

FIRST EDITION



The Current & Future State of Field Sales

500 field sales reps and managers offer their insight and outlook for this year and beyond.

Don't get left behind! Join our webinar June 24 or watch it on Veloxly's YouTube channel.



About this report

No other company role was impacted more by the COVID pandemic than field sales. Business travel came to a halt. Field salespeople had to pivot to remote and virtual selling. Prospects, leads, and customers stopped picking up the phone and replying to emails.

“Should I pivot to inside sales?” “What will fill the gap that my commissions used to take up?” “Will we ever get back to the old way of doing things?”

These were some of the questions that field sales pros were asking in 2020 and 2021. As a G2 Field Sales Leader, we felt compelled to survey 500 sales professionals across North America and Europe to discover the necessary reasons for optimism in 2022 and beyond.

This is what we found. Start turning the pages and get excited about field sales again!

“Restrictions on travel created a domino effect—lower response rates, lower engagement, lower revenue, and so on. With restrictions lifted, high-performing field sales teams are optimizing their approach to future-proof their results.”

Jeff Grice, Senior Revenue Director, Veloxly



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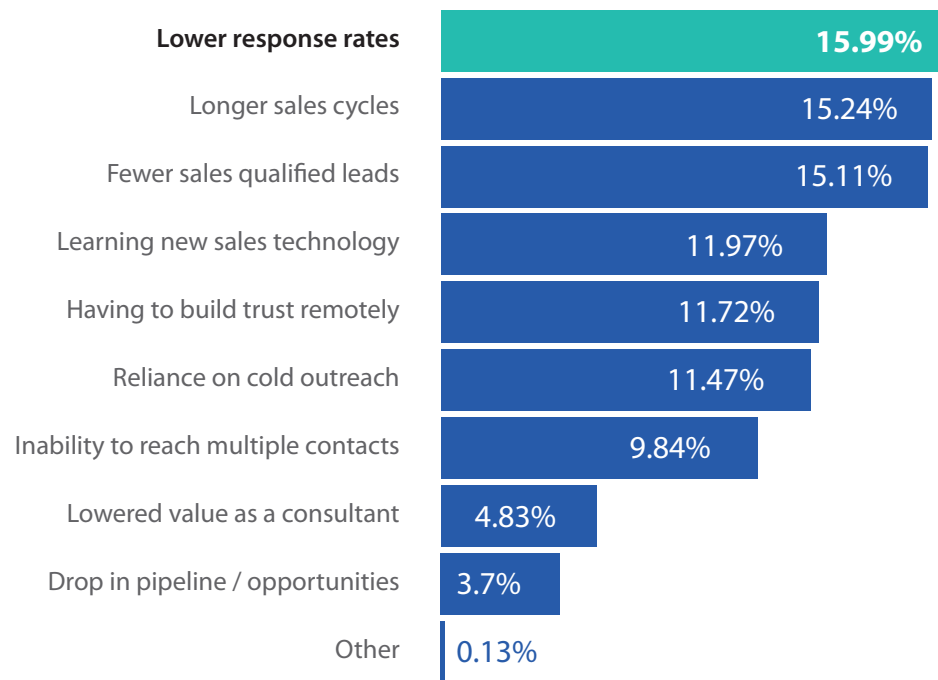
1 Field sales challenges experienced during Covid

Hello. Is there anybody out there?

Field sales reps felt uncomfortably numb when business travel stopped due to COVID. Managers had reps pivot to an inside-sales-like role by replacing in-person visits with Zoom calls and other virtual forms of sales engagement. Company revenue plummeted, as did commissions.

Customers were also left numb by the restrictions on business travel. Their companies scaled back their budgets and delayed buying decisions for months or an undetermined amount of time. In turn, they felt no reason to respond to phone or email outreach.

OVER 1/5 OF FIELD SALESPeOPLE EXPERIENCED A DOWNTURN IN CUSTOMER ENGAGEMENT.



FIELD SALES INSIGHT

"Field reps who were optimistic these past two years are far better prepared for 2023 and beyond than their pessimistic counterparts. Instead of dwelling on the negative, they focused on problem solving, solution discovery, future planning."

Jason Rosen, Director of Customer Care, Veloxly



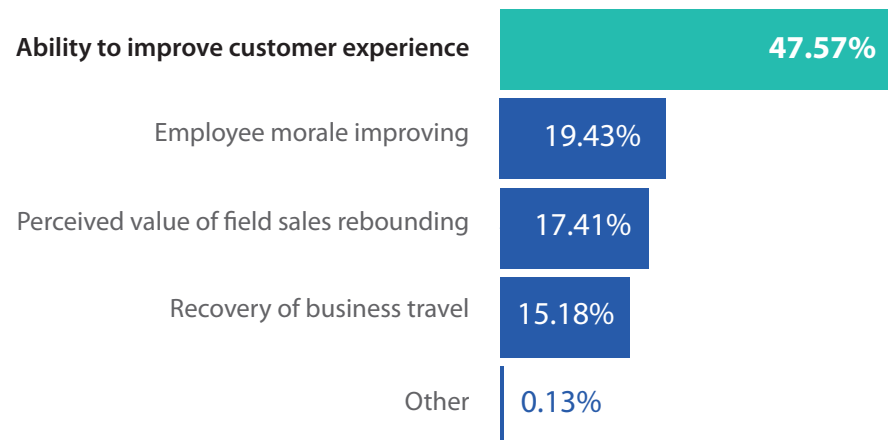
2 Field sales optimism for 2022 and 2023

Delivering value was not a virtual reality.

Handshakes and professional settings were quickly replaced by virtual handwaves and “Can you hear me?” inquiries. The strides field salespeople took in 2019 to satisfy customer standards for engagement and advisement were quickly reversed.

As travel restrictions were lifted, field sales reps rushed to visit their leads and customers, investing twice as much in their advisory role than they had in the past to make up for lost time. While customers were pleased with the improved experience, they have been slow to get their purchasing behavior back up to pre-2020 speed.

THE CORRELATION BETWEEN THE #1 KPI AND THE #1 REASON FOR OPTIMISM IS VERY IMPORTANT.



FIELD SALES INSIGHT

“Yes, budgets were reduced during COVID, but it was the absence of trust and valued in-person deliverables that lengthened sales cycles and prolonged decision making. Zoom and Google Meet couldn’t satisfy rising customer standards. ”

Samir Majumdar, CEO, Veloxly



3 Extending inside sales tech to the field

Making the best out of a bad situation.

Field sales morale took a huge hit during COVID. Onboarding field salespeople to a remote/virtual sales role caused quite a bit of skepticism and uncertainty. That is until new sales technology was discovered and leveraged to make up for lost engagement and pipeline.

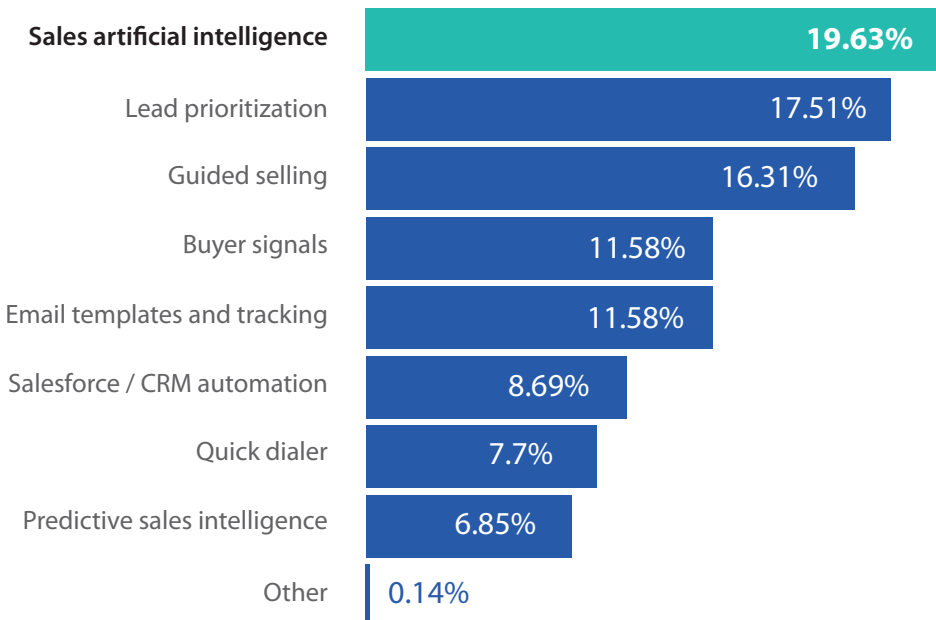
Now that business travel is back to near-normal levels, field reps are putting in requests for inside sales technology to be extended to their field sales tech stacks. While Sales AI was the leading technology request, many of the other applications require Sales AI to deliver optimal results, including but not limited to guided selling, lead prioritization, and predictive sales intelligence.

SALES AI IS A KEY TECHNOLOGY TO MAXIMIZING SELLING ACTIVITY AND REVENUE GENERATION.

FIELD SALES INSIGHT

"If the customer experience is priority one for field sales teams, then the argument can be made to replace pre-COVID - non-human - selling and non-selling activity with sales artificial intelligence—especially if those activities don't drive revenue."

Sauvik Sarkar, CTO, Veloxly



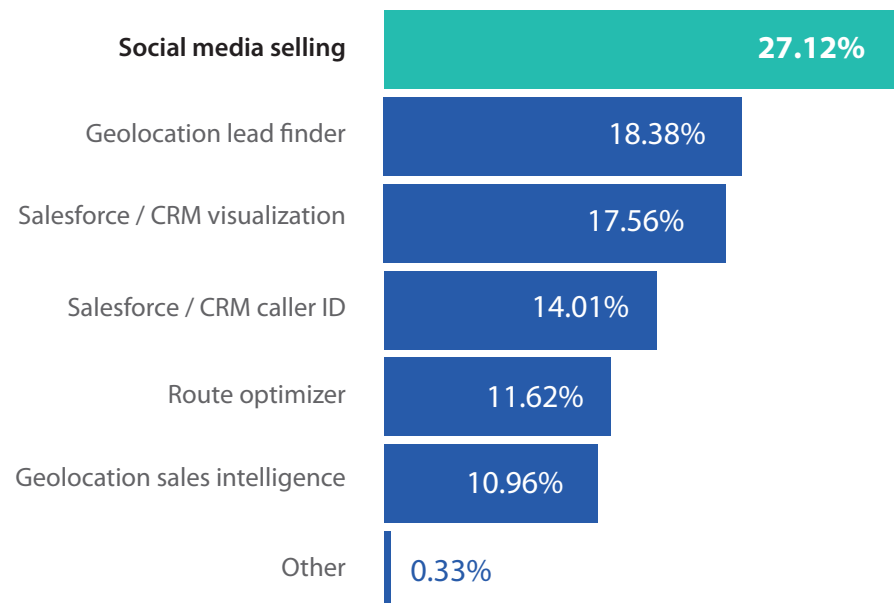
4 The missing piece of field sales tech stacks

Top field reps are part of the In Crowd.

Online networking was a popular activity for glass-half-full field sales pros in the past two years. When comparing field sales tech stacks, one application that was used by most high-performers was Social Selling.

While this includes automating outreach on LinkedIn Sales Navigator, it primarily focuses on integrating Social Media Intelligence with other selling software; esp. CRM and engagement tools. Having a centralized interface that balances business intelligence with tweets and posts has been a critical success factor during COVID.

ENGAGEMENT AUTOMATION AND FIELD SALES AUTONOMY MADE UP THE OTHER'S .33%.



FIELD SALES INSIGHT

"Salespeople are drowning out sales intelligence and buyer signals from traditional sources. They find the data to be outdated and overused by competing sales reps. Sales intelligence found on social profiles, on the other hand, is in higher demand due to its more unique data and favorable response rates."

Jeff Grice, Senior Revenue Director, Veloxly



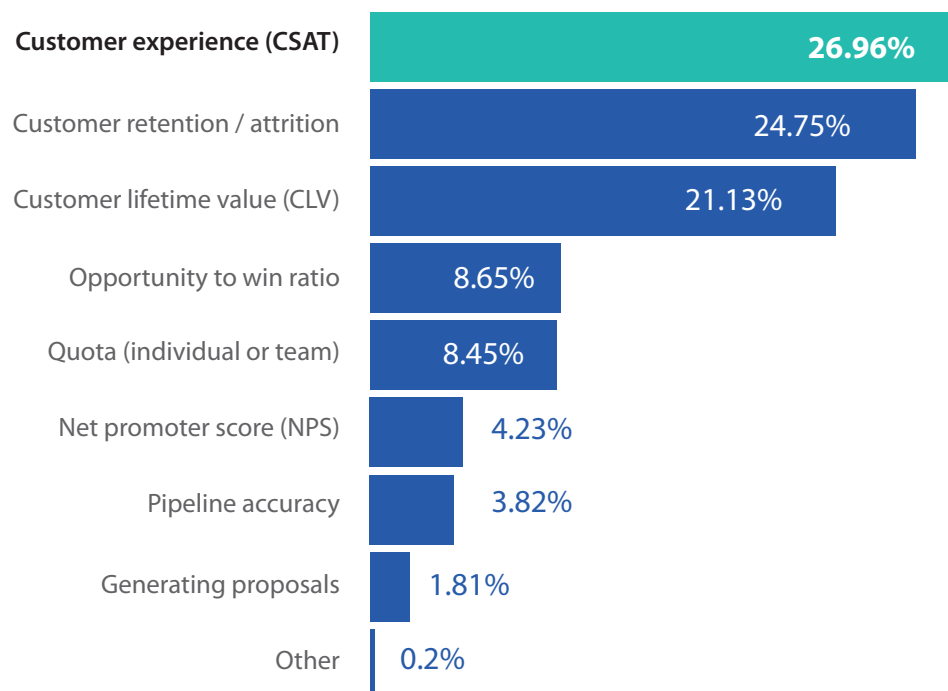
5 The most valued key performance indicator

Picking up right where we left off in 2019.

Salesforce opened some eyes back in 2018 when they published their third State of Sales report. This report highlighted the shift of importance from quota to customer experience. Fast forward to today in a post-pandemic world, and quota has fallen down even further than before.

Sales managers are pointing to the correlation between establishing and sustaining a positive customer experience and revenue generation. Buyers have been raising their standards for years, and satisfying or exceeding those standards has closed more deals than a superior product.

THREE OF THE TOP FIVE KEY PERFORMANCE INDICATORS FOCUS ON THE CUSTOMER.



FIELD SALES INSIGHT

"The pro-quota side of this argument has completely lost its footing. Quota didn't drop to number two—it completely fell off the side of the cliff to the fifth most important sales KPI. What drives revenue? The customer. We shouldn't be surprised that the top three KPIs are customer-centric."

Jason Rosen, Director of Customer Care, Veloxly



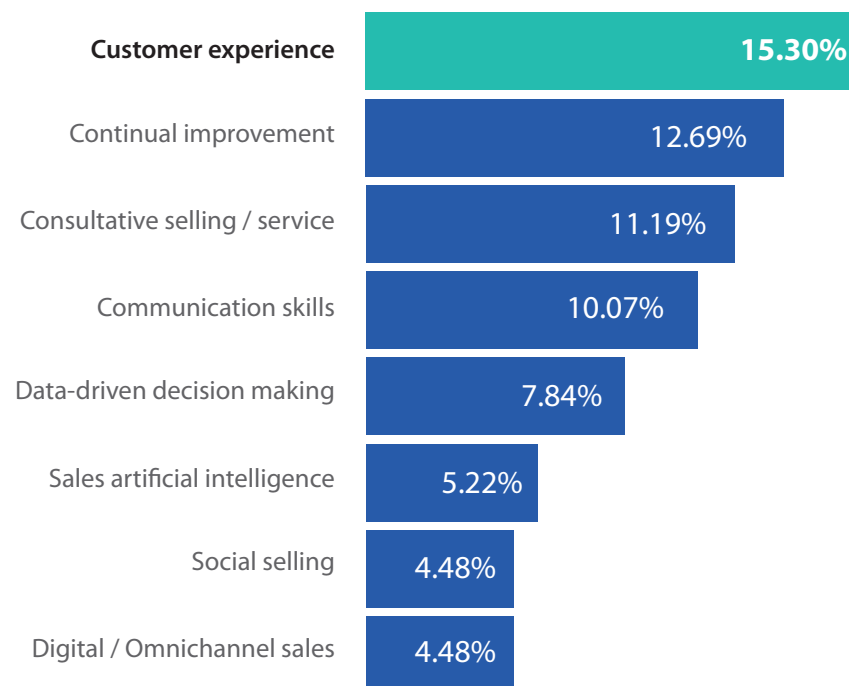
6 In demand sales capabilities for 2022 & 2023

Where there's a skill there's a way.

While learning and adding new technology to field sales stacks was a positive takeaway from the pandemic work experience, developing new sales skills was a valued initiative during COVID.

While we weren't surprised that two customer-focused capabilities landed in the top three, we were surprised that Continual Improvement, aka regular sales capability development and team or morale building, finished in 2nd place. Several high-performing sales teams staved off downtime during the pandemic by initiating some wide-ranging self/team improvement programs.

CHANNEL/MARKET MANAGEMENT & PROSPECT DISCOVERY ROUNDED OUT THE TOP 10.



FIELD SALES INSIGHT

"The high performing sales teams did something incredible during the pandemic. They didn't trim down the size of their sales staff. They double-downed and invested in their sales team's soft skills, hard skills, and overall morale—all of which has a positive effect on the customer experience."

Samir Majumdar, CEO, Veloxly



7 Driving field sales success in 2022 and 2023

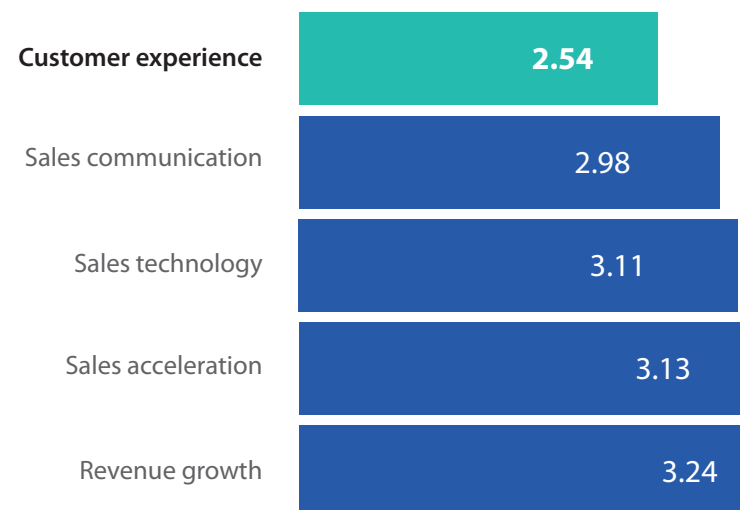
The road to success is paved with trust.

The customer is always ~~right~~ first. High-performing field sales teams are doubling down on the customer experience post-pandemic—and for good reason. It's the quickest path to engagement, a shorter sales cycle, and higher CLV.

This is also a quality vs. quantity conversation, too. Gone are the days when the number of dials, email sends, and opportunities were the focal point. Improving the CX with better communication and consultation has had a dramatic impact on a team's Opportunity to Win ratio (the #4 valued KPI), let alone their efficiency and productivity levels.

THE CUSTOMER EXPERIENCE DOMINATED MORE THAN HALF OF OUR SURVEY'S FINDINGS.

ranked 1 to 5, 1 being the most important



FIELD SALES INSIGHT

"Cause and effect. Yes, we would all like shortened sales cycles and exponential revenue growth—but what *causes* those positive outcomes? Ask your customer. Adjust your approach accordingly. Repeat. Prioritizing what's truly important has the longest, sustainable *effects*."

Sauvik Sarkar, CTO, Veloxly

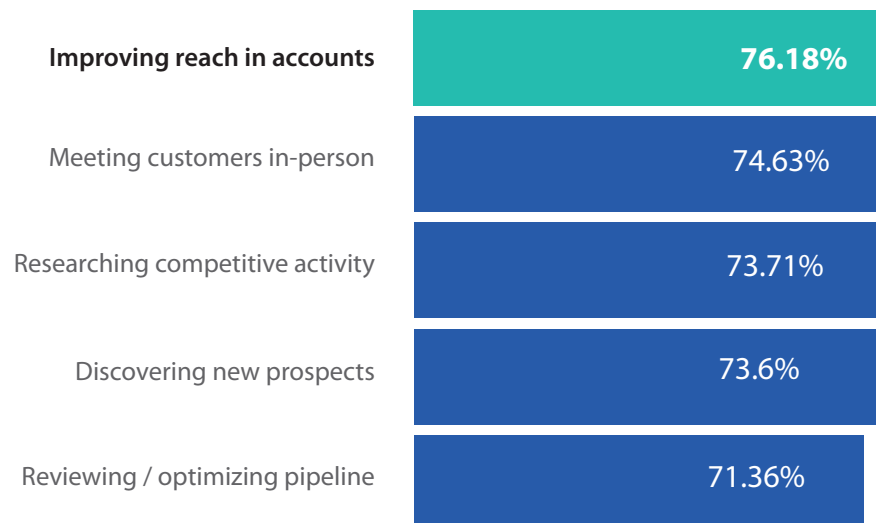


8 Selling activity dominates the ideal workday

Spend more time on revenue drivers.

Back in 2018, Salesforce found that salespeople spent 66% of their day not-selling. Fast forward to today, and field sales professionals want to spend over 71% of their day on the activities in the adjoining graph.

While the top two activities are customer-facing and selling-oriented, the remaining three are directly tied to field reps' demands for inside and outside sales tech stack additions. By automating sales intelligence, prospect discovery, and pipeline management, high-performing field reps are generating more revenue than ever before.



SPEND YOUR TIME HELPING CUSTOMERS. AUTOMATE EVERYTHING ELSE.

FIELD SALES INSIGHT

"You want to improve the customer experience? You want to personalize your outreach? That's great. But don't settle for one contact at each account. To get more wins, you have to give off the impression that every account is your numero-uno preferred customer. You do this by landing, expanding, and hyper-personalizing."

Jeff Grice, Senior Revenue Director, Veloxly



Would you like to know more?

Sign up for our webinar on June 24.

Join our field sales thought leadership panel for a thorough analysis of the State of Field Sales survey findings. We will also have 15 minutes of Q&A:

Jim Chappell

Managing Director, DoubleEagle Management Group

Greg Schoff

Customer Management Senior Manager, Tropicana Brands

Jeff Grice

Senior Revenue Director, Veloxly

RESERVE YOUR SEAT TODAY



