

MODERN
DAY
SALESPERSON
SURVEY

DATA SHEET

ABOUT THIS SURVEY

The Roambi and Box survey, conducted through SurveyMonkey, polled more than 1,100 salespeople across the U.S. between May 1-7, 2014. The results showed that today's sales force is increasingly data-driven, yet it lacks the ability to access and analyze that data while mobile.

THE DATA-DRIVEN
SALES
FORCE

85%

of respondents declared that data is **important** or **critical** for their business

75%

listed data-informed tactics as the most persuasive element in their sales pitch

(value proposition = **47%**; using data to show ROI = **28%**)

57%

of the sales force increased its use of data by at least **50%** this year

These plans were even more common with salespeople

under the age of 30, where more than

78%

report an increase in data use

SMARTPHONES UNDER-UTILIZED

85%

of respondents **travel** with
a smartphone

73%

bring along a
smartphone during
customer meetings

Yet,

32%

hand out a **physical
binder** or **pamphlet** with
sales information when
presenting to prospects

SPREADSHEET SPRAWL

75%

of salespeople access at least **one spreadsheet** daily

60%

of salespeople either wish they had **better sales enablement tools** or create their own tools

Salespeople reported difficulty understanding

31%,

managing

29%,

and collaborating

23%

with spreadsheets

LACK OF MOBILE TOOLS

ANDROID IN
THE ENTERPRISE

More sales tools were tied to the desktop

-46%-

than any other platform

(only **5%** of tools were on mobile devices)

Although

40%

of the respondents preferred using Android for business to other devices,

60%

of respondents were not aware of business apps on **Android**, and an additional

15%

said there were not enough apps

PRESENTATION FAILS

32%

have **forgotten** to bring **paper copies** of their presentation to a meeting

30%

couldn't **connect to the slideshow** presentation equipment

25%

couldn't **access/open** the file containing the presentation

20%

have had an **embarrassing typo** found by their prospect in a paper presentation

40%

have had a problem **connecting to Wi-Fi** for video content