

MEDIA SALES REPORT 2020

We asked over **520** industry veterans with the majority having 11+ years of B2B sales experience their thoughts on expectations, strategies, and tactics they felt had the greatest impact on media sales in 2020. These key findings and insights will help drive sales performance in the year ahead.

SALES DEPARTMENT STRUCTURE (SIZE AND COMPENSATION)

Sales managers feel the need to expand their sales staff.



61% of sales managers don't feel they have the right number of salespeople on staff.



85% of sales managers use a sales talent assessment to help them make hiring decisions.



Salespeople don't want 100% salary. **70%** want some version of salary plus commission.

TRAINING AND DEVELOPMENT

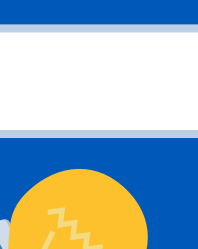
92% of salespeople find value in training and development.



60% of salespeople say they have weekly learning and development sessions.



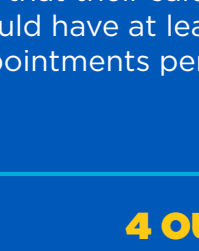
73% sales managers say they conduct weekly sales training.



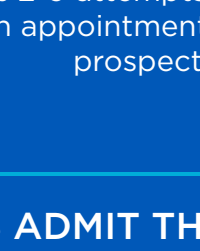
3 OUT OF 4 SALES MANAGERS STILL THINK THAT **40%** OF THEIR SALESPeOPLE ARE UNDERPERFORMING.

APPOINTMENTS & SALES PROCESS

Salespeople are finding it harder to get meetings, in-person or virtual.



95% of all sales managers think that their salespeople should have at least four appointments per week.



1% of salespeople say it takes 2-9 attempts to secure an appointment with a prospect.

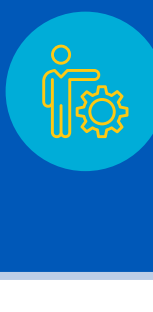


4 OUT OF 5 SALES MANAGERS ADMIT THAT APPOINTMENTS ARE MORE CHALLENGING TO SECURE THAN FIVE YEARS AGO.

Where does a Salesperson's Time Go?

INTERNAL MEETINGS

37% of salespeople spend **6-10%** of their time each week in internal meetings.



DISCOVERY MEETINGS

Nearly **1 out of 3** (31%) salespeople spend **20-25%** of their time in discovery meetings.

PAPERWORK

32% spend **11-20%** of their time each week doing paperwork.



MEETINGS TO CLOSE BUSINESS

32% of salespeople spend **6-10%** of their time in meetings to close business.

SERVICING CURRENT CUSTOMERS

31% spend **11-20%** of their time servicing current customers.



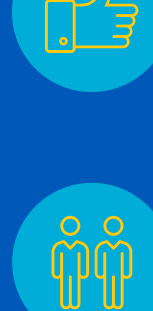
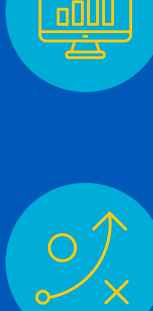
SALES TRAINING

41% of salespeople spend **6-10%** of their time in sales training.

Where does a Sales Manager's Time Go?

REPORTS

45% of sales managers spend **6-10%** of their time each week writing reports.



SIGNING OR APPROVING ORDERS/INVENTORY

55% of sales managers spend **0-5%** of their time signing or approving orders/inventory.

COACHING

27% of sales managers spend **21-30%** of their time coaching. Roughly 60% of sales managers.



IFM'S OR ONE-ON-ONES

32% of sales managers spend **11-20%** of their time on IFMs or one-on-ones.

INTERNAL MEETINGS

40% of sales managers spend **6-10%** of their time in internal meetings.



PRICE AND PACKAGING

34% of sales managers spend **6-10%** of time on pricing and packaging.

SALES ENABLEMENT

Sales managers have an opportunity to embrace video as part of the sales process in the coming year.

80%

of salespeople think they have enough pieces to help them in all stages of the sales process.

53%

of salespeople do not think their company has a marketing plan that attracts leads and promotes thought leadership.

11%

of sales managers said that their website makes it easy for prospects to learn about their company and the problems they solve.

2 Out Of 3

managers say they don't have more than two video case studies.

CULTURE & INDUSTRY

Company culture directly impacts the bottom line of a business and its profitability.

85%

YES Do You Feel That Your Organization Is Equipped To Be Competitive In The Future?

15%

NO

83%

YES Do You Have Access To The Resources Needed To Exceed Your Sales Goals?

17%

NO

81%

YES Are You Optimistic About The Future Of Your Industry?

19%

NO

COVID-19

COVID-19 has changed the way we work, possibly forever.



91% of salespeople do not want to go back to the office full time.



The majority of salespeople gave the work-from-home experience **4 out of 4** stars

4★ (46%)
3★ (36%)
2★ (14%)
1★ (4%)

Despite a tumultuous year, one thing remains certain: sales teams are optimistic about the future of the industry and ready to adopt new tactics. It's more important than ever to implement strategies that drive sales performance, such as: hiring the right talent, training and developing your people, providing effective sales collateral, embracing tech tools, and, above all, remaining optimistic in the face of uncertainty.

ACCEPT, ADAPT, ACCELERATE

THE CENTER FOR SALES STRATEGY

Read full report at css.buzz/mediasalesreport