

# i-snapshot Research Report



**i-snapshot**  
Driving Sales Performance

## Topic: Common management challenges in sales

### Introduction

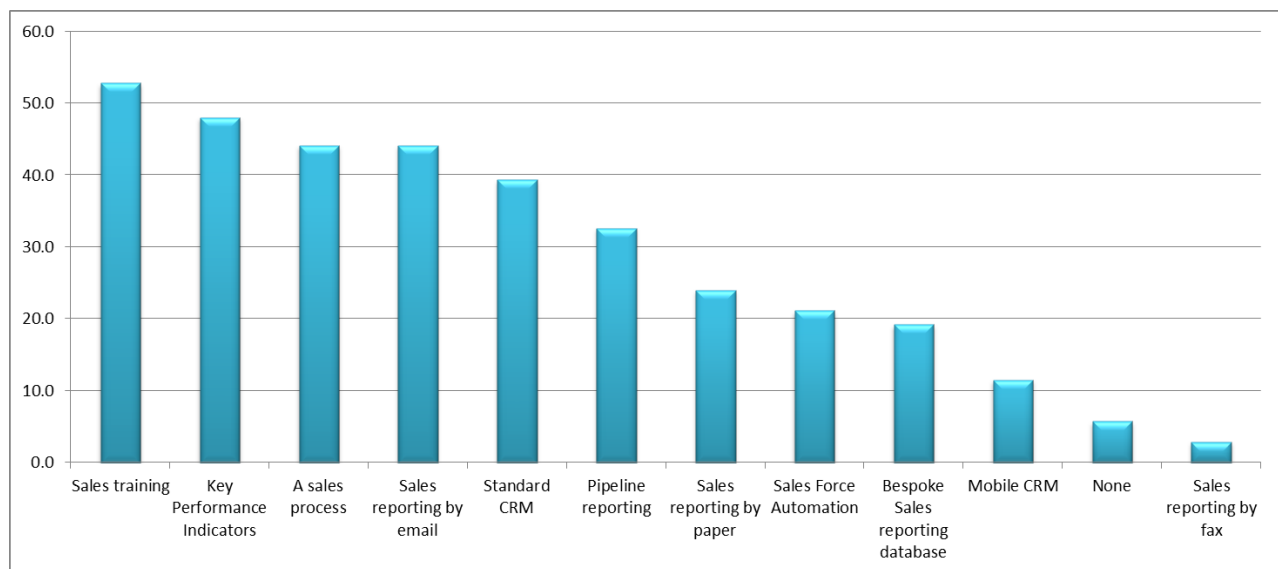
Over the last 18 months, we have had a series of data capture tools which were put in place to for us to understand the needs of leaders and managers of sales teams.

This insight has lead us to build solutions for sales management that work– however we thought that business owners, MDs and sales leaders may also like to see this research for themselves as it is always interesting to hear what challenges, issues and solutions your peers face.

### Which tools are your peers using?

So what are the sales team provided to help them in their roles? Most respondants did select more than one. The top five tools being:

- Sales training with 52% of respondants saying they invested in it for the sales team
- 48% saying they used Key Performance Indicators (KPI's) to measure the effectiveness of the sales force
- 42% of respondants said they used a sales process
- 42% report sales by email
- And almost 40% have access to a CRM

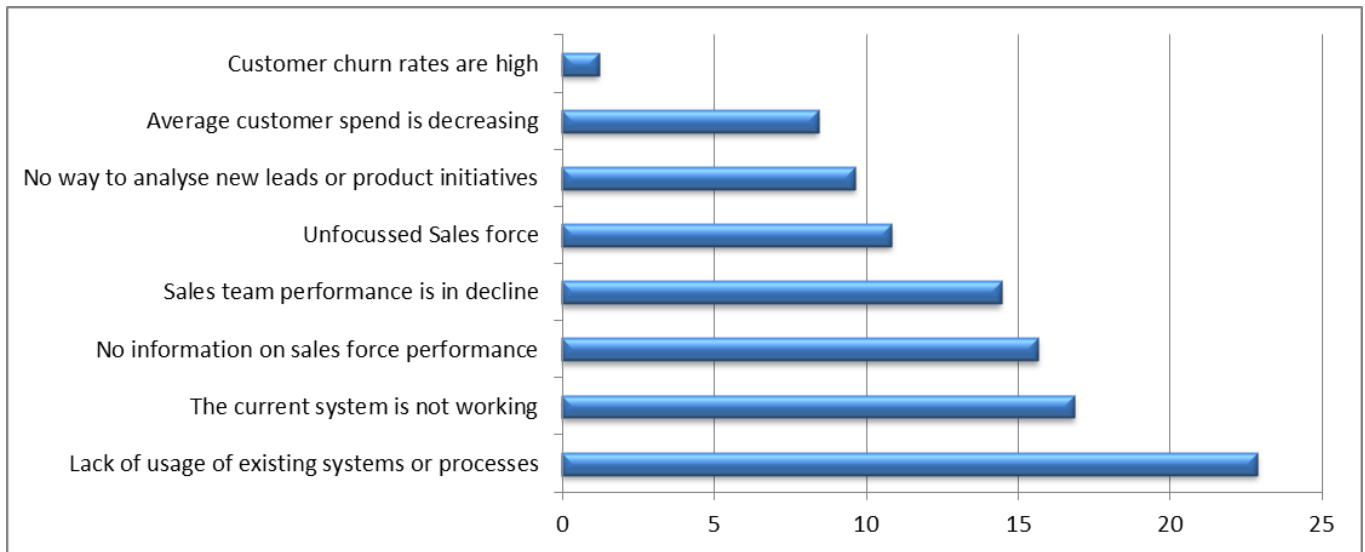


### So what challenges are sales leaders facing?

Despite the support and investment made in the sales force an astounding 79% of leaders stated that they had challenges related to managing their sales force – with 14% of these stating they had more than one challenge.

The chart overleaf breaks these down into groups, and shows the most common challenges are related to the systems in place.

## ..... Common management challenges in sales cont



Almost a quarter of the respondents indicated that there was a lack of usage of the current systems and processes in place, along with 17% citing that the current system is not working for the sales force.

Meaning that an astounding 40% of our respondents challenges are in fact related to the current systems in place.

## Conclusion

The research which we have carried out has shown that businesses continue to invest in the sales force to support them - however that investment may not be the right one in quite a few cases.

With a great deal of time, effort and budget given to support the sales force it is vital that this is placed in the right area to ensure a high ROI from the team.

Lack of usage of the systems and processes along with these not working properly for the team– will result in having little visibility.

Having reduced visibility will restrict management in what information they have available to them to make informed strategic decisions on sales force activity.

Our research is showing that 79% of the respondents are facing challenges in these areas. Challenges that can be overcome with having the right tool in place.