Can't Keep Your TOP SALES REPS?

IS IT YOU OR IS IT THEM?

If you're frustrated with high sales turnover and poor rep performance, you're not alone. A new survey by the Sales Management Association reveals that less than half of sales leaders are satisfied with sales rep retention — and even fewer happy with rep hire success rates. In fact, the research found that organizations consider:

< 1 out of 5 new sales reps added in the past 24 months successful

Poor performers and rep turnover hurt your productivity and slow sales growth. Look internally to your own processes. If you're not investing in your team's professional development or compensating correctly, the cause could be you.

THE STAKES ARE HIGH

You lose revenue as you backfill the job — not to mention the wasted dollars spent training the rep that left.

12 MONTHS
Average time for salesperson to ramp to full productivity

$115K
Average cost of replacing a sales rep

| $29K Acquisition Costs | $36K Training Costs | $50K Lost Sales |

DEVELOP MORE "A" PLAYERS WITH ONGOING TRAINING

5x More Revenue A vs. B

10x More Revenue A vs. C

WHY REPS JUMP SHIP — IT'S NOT ALL ABOUT THE MONEY

Most sales rep turnover is voluntary

71% Salespeople leave **VOLUNTARILY** in a given year

29% Salespeople leave **INVOLUNTARILY** in a given year

Keeping reps onboard and engaged takes the right pay AND professional development.

#1 REASON reps leave voluntarily —inadequate training, coaching, and professional development
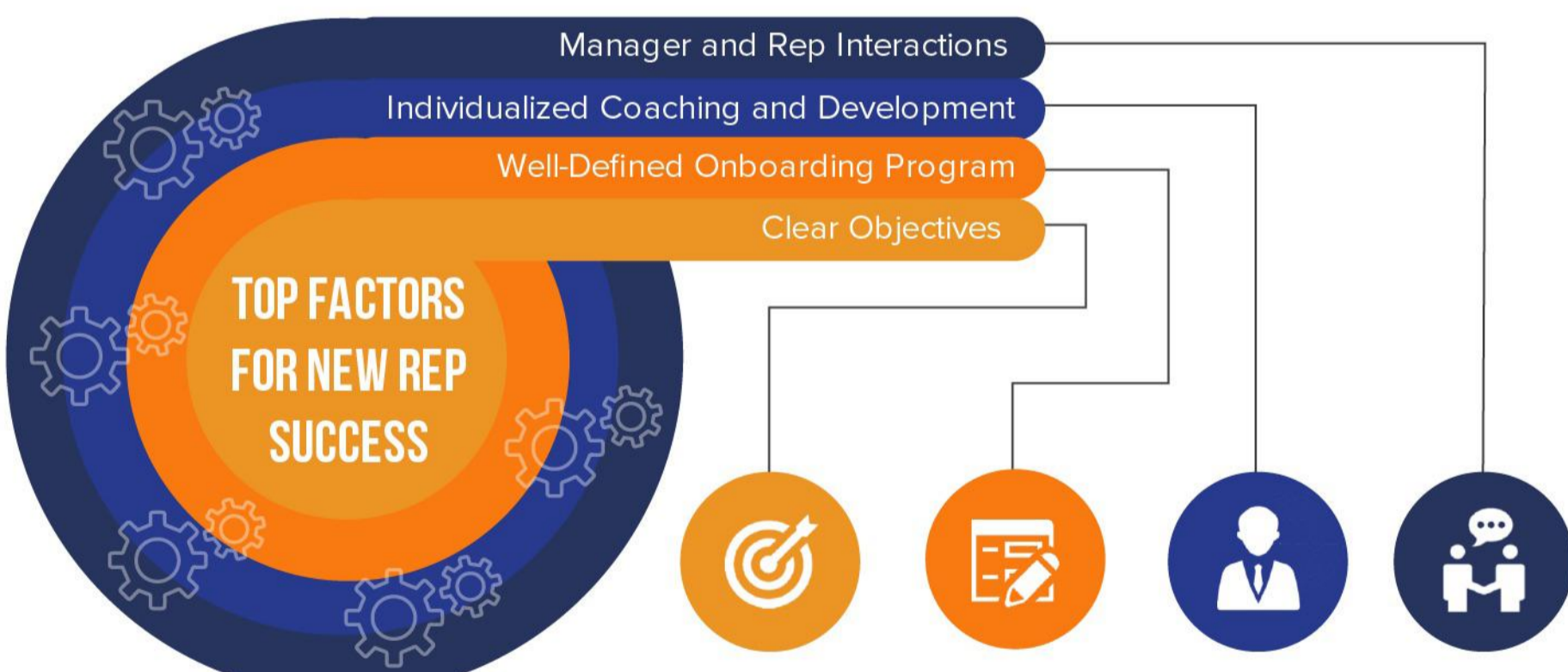
Only **42%** companies say they're effective in training and coaching salespeople.

#2 REASON reps leave voluntarily— better-paying opportunity

Did you know that companies that pay at 75th percentile or higher have **50%** less turnover?

KEEPING REPS ON BOARD AND PERFORMING

TOP FACTORS FOR NEW REP SUCCESS

- Manager and Rep Interactions
- Individualized Coaching and Development
- Well-Defined Onboarding Program
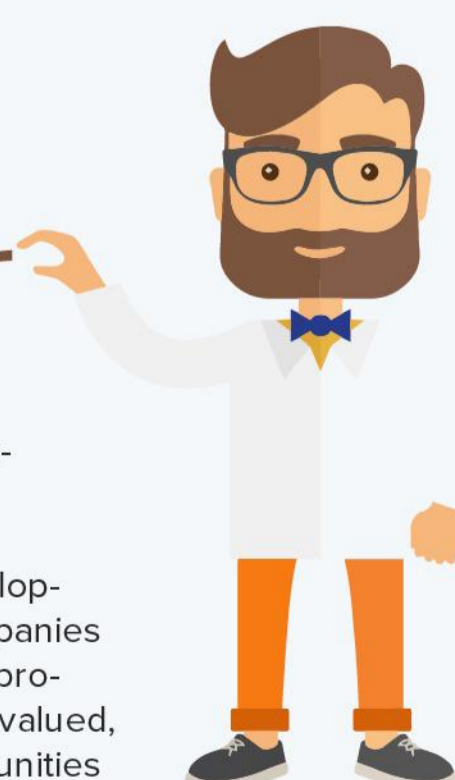- Clear Objectives

EFFECTIVE COACHING PRACTICES

20% QUOTA ATTAINMENT   **17%** WIN RATES

THE PAYOFF FOR REP RETENTION: PRODUCTIVITY, PERFORMANCE, AND PROFIT

Getting salespeople up and running faster increases the length of full quota-bearing time per rep.

Fun fact: The #1 reason reps leave voluntarily is a lack of professional development, including coaching and training! To keep reps from jumping ship, companies must invest in ongoing, formalized, and personalized coaching and training processes. When companies show reps that their professional development is valued, they keep reps engaged and prevent them from looking for new job opportunities elsewhere. Businesses, in turn, inspire better sales performance and higher productivity and increase the bottom line.

Xactly
Inspire Performance