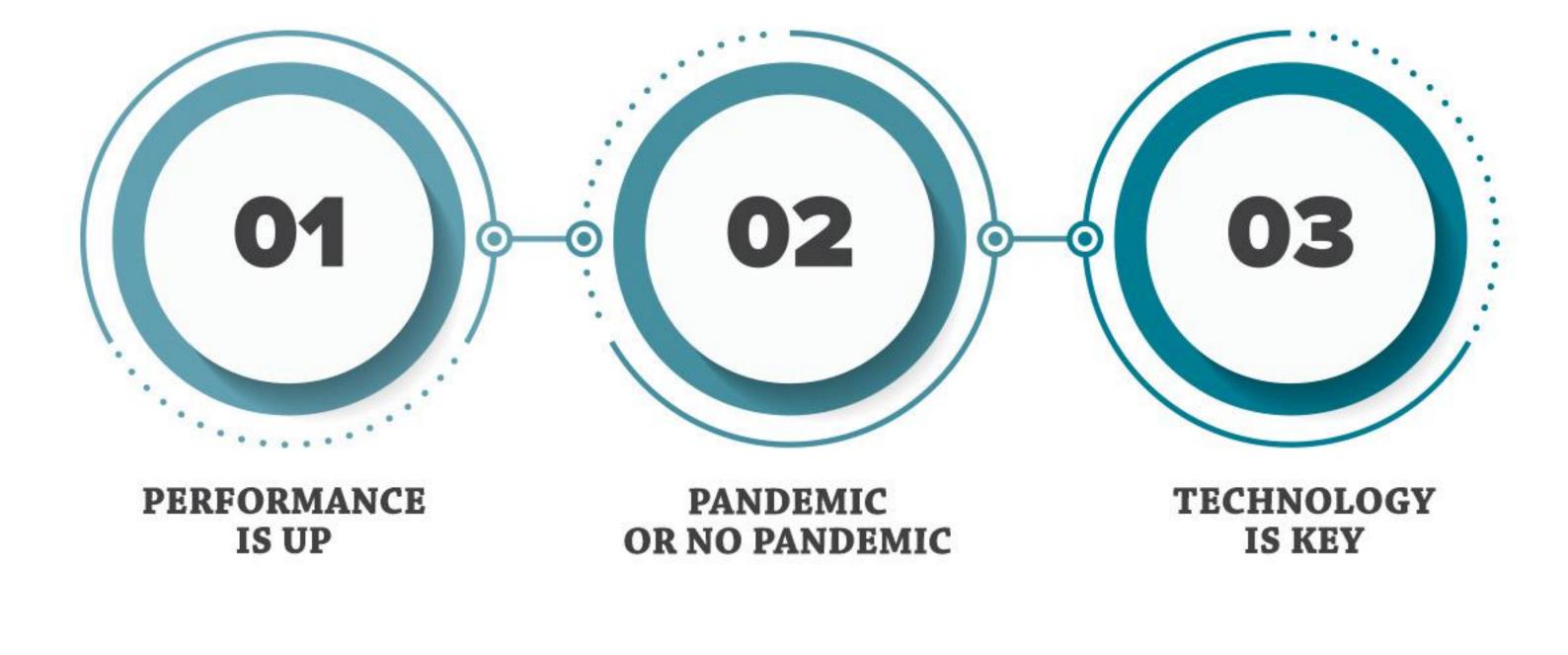
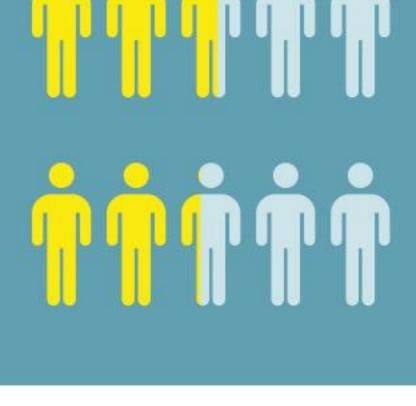
## THE STATE OF GLOBAL ENTERPRISE **SALES PERFORMANCE 2021**

2020 felt like a dark year for business, but based on findings from The State of Global Enterprise Sales Performance 2021, that isn't all true. In fact, the study shows that many positive things have come out of a rough year - things that could mean a much brighter future for sales!



## 

PERFORMANCE IS UP



sellers were above quota. Sales effectiveness has, on balance, improved of sales decision-makers report that it is

of surveyed decision-makers

report that over 50% of their

now higher than it was pre-pandemic. COVID-19 has **not** Motivation to close

PRE-COVID

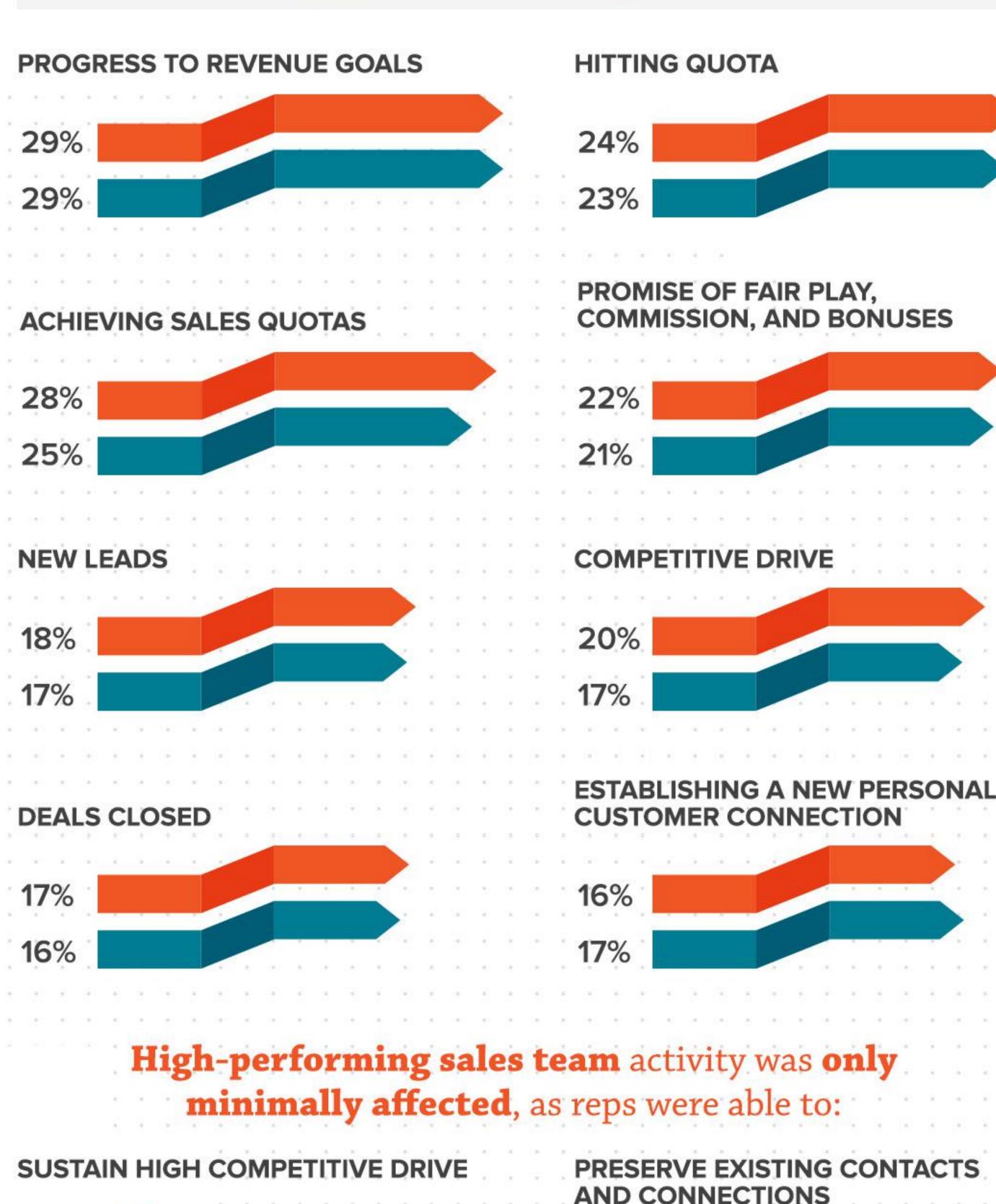
significantly changed the

measures of teams success

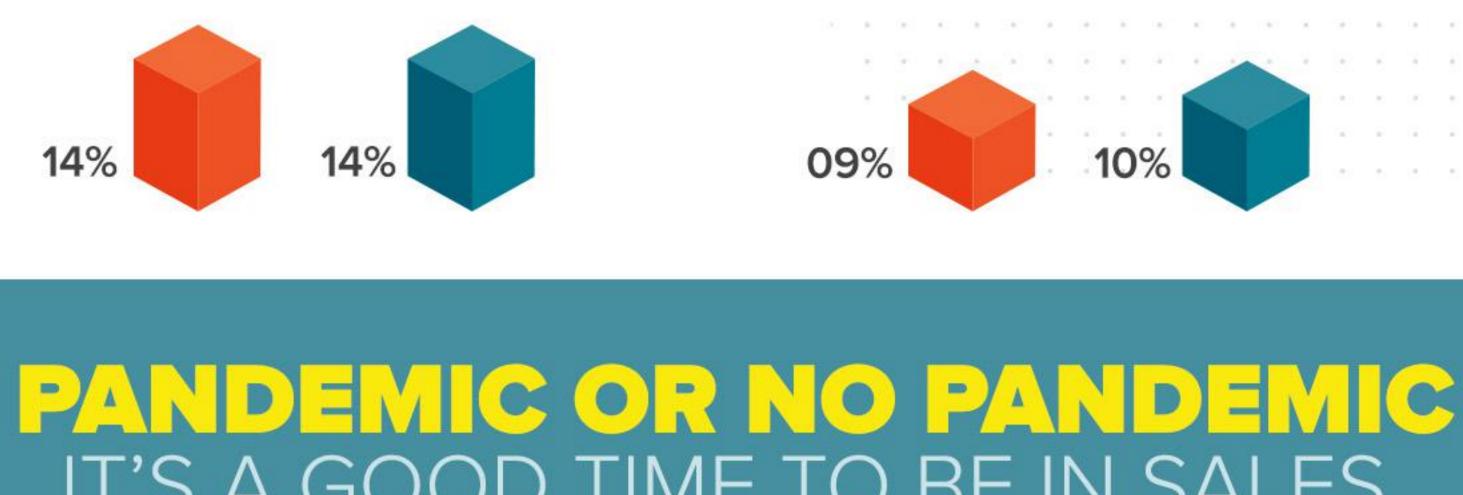
TODAY HITTING QUOTA

a deal has remained

similarly unperturbed



16% 11% 11% 10% MAINTAIN ELEVATED LEVELS OF



INCREASE IN

DIRECT-REPORT

PERSISTENCE AND RESILIENCE

**REMAIN OUTGOING AND** SOCIALLY CONFIDENT 10% 09% IT'S A GOOD TIME TO BE IN SALES

## Benefits for sales staff got better:

**67**%

INCREASE IN STRENGTH

OF PROFESSIONAL

IN THE PAST 10 MONTHS

OF SALES ORGANIZATIONS REPORT

THEIR HEADCOUNT HAS INCREASED

36%

REPORT IMPROVEMENTS

TO HEALTH, DENTAL

33%

INCREASE IN PAID

TIME OFF, VACATIONS,



FOR SUSTAINED GROWTH AND FUTURE PERFORMANCE: of surveyed sales decision-makers 410% say that Al should be an established elément of any high-performing sales team.

TECHNOLOGY IS A KEY PLAYER

among surveyed sales organizations:

Top four drivers of technology adoption

