



WHAT THE BEST COMPANIES DO

SALES EXECUTIVE COUNCIL®
SEC SOLUTIONS®

Sales Process Trends

Examining Recent Trends in Sales Rep
Time Spend and Drivers of High Performance

A FRAMEWORK FOR MEMBER CONVERSATIONS

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The following are four trends that detail why sales reps are spending less time in front of customers, and more time on pre-sales, post-sales and Non-Sales admin activities.

B2B SALES INDEX—KEY INSIGHTS

1. Customer Face Time is Down

Across the board sales people are getting decreased access to potential customers. In fact, sales reps report that time spent doing actual sales activities **is down 26%** compared to three years prior.

2. Sales Pre-call Planning is Up

Pre-sales planning has been, and will continue to be a proven marker of high performance. Sales reps report spending **15% more time developing call strategy and vetting opportunities** internally. These findings are clear indicators of several important trends:

- Deal complexity has increased
- Sales leaders are placing more emphasis on solutions selling
- A reduction in sales support resources

3. An Increase in Post-Sales Activities

Sales Reps are **spending 15% more time on post-sales activities** in 2007 -2009. This means that reps are spending time servicing business that is already sold instead of rebuilding the “top of the funnel”.

However, there are some post-sales activities that will improve customer face time in future interactions. Sales leaders are making sure that their teams are focused on high value post-sales activities to drive deeper account penetration. These include:

- More account planning
- More win/loss analysis
- More back-end customer education, less back-end service

4. From Selling to Administration

As revenues decreased during the downturn, forecasting scrutiny increased. In fact, **Non-Sales/Administrative time-spend increased by 21%**.

Organizations are now working to understand the current administrative burdens of their sales teams; then executing to ensure that internal reporting is minimized by **developing organizational capabilities to reduce this effort**.

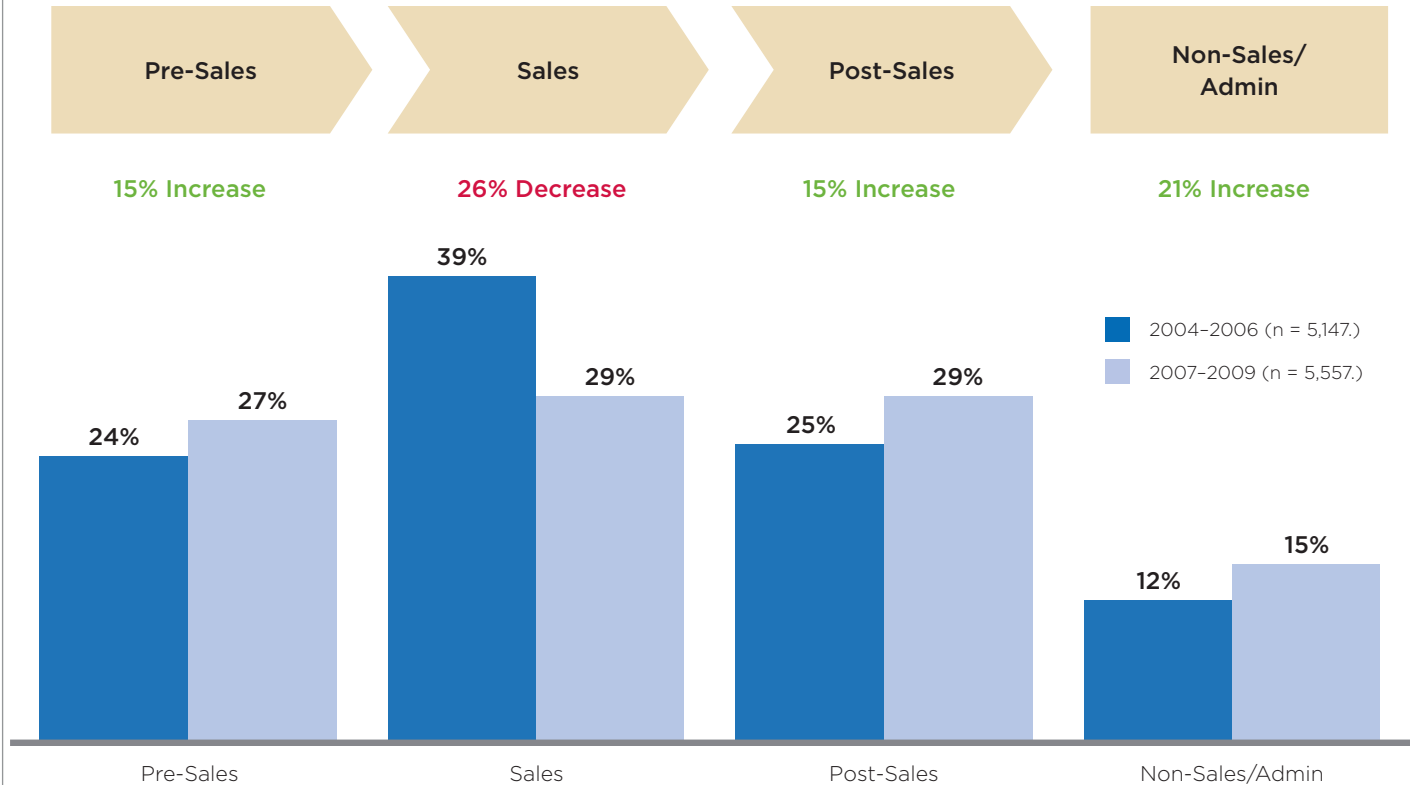


SEC Solutions has seen a dramatic shift in time spend across the sales cycle over the last three years.

- Sales reps are spending...
 - **Less** time on sales activities
 - **More** time on pre-sales, post-sales and non-sales admin

A REBALANCING OF THE SALES CYCLE?

Changes in Time Spend, 2007-2009 Versus 2004-2006
Percentage of Overall Time



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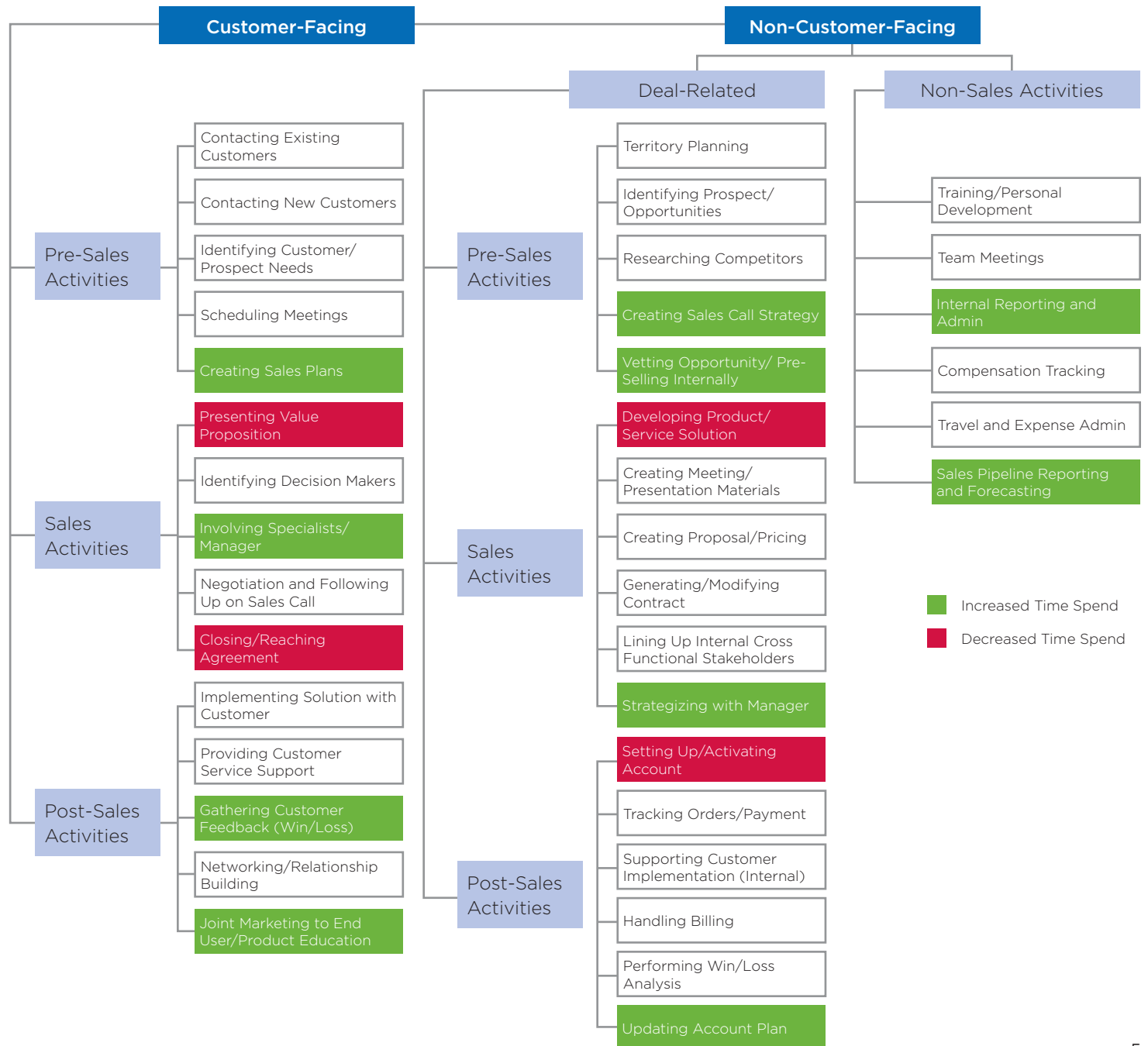
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Time has shifted away from customer-facing selling, and into pre-sales, post-sales, and non-sales activities.

- Time spend has **increased** in 2007-2009, relative to 2004-2006.
- Time spend has **decreased** in 2007-2009, relative to 2004-2006.

ACTIVITY LEVEL ANALYSIS

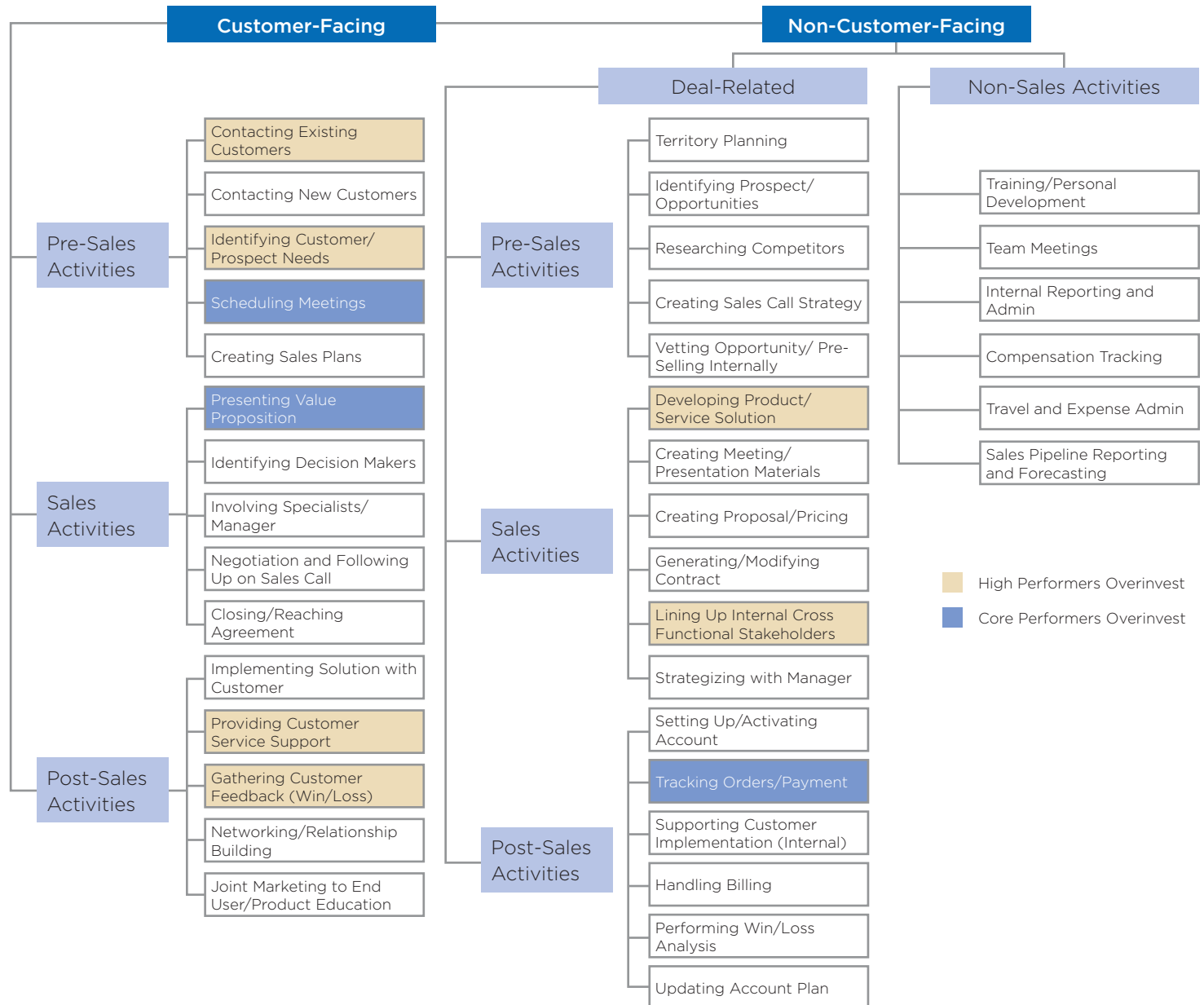




SEC Solutions has seen a dramatic shift in time spend across the sales cycle.

- Tan shading indicates activities where high performers overinvest relative to core performers.
- Blue shading indicates activities where core performers overinvest relative to high performers.

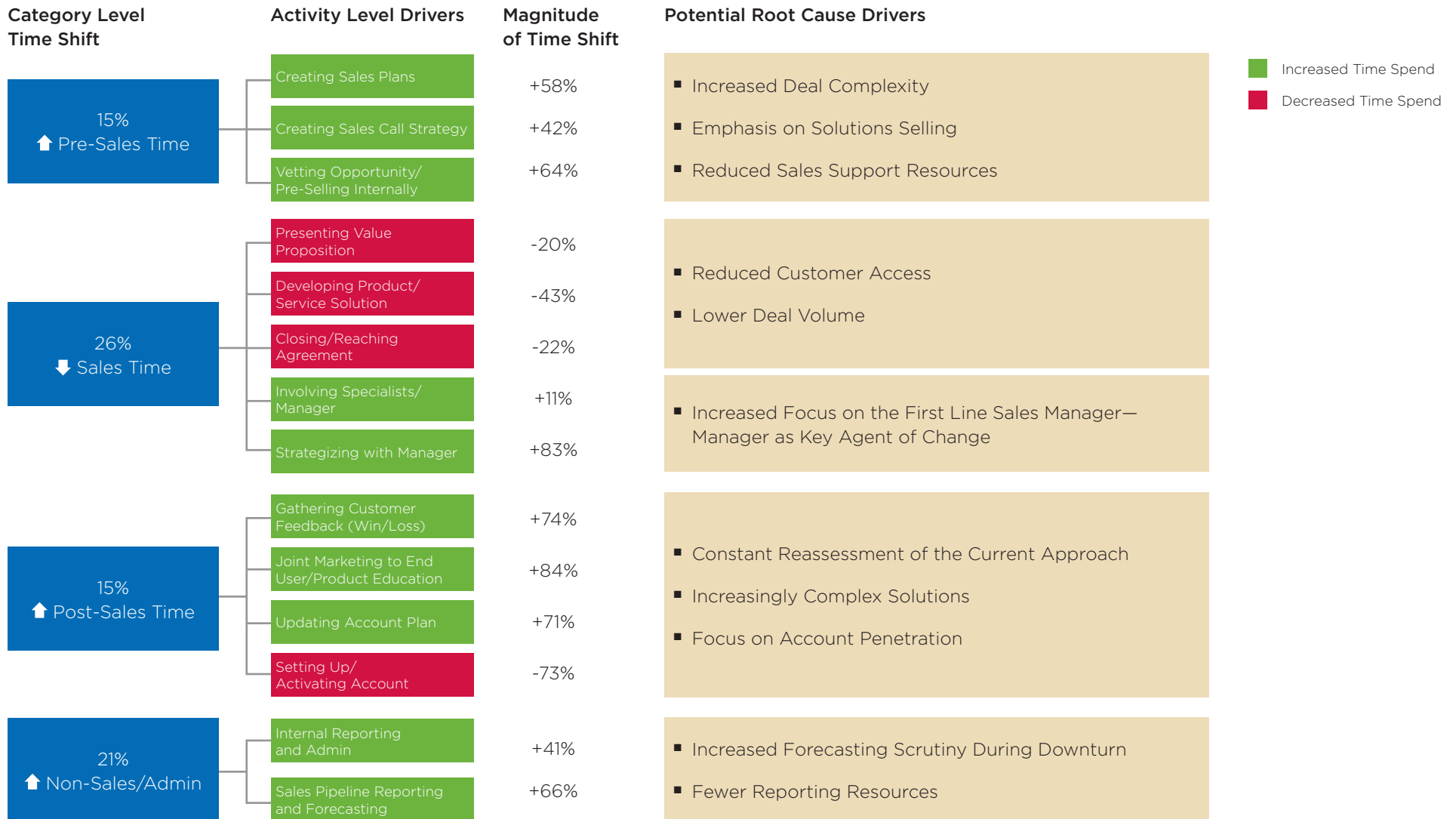
ACTIVITY LEVEL ANALYSIS: COMPARING HIPERS AND CORE PERFORMERS



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ISOLATING THE DRIVERS OF CHANGE



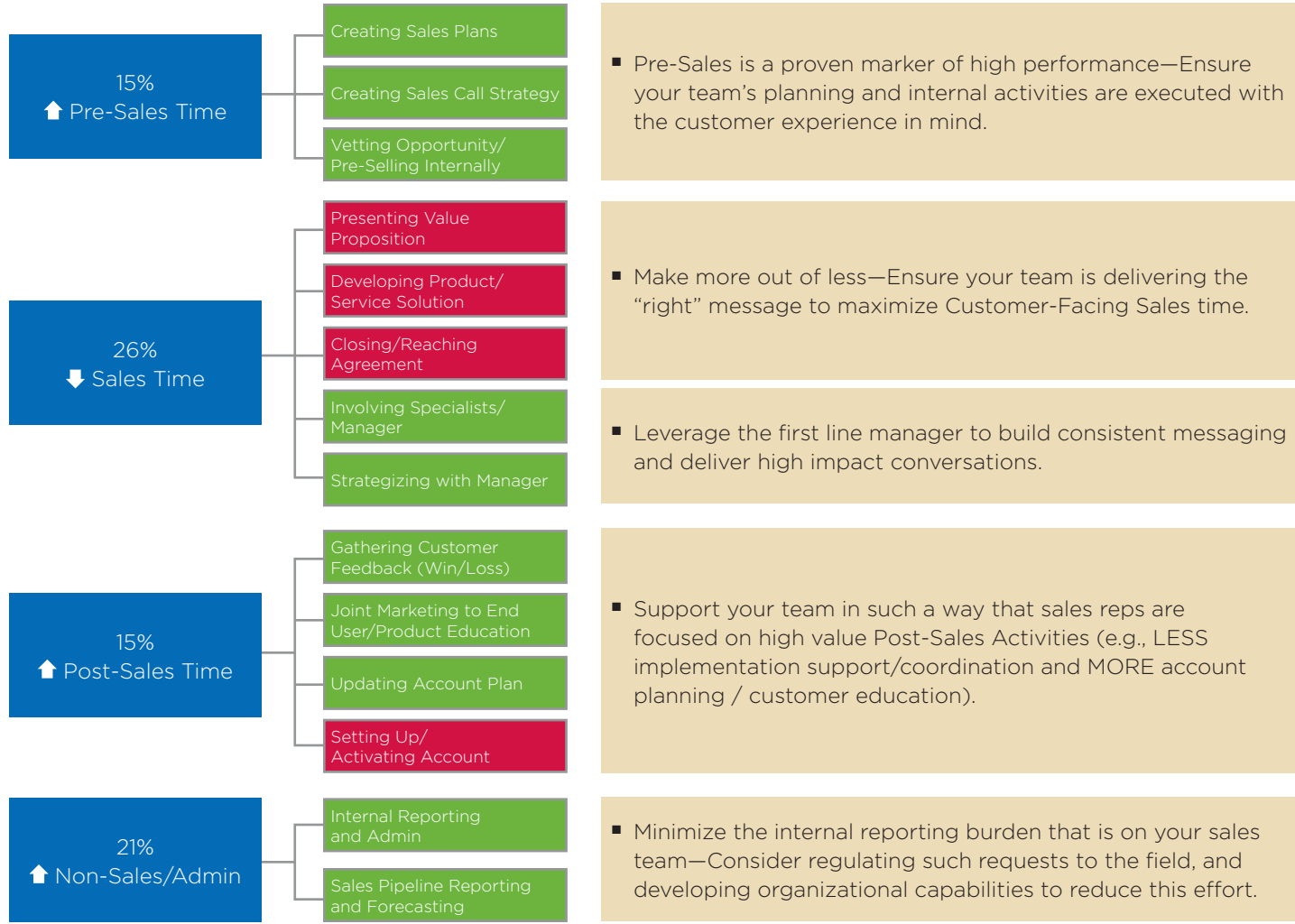
■ Increased Time Spend
■ Decreased Time Spend

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KEY PROCESS IMPLICATIONS

Category Level Time Shift



■ Increased Time Spend
■ Decreased Time Spend

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SEC *Solutions* accelerates top-line sales for the world's elite selling teams. Our Sales Training, Manager Development and Sales Productivity services have created significant advantages for organizations seeking to return to growth or undergoing sales force transformations.

6%-12% Increase in Top-Line Sales

30% Improvement in Forecast Accuracy

25% Reduction in the Cost of Sale

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