HIRING AND RETAINING HIGH PERFORMING SALES REPS HAS BECOME HARDER

Shifting Growth Strategies Require **Different Sales Competencies**

Companies moving from "growth at all costs" to profitability



CONSULTATIVE SELLING



PRESENTING



SELLING VALUE

QUALIFYING



CLOSING

Onboarding Has Not Kept Up With WFH

5X increase in employees working from home

12%

5X

Only 12% of employees feel their onboarding was good

33%

33% Average B2B sales attrition in Y1

2X



It costs 150-200% of a sales rep's salary to replace them

LONGER SALES CYCLES GIVE NEW HIRES FEWER CHANCES FOR EARLY SUCCESS



Sales cycles have increased 24-36% since 2021







→ +20% increase in B2B opportunities with 4+ decision-makers



TOP PERFORMERS







BOTTOM PERFORMERS





33% ATTRITION

GET A CANDIDATE ASSESSMENT **IDENTIFY MORE TOP PERFORMERS**



