



The Media Sales Report

Industry Outlook + Culture



THE CENTER FOR
SALES STRATEGY

Company Sentiment

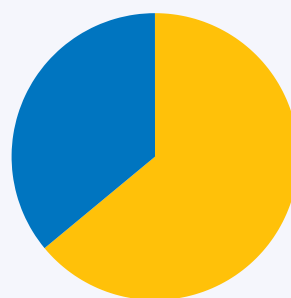
Does Your Company Provide a Winning Environment for Sellers?

This year, 64% of salespeople said they would recommend their company as a great place for sellers to work. That's great! However, that leaves **just over a third (36%) who aren't as enthusiastic about their organization.**

Sales Manager & Salesperson Relationship is Strong

A strong working relationship between sales managers and their teams is critical for overall success. Fortunately, most salespeople report feeling well-supported in their roles. **63% of sellers said they feel completely supported by their direct sales manager "all the time."** Likewise, 64% said they feel valued just as often. While there is room for improvement, these are strong indicators of positive leadership at the individual level.

Our Company is a Great Place for Sellers to Work



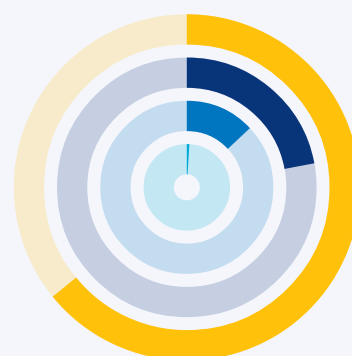
■ Yes, absolutely (64%) ■ No, not really (36%)

I Feel Supported by My Manager



■ All the time (62%) ■ Sometimes (29%) ■ Rarely (6%)
■ Never (3%)

I Feel Valued by My Manager



■ All the time (64%) ■ Sometimes (22%) ■ Rarely (13%)
■ Never (1%)



Company & Industry Outlook

The Future of the Industry Looks Bright...to Managers

With sales managers expressing greater levels of confidence regarding the industry's future, **there is a clear "vision gap" between company leaders and those on the front lines.** The reasoning behind this optimism needs to be communicated to their direct reports more effectively and more often.



50%

Just half of media salespeople are optimistic about the future of their industry.



73%

Meanwhile, sales managers see plenty of opportunity on the media sales horizon.

That being said, year over year, optimism about the industry has been steadily declining. **Back in 2021? 82% of sales managers and 62% of sellers looked to the future of media sales with bright eyes. Today, just 73% of managers and half of sellers (50%) feel the same way.**



70% of managers

say their organization is equipped to be competitive in the future.

A hand holding a pen points to a document featuring various charts and graphs. The document includes a large donut chart with segments labeled 50%, 25%, and 15%, and a smaller pie chart with segments labeled 15%, 10%, and 25%. There are also smaller circular charts at the top labeled '2017' and '2018'. The background is a light wood texture.

Industry Outlook + Culture Breakdown

The media sales industry is at a crossroads. **While sales managers remain optimistic about future opportunities, many salespeople don't share the same confidence.** This gap highlights the need for stronger communication between leadership and frontline teams to ensure alignment on the industry's direction.

Company culture remains a critical factor in sales success. Most salespeople feel supported and valued by their managers, but there's still room to strengthen these relationships. **A culture of trust and engagement will be essential for retaining top talent and maintaining performance.**

To stay competitive, organizations must bridge the disconnect between leadership's vision and employees' day-to-day realities. A strong company culture, clear communication, and leadership that actively supports its sales teams will be the key drivers of future success.