

Registration Information			
First Name:	Sample	Last Name:	Sample
Company:	Sample Co	Company URL:	
Industry:	Chemicals/ Pharmaceutical manufacturing	Job Title:	EVP / SVP / Vice President
Revenue:	\$1 billion to \$2.5 billion	Number Of Employees:	1001 to 2500
Job Function :	Sales	Email	jbodo6684@aol.com
Country:	United States	State / Province:	Pennsylvania
Address:	1818 Market Street	Phone	215-940-9255
City	Philadelphia	Zip Code:	19103

Aberdeen Group Research Methodology

Aberdeen has prepared this report and personalized recommendations based on previously conducted Aberdeen benchmark studies. The participants of those studies were categorized based on their ability to hit specific performance targets: the top 20% of performers (Best-in-Class), the middle 50% (Industry Average), and the bottom 30% (Below Industry Average). Comparative analyses were then completed to understand which process, organizational and technology traits were exhibited more frequently by the Best-in-Class. To prepare this report Aberdeen has compared your answers to the study participants to determine where your company will see the most opportunity and to offer you personalized recommendations based on our benchmark research.

Top Pressures

It should be of no surprise that in the second-half of 2009, as the business community is still wondering if the clouds of economic recession have begun to lift; the leading concern among these respondents is the business climate as a whole. The second most common response, however, "need to align sales activity with business objectives," speaks directly to the concept of sales effectiveness, and addresses the question of how efficient sales organizations are at matching what their reps say and do, to the overlying business goals of their employer.


Pressure	% Survey Response
Increase or sustain revenue in a constricted economy	70 %
Counteract the effects of decreasing customer budgets	26 %
Counteract the effects of longer customer buying cycles	27 %
Need to align sales activity with business objectives	40 %
Need to cut costs	4 %
Need to improve sales forecasting accuracy	22 %

 : your responses from the assessment

Strategic Actions

Among all maturity classes, a consistent theme emerges across the strategic actions most frequently deployed by companies utilizing sales training. The two most frequently cited strategies call attention to elements of selling that are less quantifiable than simply measuring quotas or number of sales appointments. The highly individualized and personal skills of prospecting, nurturing and closing deals are directly linked with finding a way to make the verbal conversations between reps and their prospects / customers more meaningful.

Action	% Survey Response
Enhance sales prospecting, nurturing and closing skills	49 %
Maximize time spent selling	22 %
Create more meaningful sales conversations	45 %
Increase deal size and/or close ratio	19 %
Replicate "A Players" within sales team	17 %
Reduce sales turnover	2 %
Standardize messaging and sales process	31 %
Increase product knowledge	11 %

 : your responses from the assessment

Current Capabilities

Aberdeen's benchmarking process measures the capabilities that currently exist within respondent companies. Next to your responses, the following table shows the percentage of Best-in-Class and Laggard organizations that currently have selected capabilities in place.

Capability	Your Response	% Best-in-Class	% Laggard
Process for post-training reinforcement	Yes	55 %	38 %
Defined competencies for each sales role (inside, hunter, farmer, global accounts, etc.)	No	47 %	36 %
"Train the trainer" methodology	No	51 %	33 %
Process for collaborative collection and sharing of "tribal knowledge"	No	80 %	30 %
User-generated marketing and sales content	Yes	53 %	52 %
Capture of organizational best practices stored in a centralized repository	No	49 %	48 %
Provides formal sales training to reps at least quarterly	No	60 %	23 %

Aberdeen's analysis indicates that those capabilities highlighted in pink, if implemented, would make the greatest contribution to your company's improved performance.

- Best-in-Class companies are 2.67-times as likely as Laggards to have a process for collaborative collection and sharing of "tribal knowledge". Aberdeen highly recommends that your company take a look at making this capability a part of your organization in order to drive Best-in-Class success.
- Best-in-Class companies are 2.61-times as likely as Laggards to provide formal sales training to reps at least quarterly. Aberdeen highly recommends that your company take a look at making this capability a part of your organization in order to drive Best-in-Class success.
- You indicated that your company does not yet have a "train the trainer" methodology. However, as 51% of the Best-in-Class have this, it is clear that this capability is a component of their higher performance across the KPIs. Aberdeen recommends this as a high priority action item for your organization.

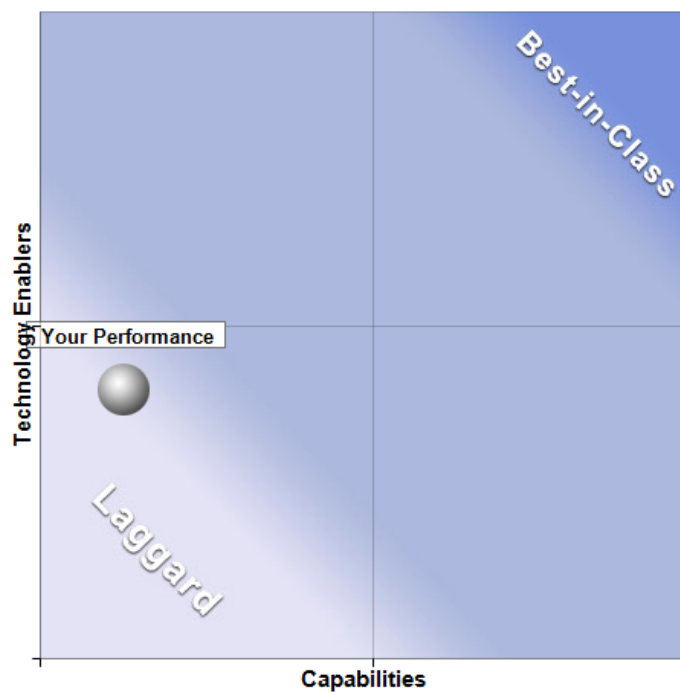
Current Use Of Enablers

Aberdeen's benchmarking process measures the enabling technologies and services that are currently deployed within respondent companies. Next to your responses, the following table shows the percentage of Best-in-Class and Laggard organizations that currently have selected enablers in place.

Enabler	Your Response	% Best-in-Class	% Laggard
Dynamic library of marketing and sales assets	Yes	71 %	52 %
Phone selling skills training	No	55 %	43 %
Customized playbooks	No	42 %	25 %
Management tools to measure individual/region/team competencies	No	58 %	39 %
Synchronous, virtual or on-demand learning	Yes	51 %	50 %
Instructor-led training	No	68 %	65 %
Behavioral analysis / assessment	No	41 %	34 %
Channel enablement or certification	Yes	37 %	22 %
CRM / SFA integration of call planning and selling milestones	Yes	57 %	50 %

Aberdeen's analysis indicates that those enablers highlighted in pink, if implemented, would make the greatest contribution to your company's improved performance.

- You indicated that your company does not yet have instructor-led training. However, as 68% of the Best-in-Class have this, it is clear that this enabler is a component of their higher performance across the KPIs. Aberdeen recommends this as a high priority action item for your organization.
- Best-in-Class companies are 1.49-times as likely as Laggards to have management tools to measure individual/region/team competencies. Aberdeen highly recommends that your company take a look at making this enabler a part of your organization in order to drive Best-in-Class success.
- While 55% of Best-in-Class companies have phone selling skills training, you indicated that your company does not. The Best-in-Class are 28% more likely as Laggards to have implemented this, making it a differentiating quality, and something that your company should seriously consider.



Performance Metrics

The following table provides a closer look at your company's profile along these individual Key Performance Indicators, and how it compares to the Best-in-Class and Laggards. Also, based on your current capabilities and enablers, in comparison to the established benchmark of Best-in-Class, Average, and Laggard performance, the following table represents a predictive analysis of your company's results over the next year.

KPI Metric	Your Company's	Best-in-Class	Laggards
What is the percentage of sales reps achieving quota at your organization?	52 %	83 %	50 %
What is the percentage change in average deal size or contract value at your organization over the past year?	-11 %	7 %	-11 %
What is the percentage change in total company revenue at your organization over the past year?	-9 %	11 %	-9 %
What is the percentage change in annual revenue per sales representative at your organization over the past year?	-7 %	6 %	-7 %

Additional Resources

Related Research and Information

- [Sales Training: Translating Tribal Selling Knowledge into Bottom-Line Productivity](#)
- [Sales Training: Tracking Best-in-Class Deployments](#)
- [Sales Training: Instructor-Led Options for Best-in-Class Performance](#)
- [Sales Training: Embedding Best Practices into Tribal Selling Knowledge](#)
- [Sales Effectiveness: Pathways to Productivity](#)
- [Sales Analytics: Hitting the Forecast Bulls-Eye](#)
- [Sales Effectiveness: Leveraging Content to Close Deals](#)
- [Sales Effectiveness: Getting Sales Back to Selling](#)
- [Sales 2.0: Social Media for Knowledge Management and Sales Collaboration](#)
- [Sales Intelligence: The Secret to Sales Nirvana](#)

Sponsor Information



About Richardson

Richardson develops customized and comprehensive performance improvement solutions for sales, sales management, and customer service professionals - that integrate with an organization's business strategy, sales challenges, and overall vision to improve sales skills, increase performance, and drive results. Our 30-year dedication to changing the behaviors of our client's sales professionals and innovation have made us one of the largest global sales training and performance improvement providers today.

Contact Richardson

1818 Market Street
Philadelphia, Pennsylvania 19103
United States
Phone: 1-215-940-9255
Website: www.richardson.com
Email: jim.brodo@richardson.com