



Sales Leader Survey Research Brief

Sharpening Skills: Sales Leaders Seeking to Motivate Teams

13%

of Sales Leaders surveyed feel their team has a clear understanding of what's needed to be successful

40%

of Sales Leaders surveyed rate their sales teams as "average" or below on resiliency

50%

of sales leaders surveyed would replace the weakest sales performers today

The ebbing of the pandemic has allowed sales executives to turn their attention from survival mode, to the restoration of solid in-market sales strategies. As they prepare to march forward, many sales managers are taking the opportunity to assess the efficacy of their sales talent and ensure they have the right lineup to charge forth.

Because so many companies were forced to lay off, furlough, or permanently terminate sales professionals as a means of survival, that has created an unexpected bounty of solid sales talent available to companies finding themselves in a hiring mode.

This has left vulnerable some sales professionals who were unable to prove their value during the height of the pandemic-induced economic shutdown, according to the findings of the Brooks Sales Leader Survey for the week ended May 22.

The survey - the 10th weekly measure of sales sentiment since the onset of the pandemic - found that:

- Only 13 percent of sales executives feel their team has a clear understanding of what it will take to be successful in a post-pandemic marketplace.
- More than 40 percent of managers rated their sales teams "average" or below when asked if they felt their sales reps were resilient in the face of COVID-19.
- Nearly half of sales managers would replace the weakest 10 percent of their sales performers today.

When asked to evaluate where they felt sales professionals were falling short, sales leaders cited several areas of potential improvement, including:

- Finding new and creative ways to sell (62 percent)
- Increasing their knowledge of the industry and what drives customers businesses (54 percent)
- Connecting with customers and prospects in a more empathetic manner (39 percent)
- Developing a greater understanding of how their entire business works, from manufacturing through fulfillment (35 percent)

A strong majority of those surveyed were willing to turn to training, upskilling, or other development activities to hone the efficacy of their team's sales methodology, favoring things like cross-training, strategic assessments, and territory/role realignment.

Finally, sales leaders acknowledged the psychological toll that the quarantine has had on a sales force that thrives on personal connection, rather than virtual connectivity. When asked to identify the biggest drags on employee morale, leaders cited reduced customer interaction, boredom, cancellation of contracts and proposals, the constant parade of virtual meetings, and the curtailment of networking activity as key factors.

How do you feel your sales professionals have risen to the challenge of COVID-19 within your organization? We'd love to hear from you, email us at research@thebrooksgroup.com.

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