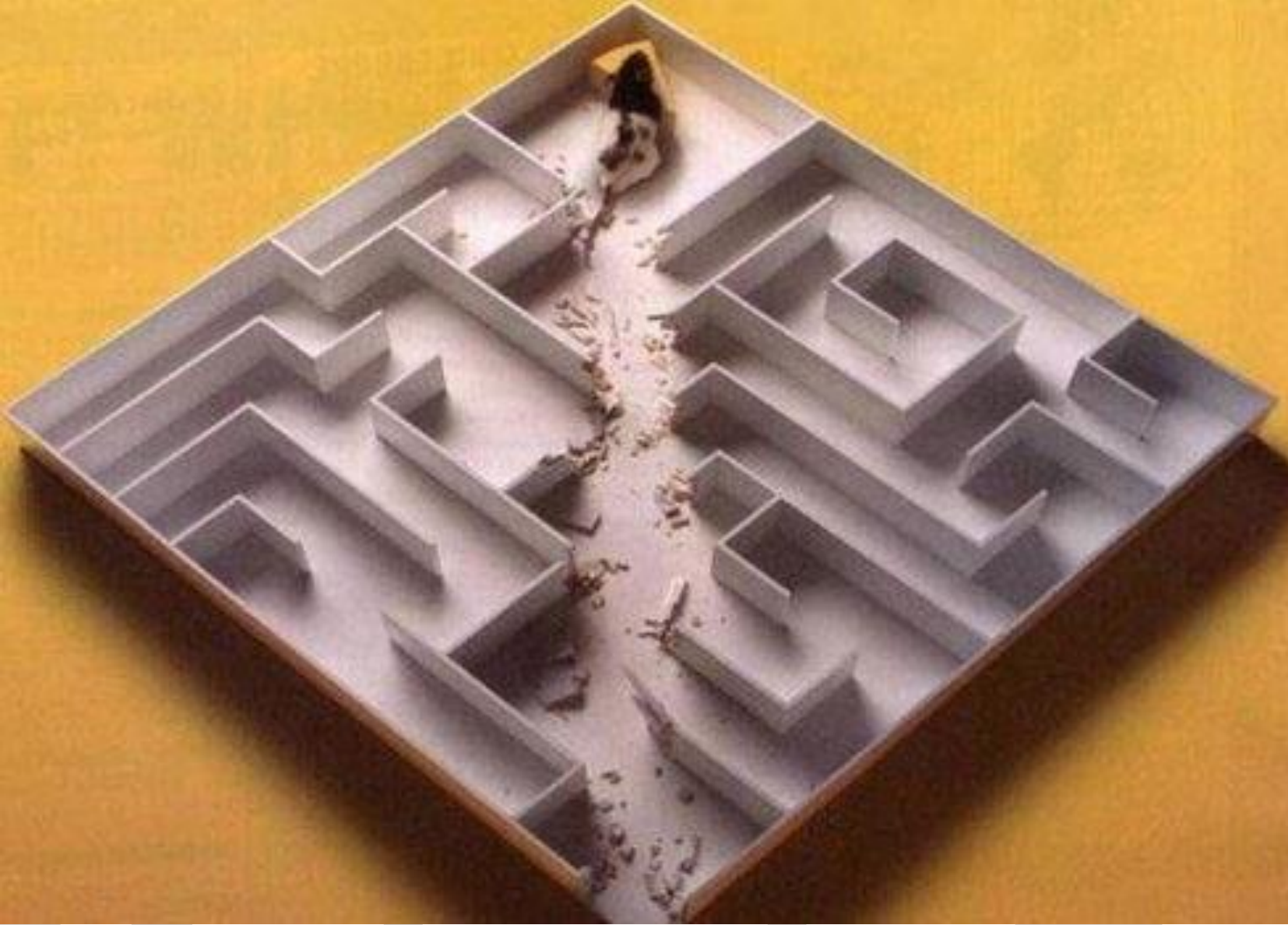
Conducting thorough needs analysis

43%

Differentiating from the competition

42%

Areas for Improvement



55%

have difficulty
finding tailored
selling content
when they need it

Make it Easier



46%

report clearly
understanding the
customer's buying
process as #1 area in
need of improvement

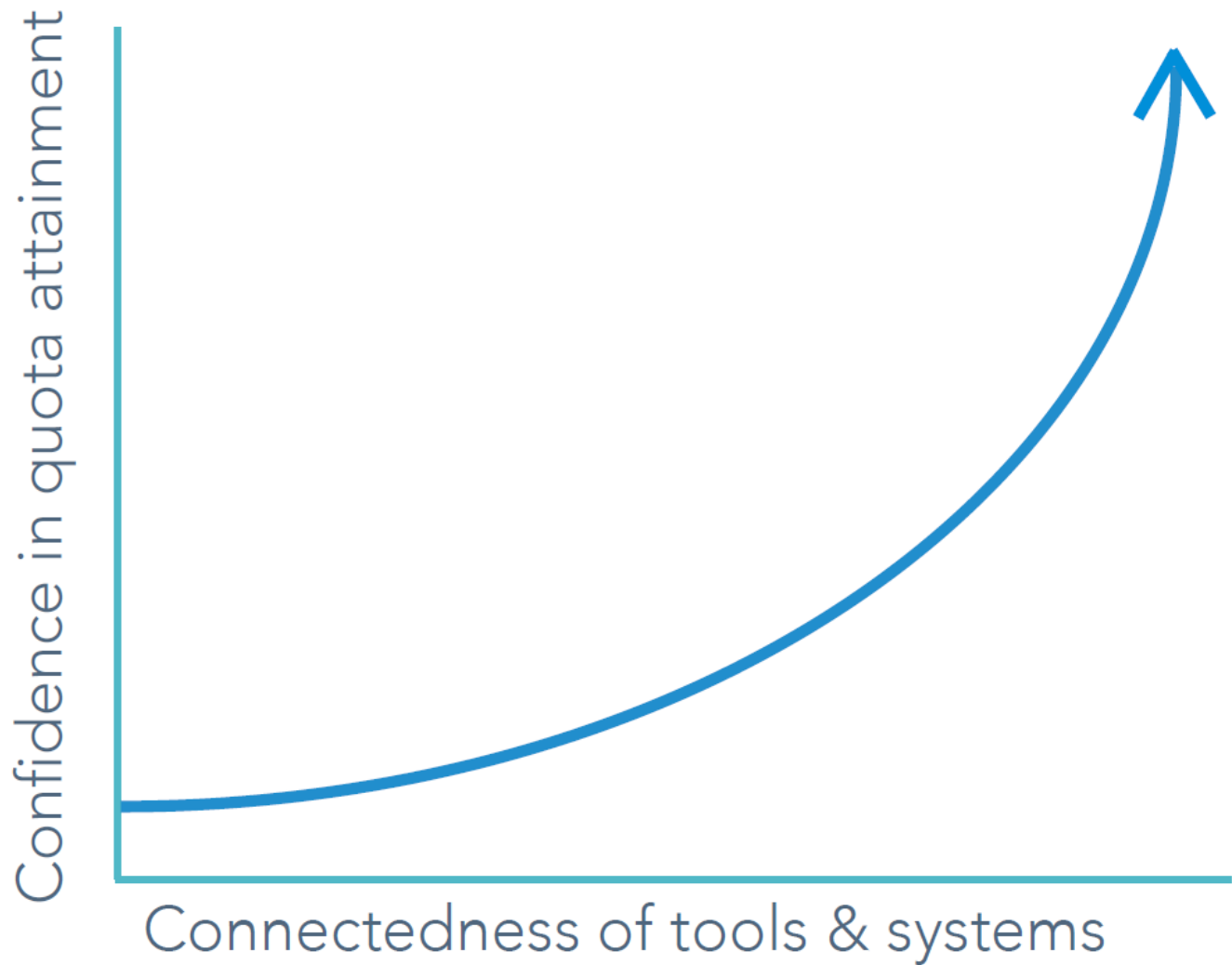
Personalization

the **Gap** remains



Expectations vs Reality





+15%

increase in sales
managers not
able to coach
reps effectively

over 2014

interconnected



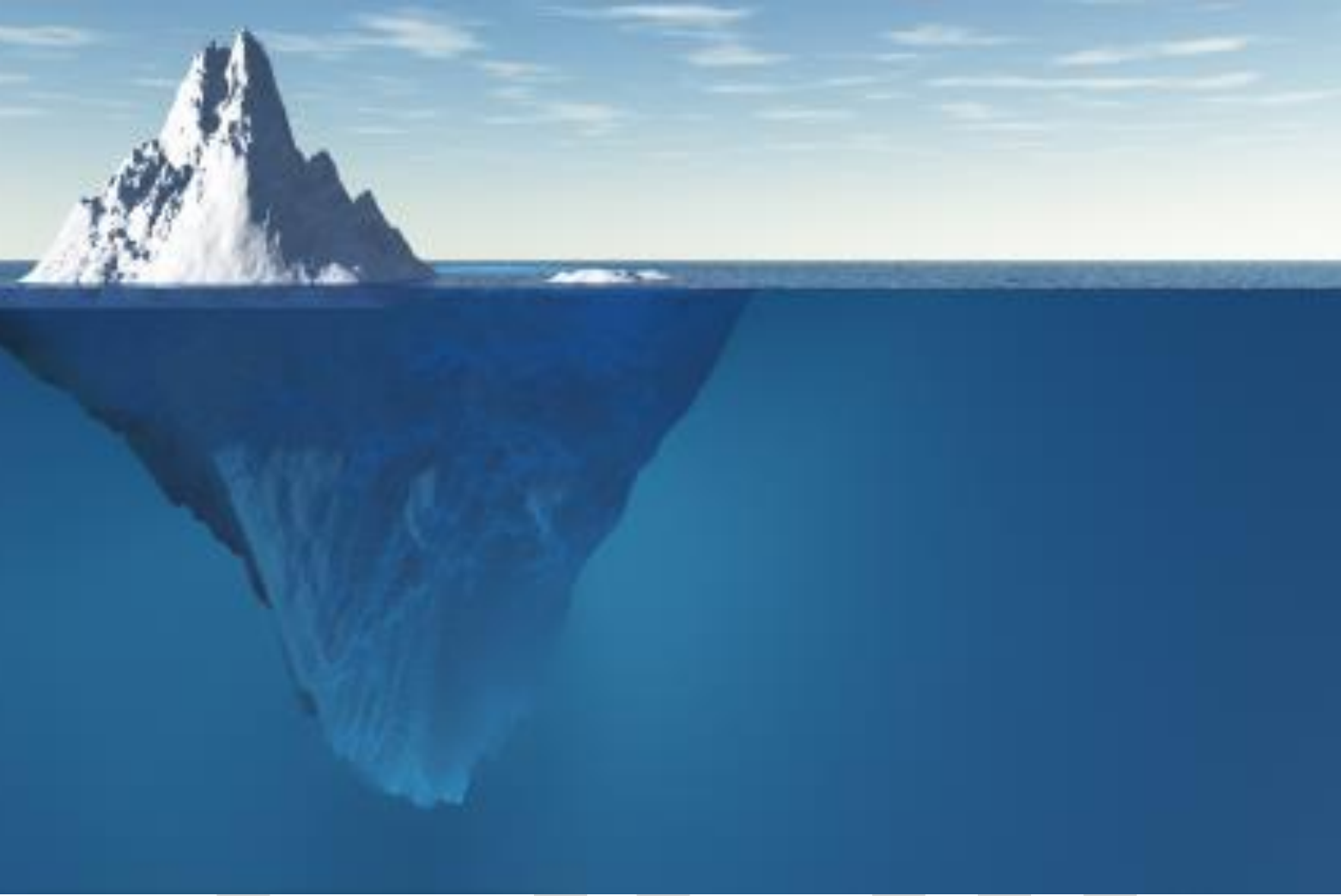
C
R
M



50%

have deployed
or plan to deploy
Sales Playbooks
Technology

Complement



42%

of organizations reported their current sales analytics do not meet their needs



visibility

The Gap in Sales Execution Remains

Strategy

Gap

- Buyers more savvy
- Sales process more complex
- Reps have not transformed

Sales Execution

Typical Actions to Close Gap:

More Training

however, **87%** is forgotten within weeks

More Content

70% are halfway to decision before Sales is engaged

More Sales Reps

9 mo avg ramp up time
58% of time not selling

Reasons Why Actions Not Closing Gap:

- **Disconnected activities**
- **Misaligned with buyer stages**
- **Not specific to each selling situation**
- **Can't keep up with rate of change**
- **Value not presented**



Sales Organization:
Ever Growing
Creature of
Many Habits



Slow

Generic

Disconnected

Limited



Key Takeaways

Accelerate Ramp Up

Personalize

Connect Systems

Greater Visibility

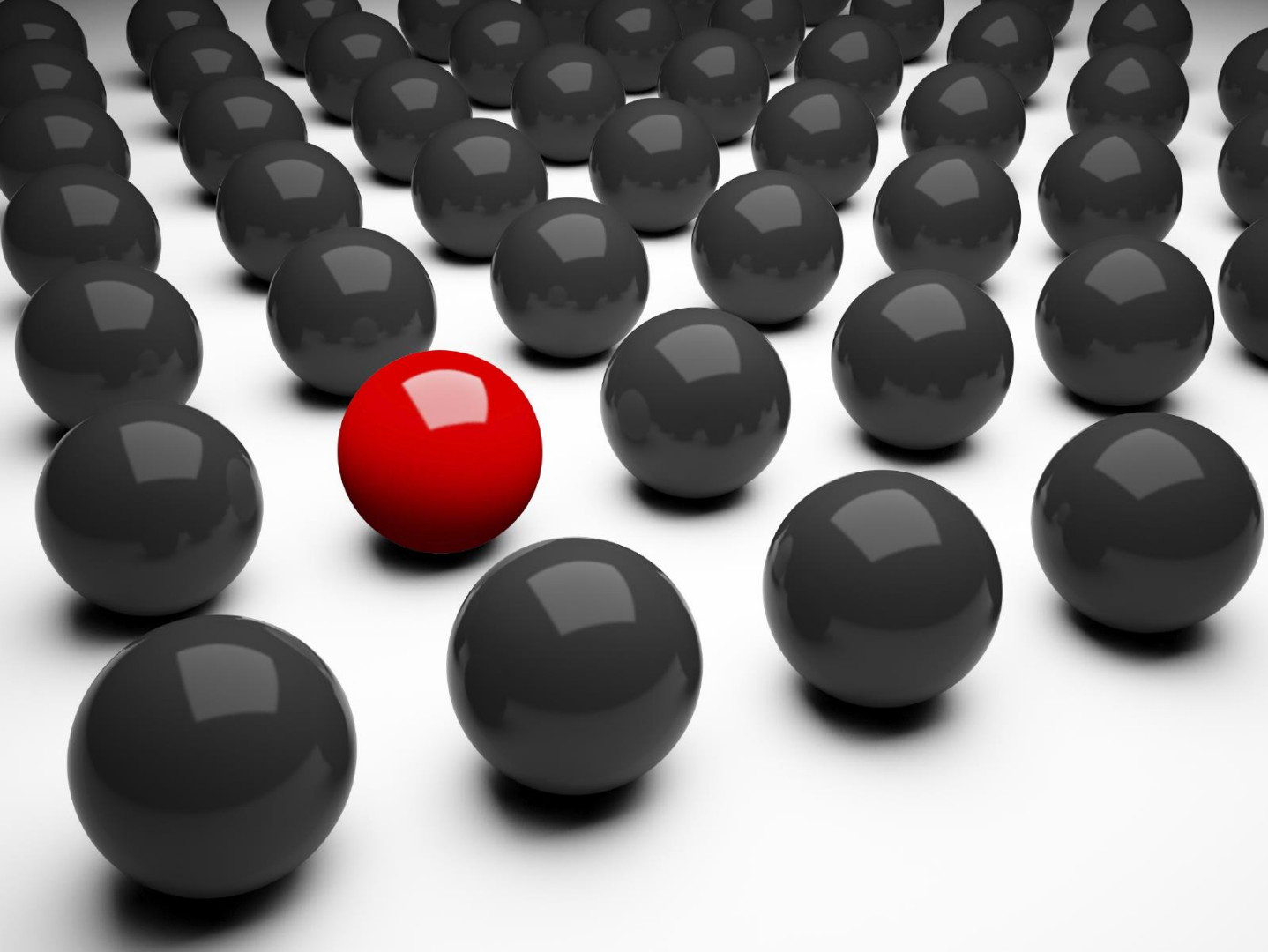


Integrate Activities

Reinforce Best Practices

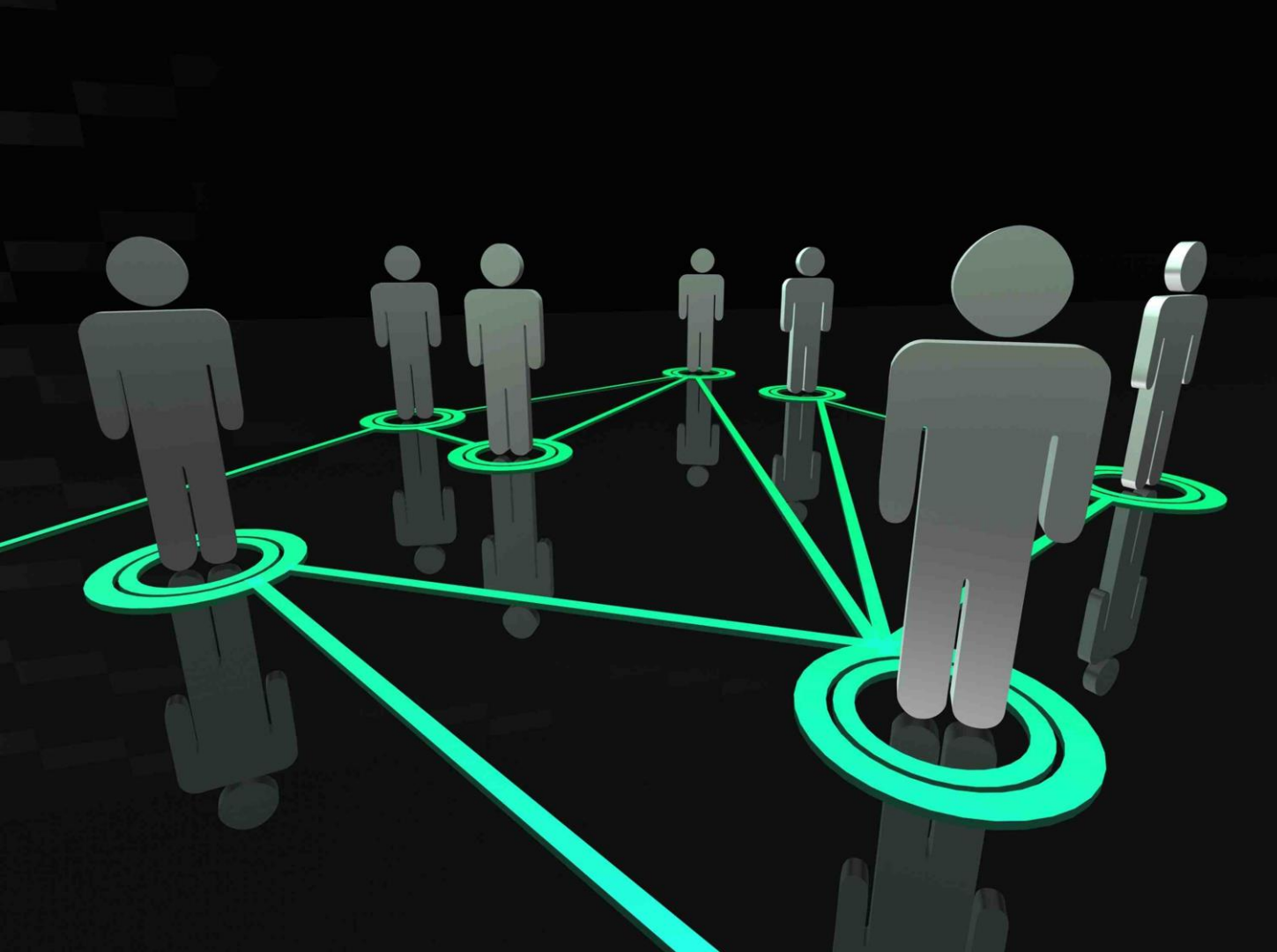
Just-in-time Information

Ramp Up



Optimize
the right
investments

Personalize



Automate

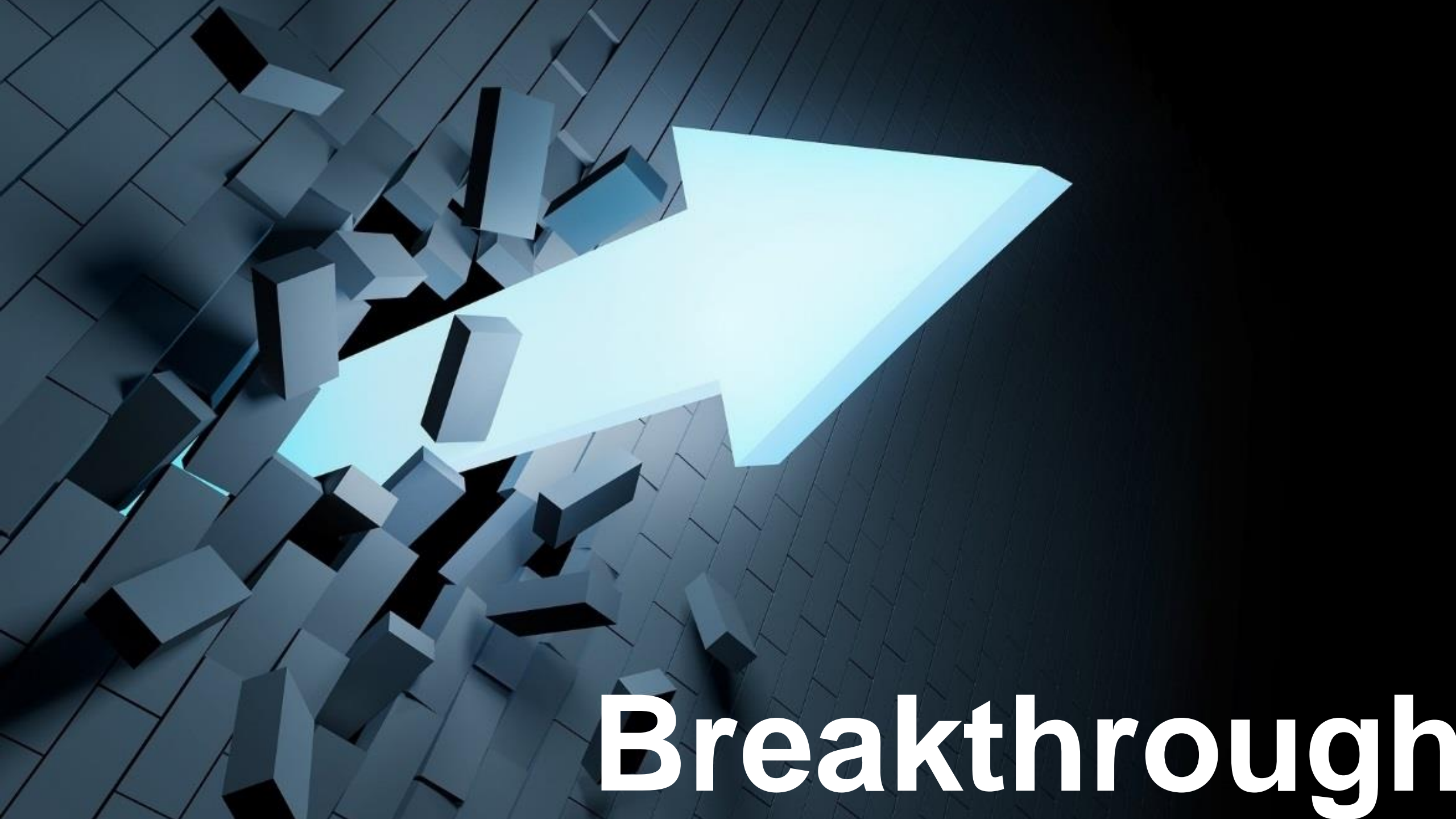
Real-time Coaching
&

Reinforcement

Connected



Fresh Ideas



Breakthrough

Link

training, coaching,
reinforcement,
and other
resources directly
into selling process

Align

teams, processes,
content, and
resources
specifically to
buying processes

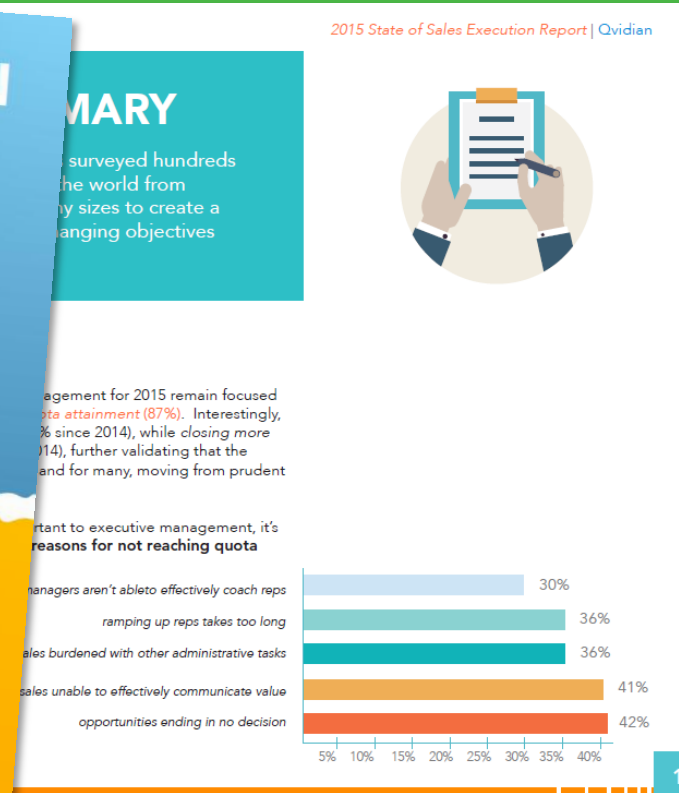
Leverage

existing
investments by
bridging them in
an integrated
selling process to
drive sales
behavior

Breakthrough

Download full report:

<http://info.qvidian.com/2015-Sales-Execution-Trends.html>





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QUESTIONS?

