



**2019 STATE OF SALES FOR SMALL
TO MID-SIZE BUSINESSES**

**Data shows companies
need to go back to the
basics to grow sales**





Sales Agility Assessment Shows **69%** of Companies Score Poorly in Managing Their Sales Team and Processes Effectively

Sales Xceleration provides potential and new clients the ability to participate in a Sales Agility Assessment before an engagement starts. This assessment provides companies with a baseline on how well they are doing in all of the critical areas that drive sales growth.

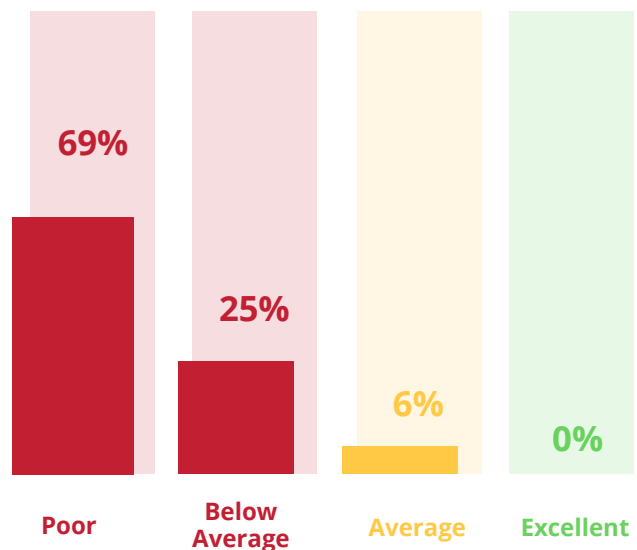
Participants answered a number of questions focused on activities over 4 key areas:

- Sales Strategy
- Sales Methodology
- Sales Analysis
- Sales Organization

Questions offered multiple-choice answers, with each answer assigned a specific number of points. Lack of tangible effort in the area queried scored zero points. Study-wide scores were then tallied into a grading scale of Excellent, Average, Below Average and Poor.

During 2018, we were surprised to see that a majority of organizations (69%) scored Poor and a vast majority (94%) scored Below Average/Poor. However, the good news is that there is always room for improvement.

2018 Small to Mid-Size Business Rating of Their Overall Sales Performance



Fundamentals Appear to be Sorely Lacking

Among Companies Polled, A Paltry 1 In 10 Have Built A Strong Sales Infrastructure



A review of combined Poor/Below Average scores across the 4 key areas show just how many **companies are struggling with the basics:**

87% struggle with **Sales Strategy**

90% struggle with **Sales Methodology**

88% struggle with **Sales Analysis**

87% struggle with **Sales Organization**

As outlined above, 69% of small to mid-size businesses rate themselves as doing Poor overall in managing their sales. Broken down further, we noticed that organizations rated slightly better on Sales Strategy (54% Poor vs 60%+ in other areas). Sales Strategy scores were also slightly stronger in the Below Average range at 32%.

Companies scoring in the Excellent range were few and far between, with only 1% scoring Excellent in Sales Strategy, 2% in Sales Analysis and 3% in both Sales Methodology and Sales Organization.

Overall Scores of how Companies Rated Themselves in the 4 Key Sales Areas:

GRADE	POOR	BELOW AVERAGE	AVERAGE	EXCELLENT
Sales Strategy	55%	32%	12%	1%
Sales Methodology	75%	15%	7%	3%
Sales Analysis	67%	21%	10%	2%
Sales Organization	64%	23%	10%	3%



What Does All This Mean?

We see small to mid-size businesses struggling to build the right tools and processes to manage and drive growth. In fact, we uncovered that documenting and setting expectations on what needs to occur at each sales cycle step is only done well by 11% of companies.

As for tools, 75% don't give their sales reps written performance reviews and 71% don't have clearly defined sales metrics that are understood by the team. Here are the top areas we uncovered that most businesses score Poor in.

Top Areas Companies Scored Poor In

Sales Strategy	<ul style="list-style-type: none">• No defined target market• No competitive analysis
Sales Methodology	<ul style="list-style-type: none">• No separate and distinct sales territories• Tie: No documented sales process <i>and</i> no prioritization of customers (A/B/C accounts)
Sales Analysis	<ul style="list-style-type: none">• Lack of alignment with sales reps' quota compared to overall company goal• Do not assign quotas
Sales Organization	<ul style="list-style-type: none">• Don't know if their training is effective• Don't provide written performance reviews

These are just a few of the things that put a company on the path to sales success. It is critical to develop the right processes, implement the right tools and have key measurements and proper tracking in place to meet sales goals. See our other eBooks to get more detailed insights on the other fundamentals companies need to be doing to grow sales and drive success.

About Sales Xceleration

We help businesses build a path to more sales. We do this by providing an Outsourced Sales Consultant to small businesses and mid-size corporations that want to launch or expand their sales operations to drive revenue growth. Our Sales Consultants take a hands-on approach and do the work for our Clients. They build the right processes, use the right tools and ensure the right salespeople are in place. Our unwavering objective is to help business leaders build a solid sales foundation so they can enjoy sales growth for years to come.

About the Data

We offer a 48-question Sales Agility Assessment to potential and existing clients. This assessment is typically taken by the Owner, President, CEO and/or Sales Leader. It delves into how well they are currently performing on the core sales components a company must execute well to run an effective sales department. The results of the scores, compiled from 933 completed assessments across all industries, are what was used to compile these insights.

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Get started today on building the right plan to drive revenue growth. The Sales Xceleration Sales Plan Checklist helps you define the key components to start writing an effective Sales Plan. Or **Contact Us** today to talk to the nearest Outsourced VP of Sales near you.

IT ALL STARTS WITH A PLAN

AND WE ARE HERE TO HELP MAKE
IT EASIER TO CREATE ONE

Our easy to follow Sales Plan Checklist helps you define the key components needed to write an effective Sales Plan.

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