



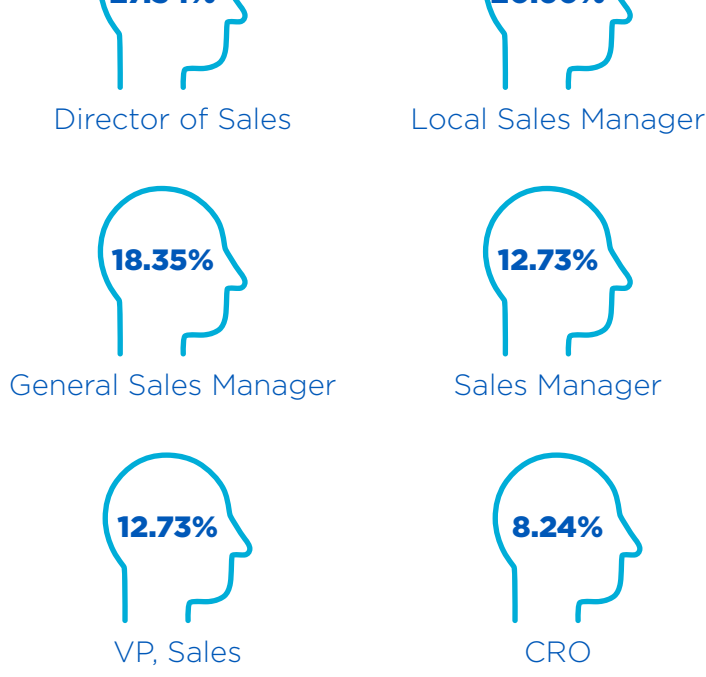
MEDIA SALES REPORT 2019

We asked over **650** sales professionals their thoughts on expectations, strategies, and tactics they felt had the greatest impact on media sales in **2019**. These key findings and insights will help drive sales performance in the year ahead.

Job Titles - Salesperson



Job Titles - Sales Manager



COMPENSATION

Salespeople want the opportunity to make as much as they can.



92% of salespeople reject the idea of being compensated with 100% salary



57% of salespeople prefer a salary plus commission structure

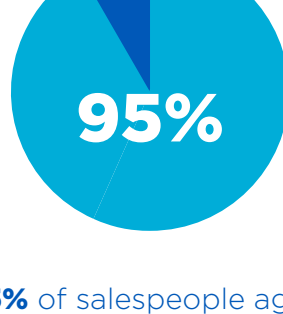


They only want **30% to 40%** of their total compensation coming from salary



TRAINING AND DEVELOPMENT

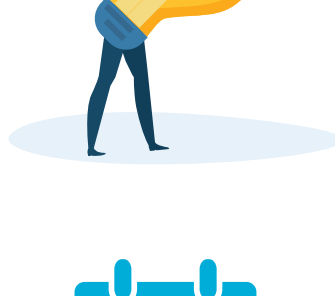
Statistics indicate a huge opportunity for learning and development through a training gap.



95% of salespeople agree that it's important to keep learning and developing



63% of salespeople only spend 5-10% of time in sales training



APPOINTMENTS AND SALES PROCESS

Don't be consumed with booking appointments, focus on making connections.



93% of sales managers agree salespeople should average 4+ calls per week



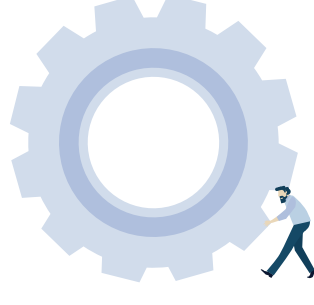
40% of sales managers believe salespeople are missing the mark at 2-3 calls per week



85% of sales managers feel that appointments are harder to secure today than they were 5 years ago



ONLY 12% OF SALES MANAGERS SURVEYED SAY THEIR SALESPEOPLE ARE USING SOCIAL MEDIA EFFECTIVELY TO SET APPOINTMENTS WITH PROSPECTS



SALES ENABLEMENT

Sales enablement is both the content and the technology that supports and empowers the salespeople

22%

of managers don't feel they have the right sales collateral to aid sellers in all stages of the sales process

20%

of managers don't feel as though they have access to the resources they need to exceed sales goals

19%

of managers don't feel their organization is equipped to be competitive in the future

60%

of salespeople say their company doesn't have an effective marketing plan



CULTURE & INDUSTRY

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



86% of sales managers believe the industry is poised to succeed in the coming year



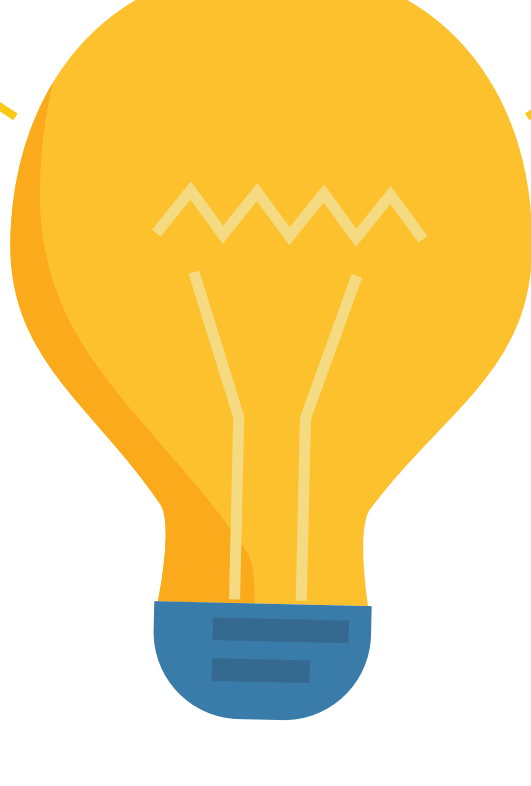
A slightly lower number (**64%**) of salespeople share the same level of optimism



1 out of 4 salespeople say they would not recommend their company



86% OF SALES MANAGERS REPORT THEY'RE OPTIMISTIC ABOUT THE MARKETPLACE IN WHICH THEY SELL



Media companies have a big opportunity to set themselves apart in the coming year by using video in their sales process, embracing social media selling, and designing websites to enhance the prospect/customer experience.

THE FUTURE IS BRIGHT FOR THE MEDIA INDUSTRY



THE CENTER FOR
SALES STRATEGY



Read full report at
css.buzz/mediasalesreport