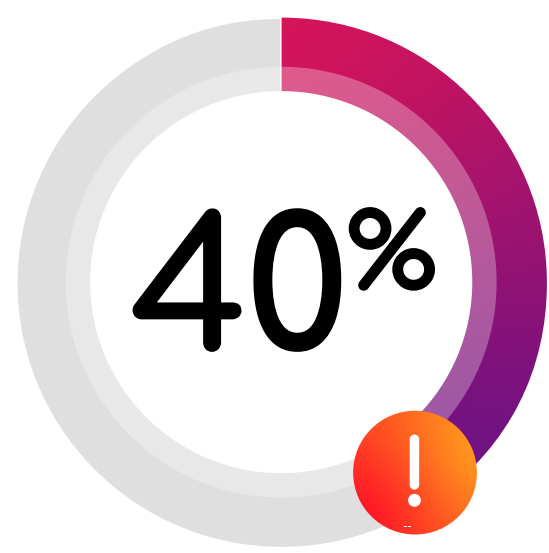
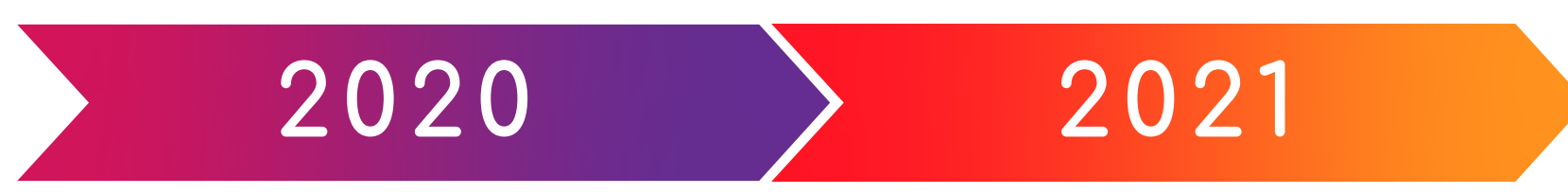


State of Sales 2021

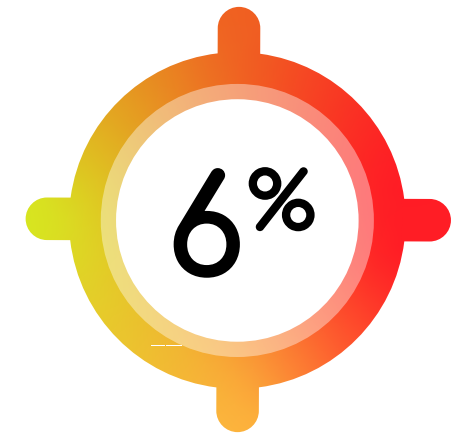


In 2020, 40% of sales teams did not meet their revenue goals

(Source: Hubspot)



And only 6% of Chief Sales Officers expect to meet their revenue goals in 2021



(Source: Gartner)

PEOPLE ARE THE KEY TO MEETING REVENUE GOALS

95% increase in revenue with the right people for the job

(Source: Aberdeen <https://financesonline.com/sales-trends/>)

Hiring the right people is now done virtually

70% of talent professionals say virtual recruiting will become the new standard



(Source: LinkedIn. <https://business.linkedin.com/talent-solutions/blog/future-of-recruiting/2020/future-of-recruiting>)

Because it's critical, sales is a job in very high demand



4.5x

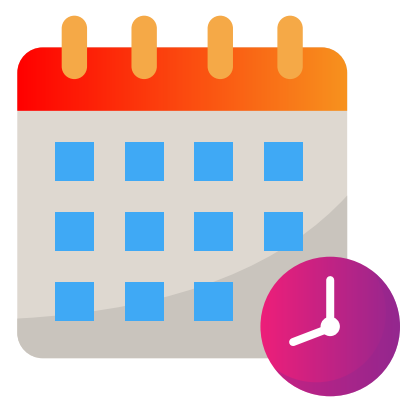


According to LinkedIn, remote job listings in the U.S. increased by more than 4.5 times over the last year

(Source: <https://www.cnn.com/2021/01/12/hiring-for-these-jobs-is-on-the-rise-in-2021-according-to-linkedin.html>)

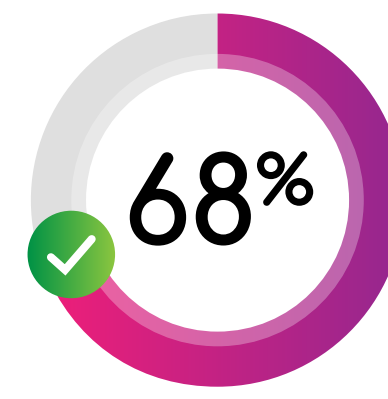
HOW ARE SALES ROLES STRUCTURED?

On the SDR (sales development representative) side
The average ratio is **1 SDR to 2.6 Account Executives**



Average tenure for SDRs is **1.8 years**

(Source: The Bridge Group for all SDR stats)



On average for SDRs, 68% of reps in a given group achieve quota



For SDRs, median on-target earnings of \$76K and a 65:35 (base:variable) split

93% of SDRs progress to AE

OTE for an AE is \$115,000



The typical AE takes **4.7 months** to ramp



and spends **2.7 years** on the job

(Source: Hubspot)

SALES COMPENSATION IS ON THE RISE

Companies are spending more to find the right fit in sales.

	2016	2018	2020
MANAGER	\$129K	\$127K	\$128K
DIRECTOR	\$174K	\$172K	\$177K
VICE PRESIDENT	\$220K	\$215K	\$226K

To justify the increasing investment, the biggest trend changing sales in 2021 is **data-driven people decisions**

IT IS THE #1 PRIORITY FOR CEOS FOR 2021

(Source: SBI <https://salesbenchmarkindex.com/insights/top-priorities-for-ceos-in-2021/>)

Top 3 initiatives to address that priority are:

1

Being Predictive and Prescriptive as opposed to Descriptive and Diagnostic. **Visibility** is a key tenant of go-to-market strategy for CEOs in 2021.

2

Deploying **Revenue Operations vs. Sales Operations**
CEOs are looking at a more holistic approach than a siloed Sales Ops approach and aligning the team cross-functionally to drive decisions.

3

Metrics that Matter. Accelerators are focused and driving execution based on 8-10 commercial metrics that matter to their business.