



2021 STATE OF SALES FOR SMALL TO
MID-SIZE BUSINESSES

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





Sales Agility Assessments show an increase in organizations rating their sales team and processes poor

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 four key areas:

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

Questions offered multiple-choice answers, 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 significant changes we saw from the 2019 to the 2020 data were in the area of sales analysis and sales strategy. **7%** more companies rated themselves Poor in their sales analysis (**67% to 74%**). While **5%** more rated their sales strategy Poor (**55% to 60%**).

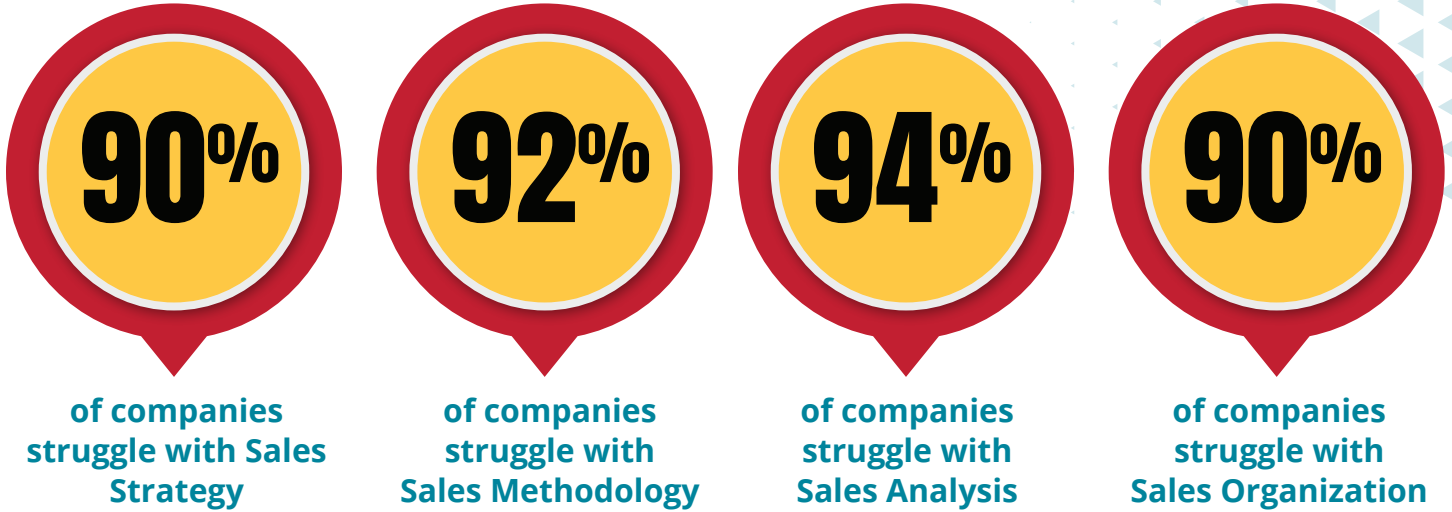
2020 Small to Mid-Size Business Ratings of Their Overall Sales Performance

Score	Year		
	2018	2019	2020
Poor	69%	73%	76%
Below Average	25%	23%	21%
Average	6%	3%	2%
Excellent	0%	1%	0%

Comparing 2020 to 2019, organizations continue to see a small but steady increase in Poor ratings.

Fundamentals appear to be sorely lacking

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



Overall Scores by Category*

Score	Sales Strategy Grade			Sales Methodology Grade			Sales Analysis Grade			Sales Organization Grade		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
Poor	54%	55%	60%	75%	78%	78%	67%	67%	74%	64%	64%	69%
Below Average	32%	33%	30%	15%	15%	14%	21%	22%	20%	23%	24%	21%
Average	12%	11%	8%	7%	5%	6%	10%	10%	5%	10%	9%	9%
Excellent	1%	2%	2%	3%	2%	1%	2%	1%	1%	3%	3%	1%

Biggest changes:

Sales Analysis Poor ratings are at 74%, a 7% increase.
 Sales Strategy Poor ratings are at 60%, a 5% increase.



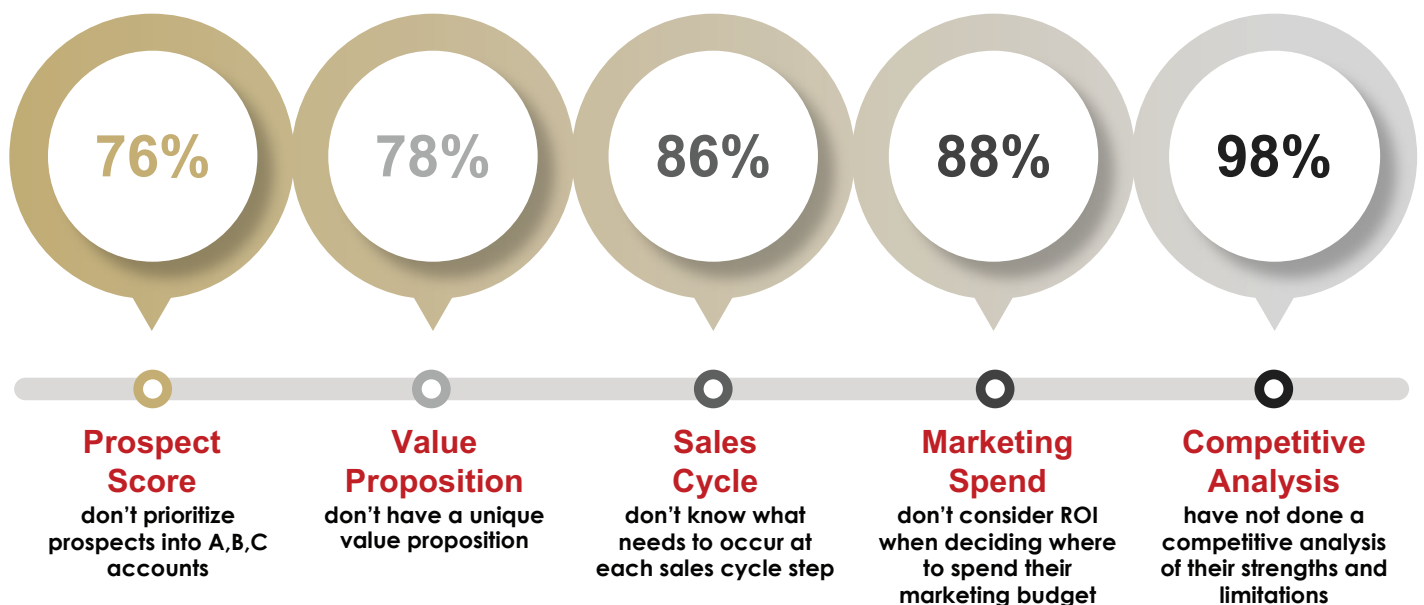
What does all this mean?

We continue to see small to mid-size businesses struggling to build the right tools and processes to manage and drive growth.

We see many struggle in the go-to-market basics, such as, don't know how their product/service stacks up against competition and as a by product don't have a unique value proposition.

Next, they don't categorize their prospects by probability of closing nor do they know where each prospect is at in the sales cycle.

Top 5 lowest performing areas



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 2,355 completed assessments across all industries, are what was used to compile these insights.

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