

THE STATE OF GLOBAL ENTERPRISE SALES PERFORMANCE 2021

2020 felt like a dark year for business, but based on findings from **The State of Global Enterprise Sales Performance 2021**, that isn't all true. In fact, the study shows that many positive things have come out of a rough year - things that could mean a much brighter future for sales!



01
PERFORMANCE IS UP

02
PANDEMIC OR NO PANDEMIC

03
TECHNOLOGY IS KEY

PERFORMANCE IS UP



54%

of surveyed decision-makers report that over **50%** of their sellers were above quota.



46%

Sales effectiveness has, on balance, improved – of sales decision-makers report that it is now higher than it was pre-pandemic.

COVID-19 has **not significantly changed** the measures of **teams success**

Motivation to close a deal has remained similarly **unperturbed**

PRE-COVID TODAY

PROGRESS TO REVENUE GOALS



HITTING QUOTA



ACHIEVING SALES QUOTAS



PROMISE OF FAIR PLAY, COMMISSION, AND BONUSES



NEW LEADS



COMPETITIVE DRIVE



DEALS CLOSED



ESTABLISHING A NEW PERSONAL, CUSTOMER CONNECTION



High-performing sales team activity was **only minimally affected**, as reps were able to:

SUSTAIN HIGH COMPETITIVE DRIVE



PRESERVE EXISTING CONTACTS AND CONNECTIONS



MAINTAIN ELEVATED LEVELS OF PERSISTENCE AND RESILIENCE



REMAIN OUTGOING AND SOCIALLY CONFIDENT



PANDEMIC OR NO PANDEMIC

IT'S A GOOD TIME TO BE IN SALES



55% OF SALES ORGANIZATIONS REPORT THEIR HEADCOUNT HAS INCREASED IN THE PAST 10 MONTHS

Benefits for sales staff got better:



INCREASE IN DIRECT-REPORT COMMUNICATION



INCREASE IN STRENGTH OF PROFESSIONAL RELATIONSHIPS



REPORT IMPROVEMENTS TO HEALTH, DENTAL AND VISION PLANS



INCREASE IN PAID TIME OFF, VACATIONS, HOLIDAYS, OR SICK LEAVE



INCREASE IN PAY AND COMMISSIONS



INCREASE IN CULTURE-BUILDING EVENTS AND ACTIVITIES



INCREASE IN 401K PLANS

Over the last year, **90%** of respondents agree that they have been **motivated to work harder** and **87%** expressed that **work has been a nice distraction** from what is going on in the world

TECHNOLOGY IS A KEY PLAYER FOR SUSTAINED GROWTH AND FUTURE PERFORMANCE:

41%

of surveyed sales decision-makers say that AI should be an established element of any high-performing sales team.

Top four drivers of technology adoption among surveyed sales organizations:



With **Artificial Intelligence (AI)** and **Machine Learning (ML)**, organizations can take advantage of **complex sales data** and **extract strategic insights** that can **drive sales performance** and **organizational growth**.