

THE BEST SALES LEADERS ARE SALES COACHES

When hiring sales leadership, B2B companies rightfully seek people displaying a record of sales accomplishment. Top performing companies are also mindful of finding people with the key leadership traits for developing the next wave of high performers—using a data-driven, analytical approach to coaching.

Time Investment: Prioritize coaching as a leadership KPI

An organization must be willing to make time and resources available for sales coaching.

Companies with sales leaders who spend:



1.4x

. . . more likely to be considered a top performing company

Analytics: Institute data-driven coaching on individual level

Sales teams with a structured and consistent coaching program based on data analytics and goals report:



7%

average greater annual revenue growth, plus . . .



56%

average win rate, which is . . .



30%

. . . higher than sales teams without data-based coaching

Top performing companies are:



57%

more likely to tailor their learning programs to individuals



1.3x

more likely to outperform other companies on revenue growth

Productivity: Provide smart digital tools and ensure their use

Top performing companies are:



62%

more effective at using digital sales tools because they include sellers in selection, adoption, and training for those tools

Poor coaching = higher turnover



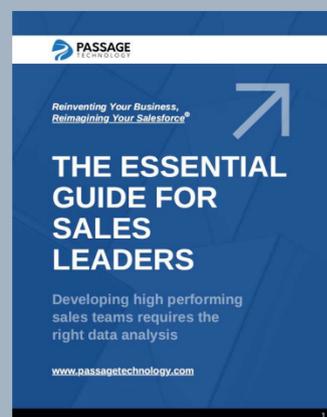
60%

more likely that sales reps would leave a company when receiving poor coaching from their manager

Download for Free: The Essential Guide for Sales Leaders

For more insights, check out this guide from our series *Reinventing Your Business, Reimagining Your Salesforce*.

www.passagetechnology.com/en/essential-guide-for-salesforce-sales-leaders



Statistical Sources:
<https://www.salesforce.com/resources/research-reports/state-of-sales/>
<https://blog.thecenterforsalesstrategy.com/sales-coaching-statistics-all-sales-leaders-need-to-see>
<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/by-the-numbers-what-drives-sales-growth-outperformance>



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