

Nearly 12.3% Of All US Jobs Are Full Time Sales Positions
Over 1 Trillion Dollars Annually Is Spent On Sales Forces

Cost Of Customer Contact:

Telephone Sales = \$33.11

Field Sales = \$276.48

It Costs Approximately 8.5 Times More To Make A Field
Contact Than A Phone Contact

Revealing Facts About Sales By: Peter Gilbert

When last did you see a feature on sales in Business Day or Financial Mail? Advertising and marketing yes, but sales, NO! Consequently, many managers and executives and managers are poorly informed about the discipline.

Of all the major business disciplines, sales has probably received the least attention from academics, senior management and the business press.

The following facts may shed a little light on the subject.

Harvard research shows that, across a range of industries, there is a direct and consistent correlation between the caliber of the sales force and organizational growth.

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A world class sales benchmarking study reveals that the calibre of the salesperson, in the B2B environment, is the most important factor influencing customers' decisions to buy.

In many sales forces, 20% of the sales force deliver 80% of the revenues. This means that hiring talented salespeople is essentially a random event. Tossing a coin would be as effective.

64% of salespeople who fail, do so because they are in the wrong job, not because they cannot sell.

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Top sales producers outperform average producers by two to one and outperform low producers by 10 to one.

Caliper Corporation reports that 55% of people making their living in sales should be doing something else.

Sales is a talent-based profession and training can only improve this by 20%. So a 5% can become a 6%, but an 80% can become a 96%.

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Replacing your bottom 20% of salespeople with only average performers would improve sales productivity by nearly 20%.

Over 50% of sales managers are too busy to train and develop their sales teams. Sensible investment in recruiting and developing real sales talent yields wonderful returns

Facts About Customer Retention And Churn Facts

A 5% Reduction In The Customer Defection
Rate Can Increase Profits By 25% To 80%

Satisfying And Retaining Current Customers Is 3 To 10 Times
Cheaper Than Acquiring New Customers

An Average Company Loses Between
10% & 30% Of Its Customers Each Year

Facts About Phone Service

92% Of All Customer Interactions Happen Via The Phone
(Gartner)

85% Of Consumers Are Dissatisfied With Their Phone
Experience (Gartner)

Facts About Customer Service, Contact Centers & Call Centers

72% Of All Customers Believe It Takes
Too Long To Reach A Live Agent (Harris)

69% Said They Were On Hold For Too Long (Harris)

50% Of The People Surveyed Said That Agents Failed To Answer
Their Questions (Harris)

44% Said The Information They Received
Was Not Accurate (Harris)