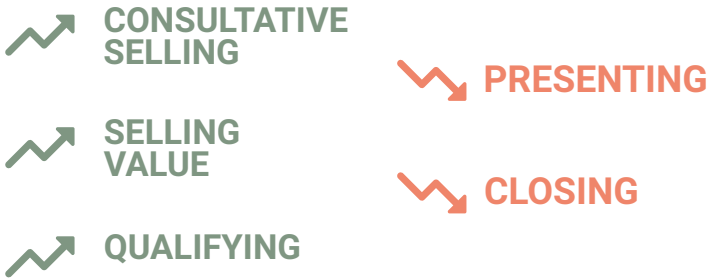


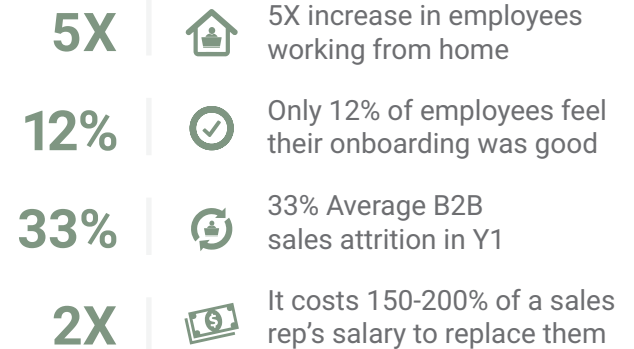
# HIRING AND RETAINING HIGH PERFORMING SALES REPS **HAS BECOME HARDER**

## Shifting Growth Strategies Require **Different Sales Competencies**

Companies moving from "growth at all costs" to profitability



## Onboarding Has **Not Kept Up With WFH**

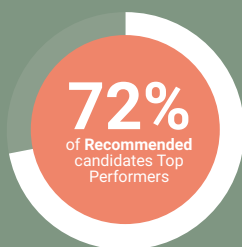


## LONGER SALES CYCLES GIVE NEW HIRES FEWER CHANCES FOR EARLY SUCCESS

⌚ Sales cycles have increased **24-36% since 2021**

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

📊 **TOP PERFORMERS**



📊 **BOTTOM PERFORMERS**



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