SEVENTH EDITION

2025 State of Sales Small to Mid-Size Businesses

Discover key takeaways from our annual report, where **4,840 small to mid-size business leaders** reveal what's driving sales success—and what's holding teams back.



SALES XCELERATION®

REPORT OVERVIEW

The Data Source

Now in its **seventh year,** Sales Xceleration's State of Sales Report shares insights from small to mid-size businesses that take the 4.0 Sales Agility Assessment (SAA). Developed and in use for **13 years,** the SAA helps Advisors identify key opportunities for improving sales organizations through detailed questions on how the organization is performing essential sales functions.

Who took the Sales Agility Assessment



- **4,840** small to mid-size business leaders
- **One leader per company:** CEO, President or COO
- Small to mid-sized businesses with **$1M** to **$200M** in revenue
- Companies located in North America, **94%** from the US

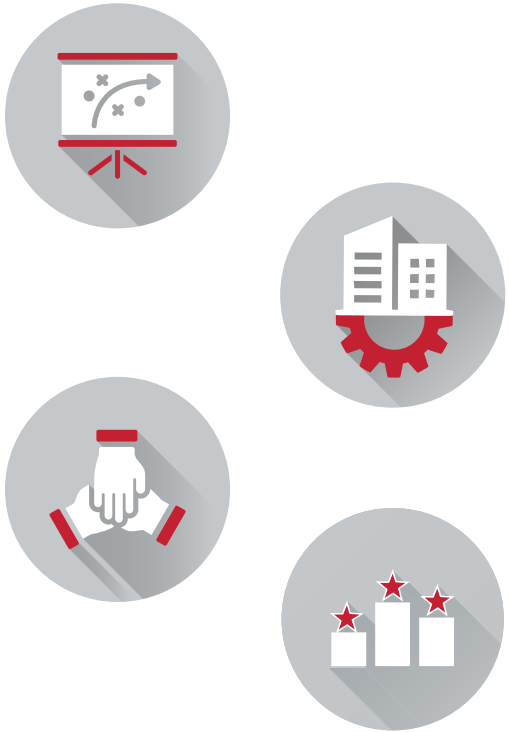
The scoring

The SAA is comprised of **54 multiple-choice questions** and each response is assigned a specific number of points, designed to evaluate critical aspects of a sales organization. Study-wide scores fit into the following grading scale of **Excellent, Average, Below Average,** and **Poor.** While salespeople may participate in some companies' assessments, our report findings focus on the score from the leadership role within the organization.



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EXECUTIVE SUMMARY



The State of Sales: Crafting High-Performing Sales Organizations

In today's fast-paced and fiercely competitive business landscape, a high-performing sales organization is not just an asset—it's a necessity. This eBook delves into the critical components driving sales excellence and how companies rate their performance in the four key areas.

We'll explore the foundational pillars of sales success:

- Developing a robust sales strategy
- Building the infrastructure to support it
- Assembling a top-tier sales team
- Implementing a management structure that fosters accountability and achievement

Whether you're a seasoned sales executive or an entrepreneur looking to scale your business, the insights provided will equip you with an understanding of the solutions your organization needs to implement to transform your sales organization into a powerhouse of productivity and profitability.

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EXECUTIVE SUMMARY

The Results Are In

What a difference a year makes. For many small to mid-sized businesses, 2024 brought challenges to their sales organizations—a pattern we often see during election years.

Three of the four key sales categories **declined,** with leaders scoring their organizations as **Poor** or **Below Average** in performance.



SALES STRATEGY

Sales Playbook
- Value Proposition
- Ideal Client Profile
- Buyer Persona
- Competitors

KPIs & Tracking

85% Poor or Below Average

1% Improvement



SALES METHODOLOGY

Sales Process
Artificial Intelligence (AI)
CRM Usage
Forecasting
Territories
Coverage

95% Poor or Below Average

5% Decline



SALES ANALYSIS

Team & Individual Sales Goals
Quotas
Metrics & Reporting

93% Poor or Below Average

2% Decline



SALES ORGANIZATION

Roles & Responsibilities
Hiring
Onboarding, Training & Coaching
Compensation & Incentives
Team & Individual Sales Mtgs.

90% Poor or Below Average

3% Decline

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EXECUTIVE SUMMARY

New Questions

In 2024, we added new questions to the assessment to dive deeper into key components of running a successful sales organization. These topics included:

- Alignment of sales and marketing
- Using AI to support sales
- Additional data tracking questions
- Holding team and individual one-on-one meetings
- Development of a Sales Playbook

Let's dive deeper into key trends emerging within each category.








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SALES STRATEGY

The Message Misfire: How Companies Are Missing the Mark

In this year's State of Sales report, we've discovered companies are struggling to articulate their value, both internally and externally. Let's dive into the data and insights:

1 The Vanishing Value Proposition

61% of companies lack a clear value proposition

This is a slight improvement from **65%** last year but still a big issue

OPPORTUNITY: ***A clear value prop can skyrocket your sales***

2 The Internal Communication Breakdown

78% haven't officially shared their value proposition with their sales team

2% worse than last year at **76%**

WARNING: ***Your team can't sell what they don't understand is the key value of your offering, and without clarity, they are making it up as they go along.***

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SALES STRATEGY

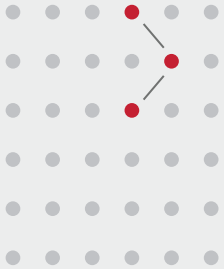
The Message Misfire: How Companies Are Missing the Mark *(CONTINUED)*

3 The Client Confusion Crisis

85% say clients don't recognize their unique value

Up **4%** from **81%** last year

REALITY CHECK: ***If clients don't get it, they won't buy it. Clear messaging alignment both internally and externally can make all the difference.***



Connecting the Dots: A Story of Missed Opportunities

Meet Company X. They have a great product, but their sales are stagnant. Why? Their value proposition is a mystery, their sales team is improvising pitches, and their clients are scratching their heads, wondering what makes Company X special and asking why they need their offering.

This isn't just Company X's story; it's the story of 61% of companies without a clear value prop.

The result? Lost sales, confused customers, and a frustrated sales team all rowing in different directions.



The Takeaway: Clarity Converts

Your value proposition isn't just a statement, it's your sales lifeline. Craft it, communicate it, and let it guide every client interaction. Remember, in the noisy world of sales, **clarity is king.**

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SALES METHODOLOGY

The Shocking Truth: Most Sales Teams Are Flying Blind in Their Prospecting Efforts

In our latest Sales Xceleration State of Sales report, we uncovered a startling trend: sales teams are losing touch with their potential customers. Let's break down the numbers:

1 Market Research: A Neglected Goldmine

73% of sales teams don't conduct market research for their target market

Up **4%** from last year, **69%** not doing research

ALERT: ***Your competition is a step ahead of you in finding prospects.***

2 Ideal Customer Profiles (ICP): The Missing Piece

A whopping **84%** haven't created Ideal Customer Profiles

TIP: ***Well-researched and developed ICPs keep the team focused on high-conversion prospects.***

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SALES METHODOLOGY

The Shocking Truth: Most Sales Teams Are Flying Blind in Their Prospecting Efforts *(CONTINUED)*

3 CRM: The Underutilized Prospecting Tool

61% lack a customer database or CRM

Up **8%** from last year, **53%** had no CRM

FACT: ***You're leaving money on the table without a CRM.***





The Bottom Line: Know Your Customer or Get Left Behind

Understanding your customer isn't just an advantage—it's a necessity. Don't be part of the group flying blind. Get ahead of your competition and invest in market research, create detailed customer profiles, and leverage a robust CRM system to stay ahead of the curve.

Remember: In sales, knowledge isn't just power—it's profit.

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SALES ANALYSIS

The Metrics Misstep: Navigating Without a Compass

In our 2025 State of Sales research, we've uncovered critical gaps in how sales teams are tracking, forecasting, and understanding their performance metrics. Let's dive into these revealing insights:

1 The Activity Tracking Void

84% of sales teams do not have clearly tracked sales activity goals*

This includes metrics for calls, emails, networking, meetings, and events. Pipeline management is little or non-existent.

IMPACT: ***Without clear Key Performance Indicators (KPIs), teams lack direction and accountability.***

2 The Forecasting Fog

57% don't have clear metrics for sales forecasting

However, this represents a significant 19% improvement from the previous year **(76%)**

PROGRESS: ***While still concerning, the trend shows more organizations are recognizing the importance of accurate forecasting.***

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SALES ANALYSIS

The Metrics Misstep: Navigating Without a Compass *(CONTINUED)*

3 The Process Puzzle

78% say clients don't recognize their unique value

2% more up from last year's **76%** have not built a solid sales process for the team to follow

CRITICAL GAP: ***The lack of a clear process hampers training, consistency, forecasting, goal attainment, and scalability.***



The Ripple Effect: Consequences of Few Metrics and a Sales Process

Without clear metrics and processes, sales organizations face several challenges:

1. **Directionless Activity:** Sales teams may be busy, but not necessarily productive or focused on the right activities.
2. **Unreliable Forecasts**: Inaccurate forecasting can lead to poor resource allocation and missed revenue targets.
3. **Inconsistent Performance:** Without a standardized process, sales outcomes become unpredictable and harder to replicate.
4. **Training Difficulties:** New team members struggle to learn best practices and stages of a sale without a documented process.
5. **Missed Optimization Opportunities:** Without clear metrics, it's challenging to identify areas for improvement and optimization.

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SALES ANALYSIS

The Metrics Misstep: Navigating Without a Compass *(CONTINUED)*

The Path Forward: Embracing Metrics and Process

To overcome these challenges, sales organizations should focus on:

1. **Defining Clear KPIs:** Establish and communicate specific, measurable activity goals for each sales role.
2. **Documenting the Sales Process:** Create a clear, step-by-step guide for your sales methodology.
3. **Regular Training and Reinforcement:** Ensure the entire team understands and follows the established process.
4. **Continuous Improvement:** Regularly review and refine metrics and processes based on performance data.

By addressing these areas, sales teams can create a more structured, data-driven approach to selling. This not only improves individual performance but also enhances the organization's ability to predict outcomes, allocate resources effectively, and scale operations for sustainable growth.

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SALES ORGANIZATION

Managing the Right Sales Organization: A Critical Gap

Our research reveals alarming gaps in how companies are structuring and managing their sales teams:

Lack of Individual Attention

68%

are not conducting weekly one-on-one meetings with sales team members*

NECESSITY: These meetings are crucial for goal tracking, providing support, and removing obstacles.

Insufficient Team Collaboration

48%

don't hold weekly all-team sales meetings*

DEAL BREAKER: These meetings are vital for sharing updates, reviewing key indicators, holding the team accountable, training, and exchanging best practices.

*New question added in 2024 Sales Agility Assessment

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SALES ORGANIZATION

Managing the Right Sales Organization: A Critical Gap *(CONTINUED)*

Absence of Dedicated Leadership

79%

lack a true sales leader dedicated to hiring, onboarding, training, and ongoing management*

Often, this role is filled by a manager, CEO, owner, or president, resulting in inadequate attention to sales team development

MUST HAVE: A sales team needs a dedicated sales leader to provide strategic direction, goal setting, accountability, consistent support, ongoing training and development, team alignment/role clarity, and motivation.

*New question added in 2024 Sales Agility Assessment



The Impact

Without proper structure and leadership, sales teams are left to navigate complex challenges on their own. This lack of support and guidance can lead to:

- Lack of clear strategy
- Inconsistent performance and not meeting sales goals
- Decreased morale and higher turnover
- Difficulty in scaling sales operations to drive growth

To build a high-performing sales organization, companies must prioritize regular individual check-ins, foster team collaboration, and invest in dedicated sales leadership. These elements are crucial for creating a cohesive, motivated, and successful sales team capable of articulating and delivering on the company's value proposition and closing deals.

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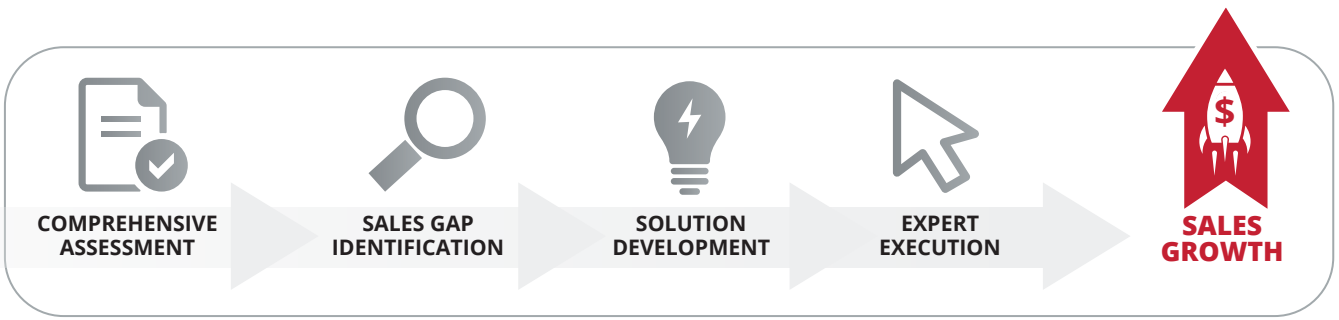
This is not consulting as usual: we do the work for you.

At Sales Xceleration, our mission is clear: to build a path to more sales for our clients through our Certified Sales Operating Management System™ and the guidance of our Fractional Sales Leaders.

Our system is a proven model designed to elevate sales performance through the core elements of ***Strategy, Process***, and ***Execution.*** They include:



Our highly experienced Certified Sales Leaders specialize in crafting a sales growth plan tailored to your company's unique needs to cover every aspect of building a sales organization that drives revenue year over year. The process they use to assess how to support an organization is as follows:



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