



**SALES  
XCELERATION®**

Fourth Edition

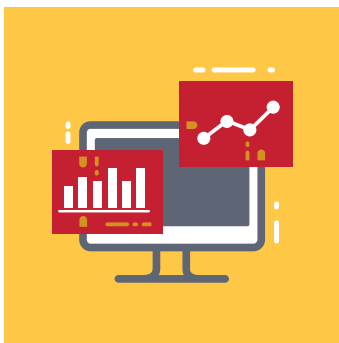
# 2022 State of Sales Small to Mid-Size Businesses

Data from **3,001 business leaders** on how well  
their sales team is performing

## Source of the Data

Insights are compiled from 3,001 Sales Xceleration Sales Agility Assessments taken by small to mid-size business leaders whose revenue ranges from **\$2M to \$100M**. There are 48 multiple-choice questions with each answer assigned a specific number of points. Study-wide scores were then tallied into a grading scale of Excellent, Average, Below Average, and Poor.

The assessment questions are created from these four key areas necessary for effectively managing a successful sales team:



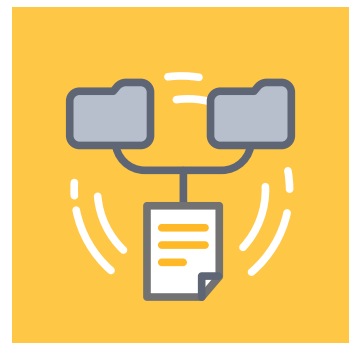
**Sales Strategy**



**Sales Methodology**



**Sales Analysis**



**Sales Organization**

## The Big Insight

Over the past four years we have seen companies **consistently rank themselves Poor**.

### State of Sales 2022 Overall Ratings



## LET'S DIG DEEPER

# How They Rate Themselves in the Four Key Areas

Here are four critical areas where companies need to focus. Inside each bucket are the tools, processes, and people that when built right, result in a high-performance sales team.

The last four years we have seen the Sales Methodology area continue to be the biggest area where companies rate themselves Poor. In fact, a key component of Sale Methodology is understanding why a company's sales are up or down and only **30% know the reason(s)**. This fundamental insight is a root cause of poor performing sales teams and is a key contribution to why many of the other components are also off track.

## Definition and Scores of Four Sales Categories

How Small to Mid-size Businesses rank themselves in 2022

### 88% STRUGGLE WITH SALES STRATEGY

- Industry positioning
- Competitors
- Value Proposition

### 92% STRUGGLE WITH SALES METHODOLOGY

- Territories
- Coverage
- Processes
- CRM



### 83% STRUGGLE WITH SALES ORGANIZATION

- Staffing
- Hiring
- Training
- Roles & responsibilities

### 91% STRUGGLE WITH SALES ANALYSIS

- Goals
- Quotas
- Metrics
- Reporting
- Compensation & incentives

Data compiled from client results from over 3,001 completed SAA 4.0s pre-engagement from December 1, 2012 to December 2021

## LET'S DIG DEEPER

# Uncovering where companies are declining and improving.

## Sales Strategy



### AREA DECLINING:

- CRM is a key driver in delivering insights into the sales pipeline and processes.
- Only **41%** of companies have a CRM.

### AREA IMPROVING:

- Due to COVID, companies struggled with having a market expansion plan in place especially in 2020.
- In 2022, there was a 10% improvement with **59%** saying they now have a process and plan in place.

## Sales Methodology



### AREA DECLINING:

- Only **22%** have a documented sales process.
- Sales teams don't know the steps in the sales process or the probability of close along the way.

### AREA IMPROVING:

- Results indicated a **2%** improvement in data usage (if they have a CRM).
  - 31%** have a database
  - 32%** have a sales dashboard
- Room to improve, but some incremental growth over the last few years.

## Sales Analysis



### AREA DECLINING:

- **4%** increase in Poor ratings with only 70% of companies having annual sales goals established.

### AREA IMPROVING:

- **14%** improvement from **42%** to **56%** have forecasts in place.

## Sales Organization



### AREA DECLINING:

- **46%** of companies rate themselves as Poor when sourcing candidates. This leads to high turnover and rising staff costs.

### AREA IMPROVING:

- **7%** increase going from **50%** to **57%** of companies having sales roles and responsibilities in writing.

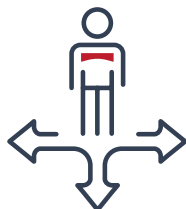
# Action Plan

There are so many things a sales organization needs to do to be successful, and it is hard to decide where to start. Here are five key areas companies should focus on to set their teams sales teams up for success.



## 1. Tie Compensation to Desired Behaviors

Determine your company's goals by product, customer, and overall revenue. Next, break it down by department and sales rep. Only then can you determine what revenue and behaviors align with individual rep expectations.



## 2. Align Your Sales Processes with the Buyers Journey

Document your company's sales process and adjust it to fit both your internal process and the desired buyer's journey. Tracking where the customer is at each step with key milestones increases the probability of closing.



## 3. Set Goals to Create Clear Expectations

Everyone needs to know what is expected of them based on their compensation plan, key performance indicators (KPIs), and related company outcomes. Then, be sure to implement a performance review process that occurs at regular intervals.



## 4. Initiate Onboarding Programs Immediately

Communicate the onboarding plan in writing, and make sure it's understood by all parties. Then, check-in with new salespeople at 30, 60, and 90 days to ensure they're adjusting well and understand expectations.



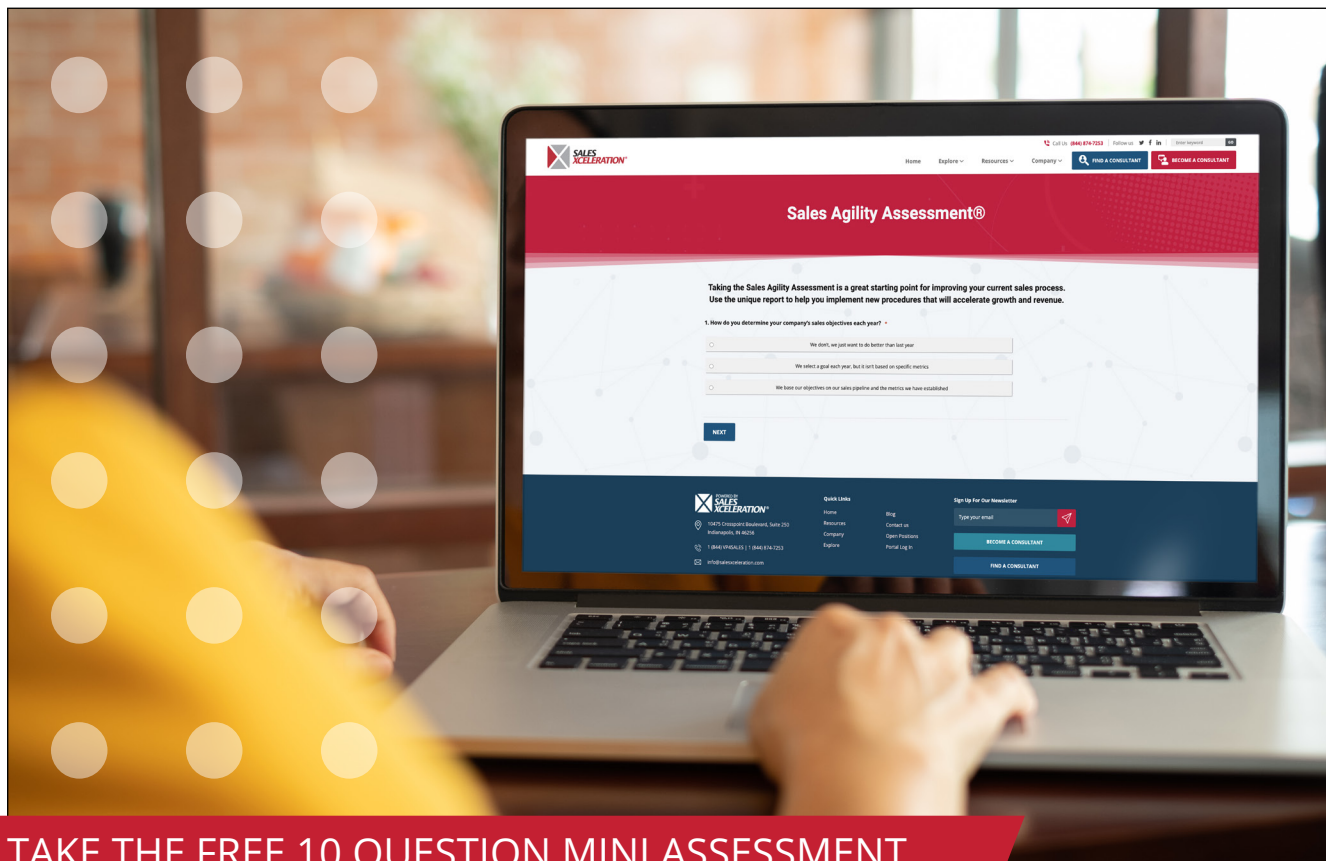
## 5. Focus Sales Performance Metrics on Leading Indicators

Sales performance metrics focus on things that have already taken place, when they should center around metrics that suggest future results. Be sure to review sales performance metrics weekly to ensure your people and company are on the right track.



# 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.



**TAKE THE FREE 10 QUESTION MINI ASSESSMENT**

To uncover how your company is doing on the sales fundamentals take our quick 10 question assessment and get your answers and tips immediately after completion.

**<https://salesxceleration.com/sales-agility-assessment/>**

Or to learn more about how we build a path to more sales for companies visit

**[www.salesxceleration.com](http://www.salesxceleration.com)**

