

MEDIA SALES REPORT

2020



THE CENTER FOR
SALES STRATEGY



Overview

2020 has been one for the history books. From the outbreak of COVID-19 to heightened tensions during an election year, the sanest approach seems to be simply taking one day at a time. However, sales professionals are forever optimists, always looking ahead, and ready to take on the next challenge.

In fact, 5 out of 6 sales managers we surveyed for this year's Media Sales Report shared that they are optimistic about the future of their industries. This growth mindset seems to be the norm among salespeople as well, with 92% finding value in learning and development opportunities.

**5 OUT OF 6 SALES MANAGERS SURVEYED
SHARED THEY ARE OPTIMISTIC ABOUT THE FUTURE
OF THEIR INDUSTRIES.**

Shared values are certainly no coincidence. When it comes to hiring the best salespeople, 85% of managers use a talent assessment and find them useful at securing top-tier employees.

During the COVID-19 pandemic, the majority of salespeople began working remotely, and they feel they are more productive while working from home.



88% of sales managers say they have a CRM that they use to track clients and prospects and hold people accountable - an absolute must when managing a remote sales team. About half of sales managers feel that they use their CRM effectively but don't find much value in using it to automate basic tasks or as a tool for more effective communication. Two out of three salespeople feel they use their CRM effectively for the same reasons.



Reasons A CRM Is Valuable:

TRACKING OF CLIENTS AND PROSPECTS



AUTOMATE BASIC TASKS



EASIER TO SHARE INFORMATION



IMPROVED ANALYTICS AND REPORTING



MORE EFFECTIVE COMMUNICATION



MORE ACCOUNTABILITY



■ Sales Manager ■ Salesperson

The rise of remote work and the adoption of CRM systems show resiliency among sales teams. However, gaps in technology adoption remain persistent, especially when it comes to sales enablement. Only 11% of sales managers said that their website makes it easy for prospects to learn about their company, and nearly 2 out of 3 sales managers say they do not have more than two video case studies.

ONLY 11% OF SALES MANAGERS SAID THAT THEIR WEBSITE MAKES IT EASY FOR PROSPECTS TO LEARN ABOUT THEIR COMPANY, AND NEARLY 2 OUT OF 3 SALES MANAGERS SAY THEY DO NOT HAVE MORE THAN TWO VIDEO CASE STUDIES.



Despite lost revenue and legitimate concerns leading up to 2021, roughly 4 out of 5 managers still believe that their organization is equipped to be competitive in the future and can access the resources they need to exceed their sales goals.

The 2020 Media Sales Report studies the landscape over the past year, including the expectations for sales managers and the strategies deployed by media salespeople to assess their effectiveness across six key topics: Compensation, Training and Development, Setting Appointments, Sales Enablement, Culture and Industry, and the Impact of COVID-19.

Read on for the key findings from The Center for Sales Strategy's 2020 Media Sales Report - and see how you can use these insights to drive sales performance in the year ahead.



Executive Summary: 6 Key Findings

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- 1 Sales managers feel the need to expand sales staff.** 61% of sales managers said they do not have the right number of sellers, and **64%** feel they should increase the number of salespeople on staff.
- 2 Sales teams value learning and development.** 92% of salespeople say that it's important or very important that they learn and develop in their roles, and **3 out of 4** sales managers conduct weekly sales training.
- 3 It's harder to get appointments, period.** **4 out of 5** sales managers admit appointments, whether in-person or virtual, are more challenging to secure than 5 years ago.
- 4 Sales teams need stronger sales enablement collateral.** Only **11%** of sales managers say their website makes it easy for prospects to learn about their company. Meanwhile, nearly **2 out of 3** sales managers say they do not have more than 2 video case studies.
- 5 Sales managers are optimistic about the future of the market.** 81% of sales managers feel optimistic about the future of their industries. However, **22%** of salespeople remain uncertain about what the future holds.
- 6 Remote work has led to greater productivity among salespeople.** **91%** say they do not want to return to the office full time.



Sales Department Structure (Size and Compensation)

Sales managers feel the need to expand their sales staff.

61% of sales managers said they do not feel they have the right number of salespeople on staff. More than two-thirds (64%) feel they should increase the size of their sales team.

WHEN IT COMES TO COMPENSATION, SALESPEOPLE DON'T WANT 100% SALARY. ONLY 27% WANTED STRAIGHT COMMISSION.

During the hiring process, 85% of sales managers use a sales talent assessment to help them make hiring decisions. Of the 85% that use talent assessments, nearly all find them accurate or very accurate at predicting future success.

When it comes to compensation, salespeople don't want 100% salary. Only 27% wanted straight commission. The majority of salespeople (70%) want some version of salary plus commission.



Training and Development

92% of salespeople find value in training and development.

92% of salespeople say that it's important or very important that they are learning and developing in their roles.

MORE THAN 3 OUT OF 4 SALES MANAGERS STILL THINK THAT 40% OF THEIR SALESPEOPLE ARE UNDERPERFORMING.

The majority of salespeople (60%) say they have weekly learning and development sessions, and only 7% admit to rarely engaging in sales training. Nearly 3 out of 4 (73%) sales managers say they conduct weekly sales training, while another 20% say they do it monthly.

Despite learning and development efforts, more than 3 out of 4 sales managers still think that 40% of their salespeople are underperforming.

03



THE MAJORITY OF SALESPEOPLE (**60%**) SAY THEY HAVE WEEKLY LEARNING AND DEVELOPMENT SESSIONS, AND **7%** ADMIT TO RARELY ENGAGING IN SALES TRAINING.

32% of sales managers consider only 1 in 5 salespeople to be superstars. The largest group of respondents - more than two-thirds of sales managers - think that less than 40% are superstars. A small group of managers (11%) believes that 6 out of 10 salespeople are superstars.

60% OF SALESPEOPLE FEEL VALUED BY THEIR MANAGERS ALL THE TIME.

Although the overwhelming majority of salespeople welcome learning opportunities, only 51% say their manager talks with them often about their talents. 60% of salespeople feel valued by their managers all the time. However, 34% sometimes feel valued, while, shockingly, 39% percent of salespeople do not feel supported all the time by their manager.



What Percentage Of Your Sales Team Are What You Would Consider Superstars?



Less than 20%
(32%)



21-40%
(36%)



41-60%
(21%)



More than 60%
(11%)

What Percentage Of Your Sales Team is Underperforming?



Less than 20%
(46%)



21-40%
(31%)



41-60%
(17%)



More than 60%
(6%)

Setting Appointments and Sales Process

Sales managers have high expectations when it comes to appointment setting, and salespeople are finding it harder to get meetings, in-person or virtual.

When it comes to setting appointments, 95% of all sales managers think that their salespeople should have at least four appointments per week. More than two-thirds expect more and feel that goal should be six appointments per week. However, 68% of sales managers say their salespeople go on less than five appointments per week, in-person or virtual.

Still, 4 out of 5 sales managers admit that appointments are more challenging to secure than five years ago. 91% of salespeople say it takes 2-9 attempts to secure an appointment with a prospect. The majority, or 47%, say it takes more than five attempts.

Meanwhile, the sales cycle can be lengthy, with 87% of salespeople saying it takes between 1 week to 3 months to close a sale. Nearly 3 out of 4 salespeople said it is getting harder to convert prospects, and of those, 52% think it's a lot harder.

How Often Do You Use Each Of The Following To Secure And Appointment With A Prospect?



LinkedIn

Never/Rarely: **31%**
Sometimes: **48%**
All the time: **21%**



Emails

Never/Rarely: **3%**
Sometimes: **24%**
All the time: **73%**



Other Social Media

Never/Rarely: **42%**
Sometimes: **41%**
All the time: **17%**



Texts

Never/Rarely: **52%**
Sometimes: **36%**
All the time: **12%**



Phone Calls

Never/Rarely: **4%**
Sometimes: **27%**
All the time: **69%**

Setting Appointments and Sales Process

It comes as no surprise that 78% of sales managers think their salespeople are not sending out enough proposals. Only 88% of managers are reviewing some or most sales proposals that go out the door, and 40% say they review most or all of them.

When it comes to renewals, no one thinks it's getting easier. In fact, 70% of salespeople say renewing existing clients is more challenging than in years past.

Where Does a Salesperson's Time Go?



Internal Meetings:

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



Paperwork:

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



Servicing Current Customers:

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



Discovery Meetings:

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



Meetings to Close Business:

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



Sales Training:

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

Where Does a Sales Manager's Time Go?



Reports:

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



Coaching:

27% spend 21-30% of their time coaching.



Internal Meetings:

40% spend anywhere from 6-10% of their time in internal meetings.



Signing or Approving Orders/Inventory:

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



IFM's or One-on-Ones:

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



Price and Packaging:

34% 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.

While 80% of salespeople think they have enough pieces to help them in all stages of the sales process, only 15% are very satisfied with their current sales collateral.

Likewise, 85% of sales managers say they have current sales collateral pieces to help their people close deals. While many sales managers are satisfied with the effectiveness of their sales collateral, more than 1 out of 4 are not.

Over 53% of salespeople do not think their company has a marketing plan that attracts leads and promotes thought leadership, and only 13% feel that their company excels in this area.

When it comes to adopting the use of technology in the sales process, sales managers see room for improvement. Only 11% of sales managers said that their website absolutely makes it easy for prospects to learn about their company and the problems they solve. And despite the popularity of video consumption among prospects, nearly 2 out of 3 managers say they do not have more than two video case studies.

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Does Your Website Make It Easy For Prospects To Learn About Your Company And The Problems That You Solve?



YES



NOT REALLY



ABSOLUTELY



NOT AT ALL



NOT SURE



Culture and Industry Outlook

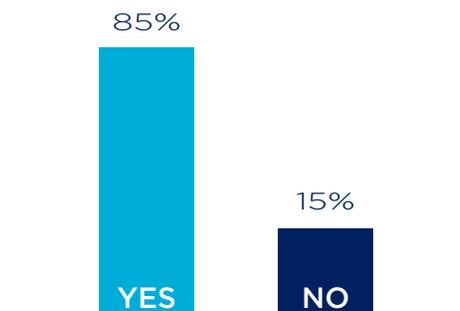
Despite weathering a year of uncertainty, sales managers and salespeople are optimistic about the future of the industry.

Great news! 81% of sales managers are optimistic about the future of their industries. Roughly 4 out of 5 say they feel that their organization is equipped to be competitive in the future, and they believe they have access to the resources they need to exceed their sales goals.

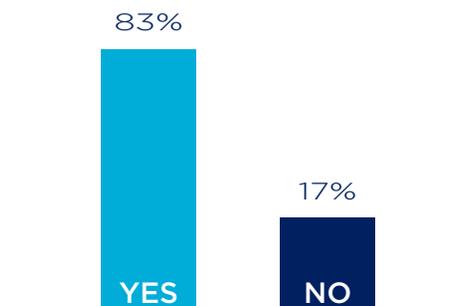
83% of salespeople would recommend their company as a great place to work.

However, 1 in 6 would not recommend their company to potential colleagues.

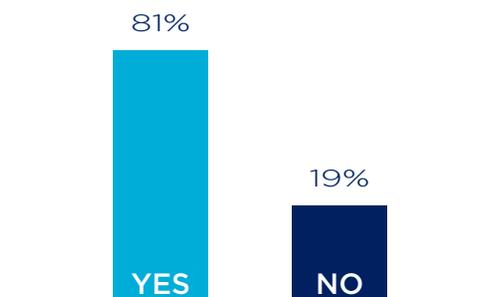
Uncertainty looms among salespeople, with 22% expressing they are not sure about the future of the marketplace. However, the substantial majority, 69% of salespeople, share the optimism of their sales managers.



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



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



Are You Optimistic About The Future Of Your Industry?



COVID-19

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

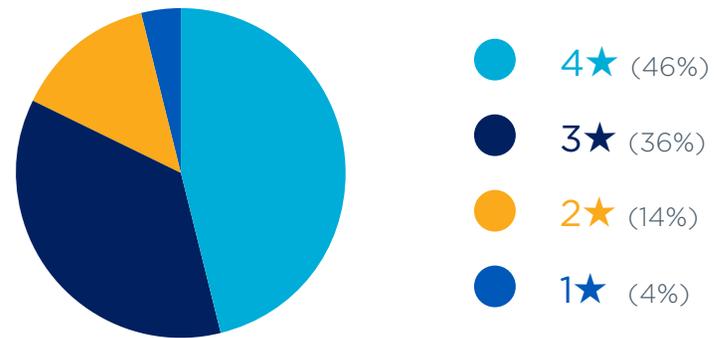
COVID-19 has changed the way we work, possibly forever. With the majority of salespeople working from home over the past year, they're reluctant to return to the office full time should the opportunity present itself.

Nearly every salesperson surveyed worked from home this year, and they say it has led to greater productivity. The majority of salespeople gave the work-from-home experience 4 out of 4 stars, while less than 4% gave it only one star. When asked how they would like to work in the future, 91% of salespeople made it clear that they do not want to go back into the office full time.

Forty-four percent of sales managers believe their markets will be down this year by 10% or more. Sales managers cite their concerns for 2021 as slower than expected economic recovery, a new wave of COVID lockdowns, and lost revenue from 2020 not returning.



How would you rate your working from home experience?



Where Will Your Station(s) End 2020?



Conclusion

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.

This approach will enable you to **improve your company culture**, **convert more prospects**, and **increase your sales in the year ahead**.



Methodology

[The Center for Sales Strategy](#), a sales performance company, conducted two online surveys in October 2020. Two sample groups were surveyed representing sales managers and salespeople in Radio, TV, Digital, Newspaper, and Cable.

The first sample included 190 sales managers with job titles such as VP of sales, director of sales, and general sales managers. The second group was a sample of 337 salespeople, primarily account executives. The majority of all respondents were industry veterans with 11+ years of media sales experience representing a balanced cross-section of market sizes.

Numbers have been rounded for readability.





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