



# The Media Sales Report

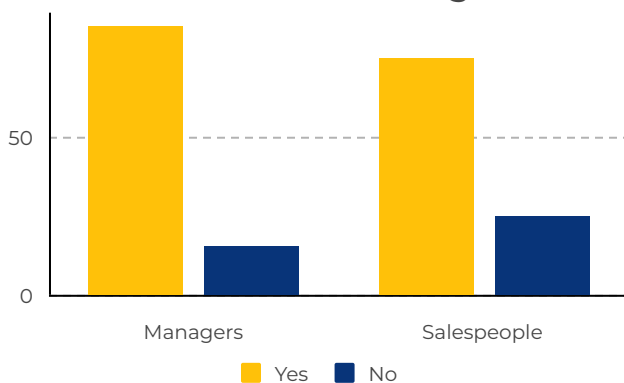
Setting Appointments  
& Sales Process



THE CENTER FOR  
**SALES STRATEGY**

# Prospecting Trends

Appts are Harder to Secure Today than Two Years Ago



## Like Previous Years, Appointments are Elusive

Sales appointments remain difficult to secure, with 3/4 of salespeople (75%) reporting that it is harder than ever to book meetings. Even more Sales managers (85%) echo this concern. As if further proof is needed: **over a third of sellers (39%) say that it takes 5-9 attempts to schedule an appointment.**

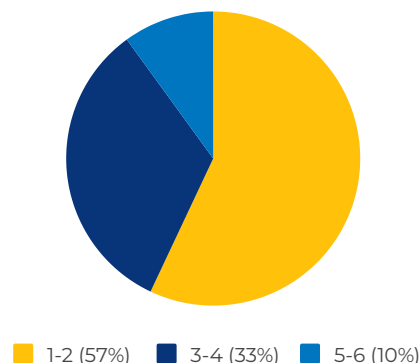
Approximately how many attempts does it take to get a scheduled appointment?



## Proposal Frequency

The number of proposals presented each week varies across sales teams, but **most salespeople (57%) submit 1-2 proposals a week. Managers see this as an area for improvement, with 76% believing that number is too low.** This gap suggests a need for better sales pipeline management and more frequent prospect engagement.

How Many Proposals Presented Per Week



# Communication with Prospects & Areas of Difficulty



How often do salespeople use each of the following to secure an appointment with prospects?



## LinkedIn

Never/Rarely: 35%  
Sometimes: 50%  
All the Time: 15%



## Phone Calls

Never/Rarely: 5%  
Sometimes: 36%  
All the Time: 69%



## Email

Never/Rarely: 2%  
Sometimes: 24%  
All the Time: 74%



## Texts

Never/Rarely: 34%  
Sometimes: 51%  
All the Time: 15%



## 1:1 Video

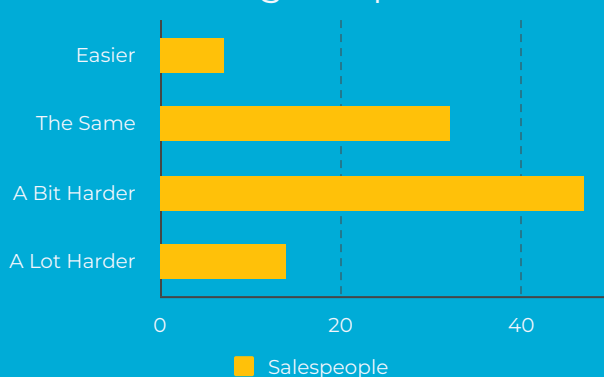
Never/Rarely: 93%  
Sometimes: 6%  
All the Time: 1%

## Communication with Prospects

**14% struggle to secure meetings altogether.** That being said, email and phone remain the dominant communication tools used for this purpose. However, as with previous years, salespeople are still neglecting 1:1 video messaging. Almost all sellers (93%) are failing to utilize video, one of the most personable ways to connect with prospects.

**Converting Prospects is Tougher Than Previous Years. And Getting the First Appointment? Even Tougher.**

### Converting Prospects Is...



### Biggest Challenge You Face in Sales Process



**43%** of salespeople work with teams that "rarely or never" use sales automation tools

# Sales Cycle & Usage of CRM and AI Tools



## Sales Cycle

For 61% of salespeople, the process from first discovery meeting to closing takes one week to one month. **However, nearly a third (31%) report a longer sales cycle of one to three months.**

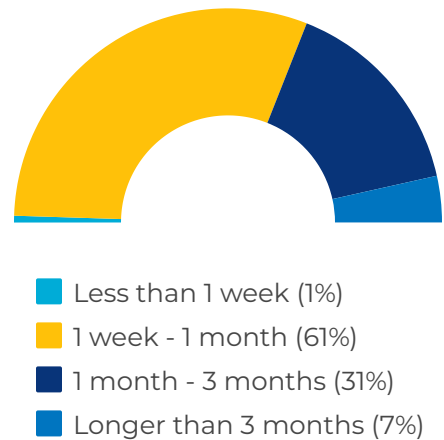
Sales teams must refine their strategies, leverage technology more effectively, and ensure a structured approach to prospecting and closing business to remain competitive.

## CRM & AI Tools Could be Used More Effectively

Technology adoption remains a crucial factor in sales success. **While 88% of sales people have access to a CRM, over a quarter (28%) aren't using it effectively.** Sales manager report slightly higher CRM adoption (83% have a CRM), but effectiveness is still a concern, with 45% stating they do not use it properly.

**AI tools are still in the early adoption phase, with 50% of salespeople either never using AI or only using it occasionally.** Among those who use AI, the most common applications include automating tasks (60%), idea generation (29%), and prospecting (26%).

On Average, How Long Does it Take from First Discovery Meeting to Closing the Sale?

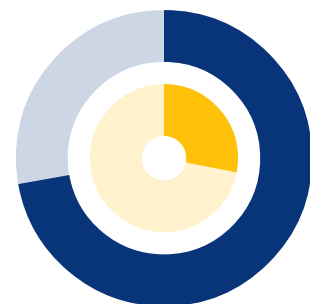


Sellers Use AI to Help Advance the Sal...



Never (25%) Sometimes (50%)  
Often (13%) All the Time (12%)

Do Sellers Use Their CRM Effectively?



Yes (72%) No (28%)

# Top 5 Categories of Business



Healthcare



Home Services



Automotive



Home Improvement

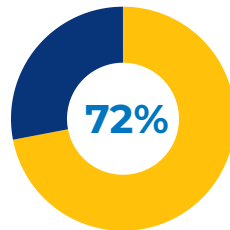


Legal

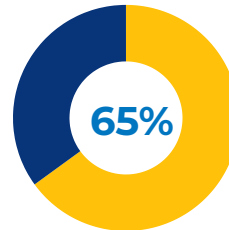
## Where do you think you should be spending more time?



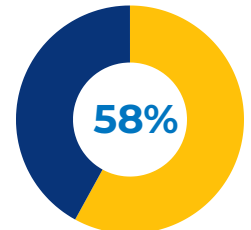
Salespeople



Meetings to Close Business



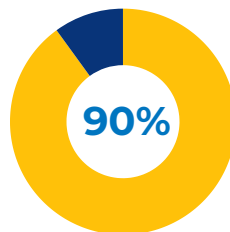
Discovery Meetings with Prospects



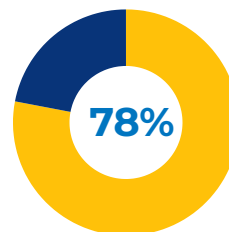
Prospecting



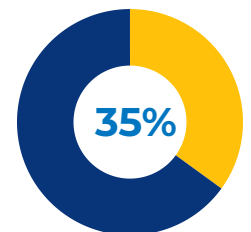
Sales Managers



Joining Sellers In-Field

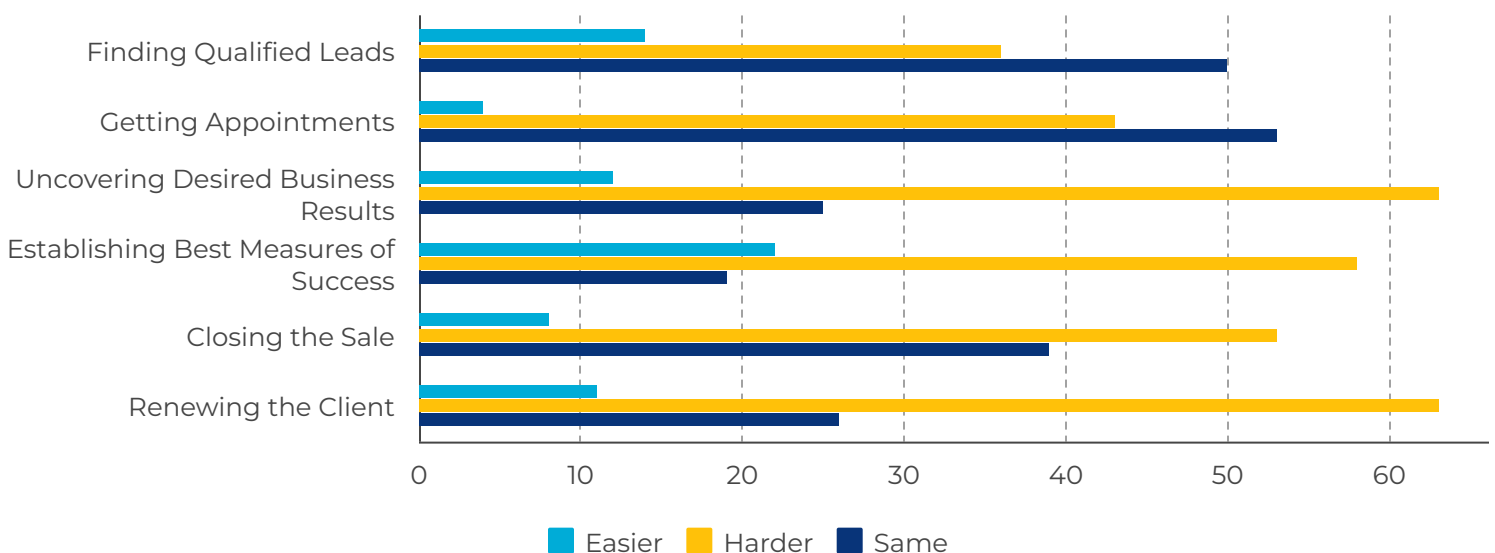


Coaching



IFM's or One-on-One

## Where Are Salespeople's Jobs Getting Easier and Harder?







# Setting Appointments & Sales Process Breakdown

Securing sales appointments remains a major challenge, requiring persistence and strategic follow-up. **Many sellers find it harder than ever to book meetings, and managers see room for improvement in how often proposals are being sent.** A more proactive and consistent approach to outreach is needed to keep pipelines full.

Sales teams continue to lean on traditional communication methods, while more engaging tools, such as 1:1 video, are largely overlooked. **At the same time, sales automation remains underutilized, leaving teams to rely on manual efforts that slow down the process.** To keep up with changing buyer behaviors, sellers must embrace more efficient and personalized ways to connect with prospects.

**The length of the sales cycle and the inconsistent use of CRM and AI tools point to a need for better training and adoption of technology.** While these tools are available, sales teams must refine their processes, leverage automation, and adopt smarter strategies to navigate today's competitive sales environment.