prezentor.

Time is money, especially in sales.

We asked 150 b2b sales reps how they spend their time in sales, how they interact with customers and what they find challenging in their work. In this report we share our findings and reflections on how digitalization can help save time and eliminate frustrations.

Key take aways

1. Time and efficiency

93 % of sales reps believe they could work more effectively in their sales

2. Material

PowerPoint (used by 68%) and Excel (used by 28%) are most used sales material.

3. Appearance

More than 50 % of asked sales reps consider their sales material not to be very professional or mediocre professional.

4. Follow up

After a meeting 90% of sales reps send out meeting minutes and sales material to customers more or less frequently. Average time spent on it is between 10 - 30 minutes.
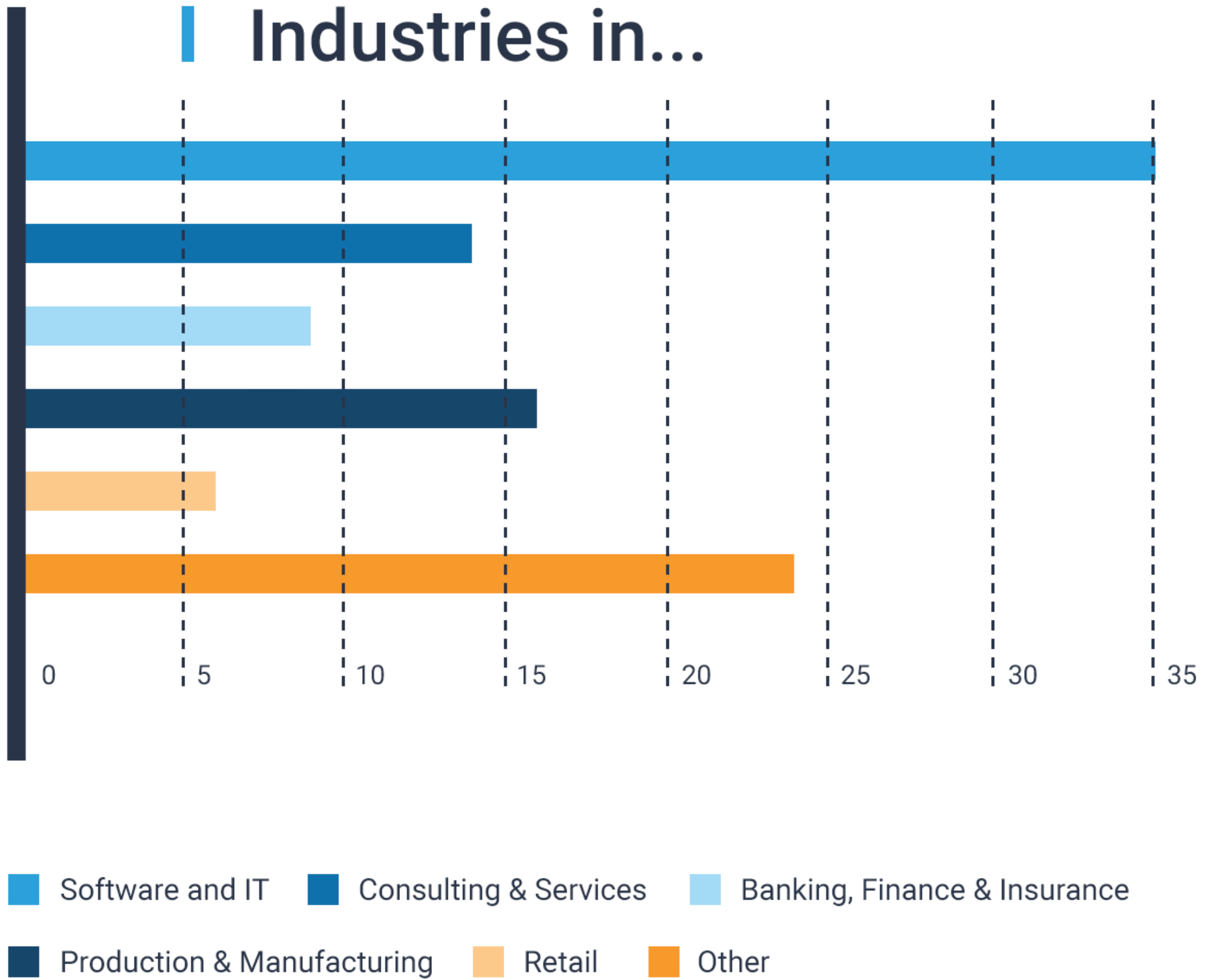
5. Challenges

Main challenges to work effectively:

1. Lead generation
2. Early lead qualification
3. Preparation and Content
4. Uncover customer needs
5. Follow up

41-50
Average age

17.58%
female participants

82.42% male participants

Industries in...

0   5   10   15   20   25   30   35

■ Software and IT   ■ Consulting & Services   ■ Banking, Finance & Insurance

■ Production & Manufacturing   ■ Retail   ■ Other

Time and Efficiency

93% of sales reps believe they could work more effectively in their sales.

Do you believe that you could work more effectively in the preparation of sales meetings?
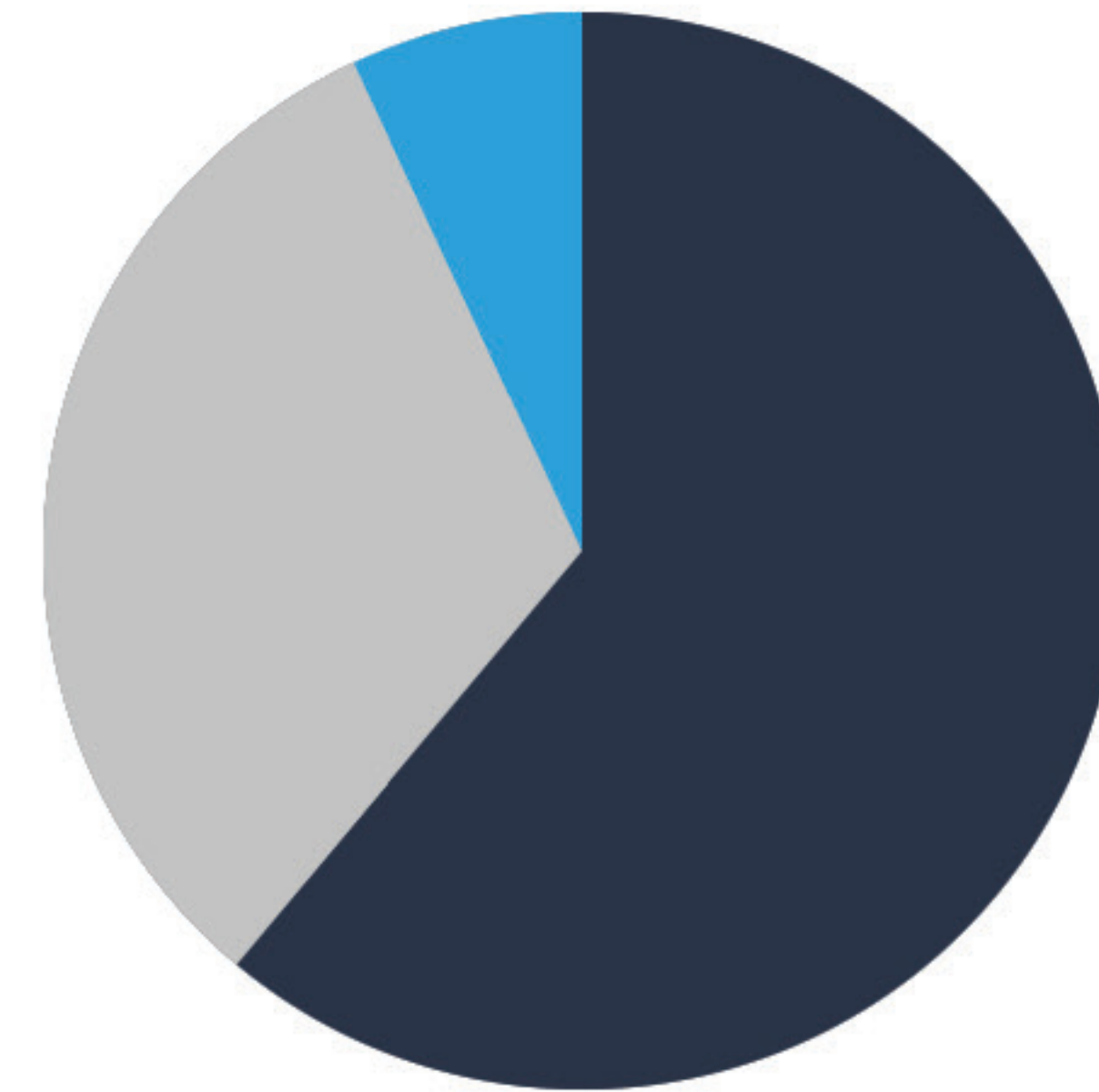
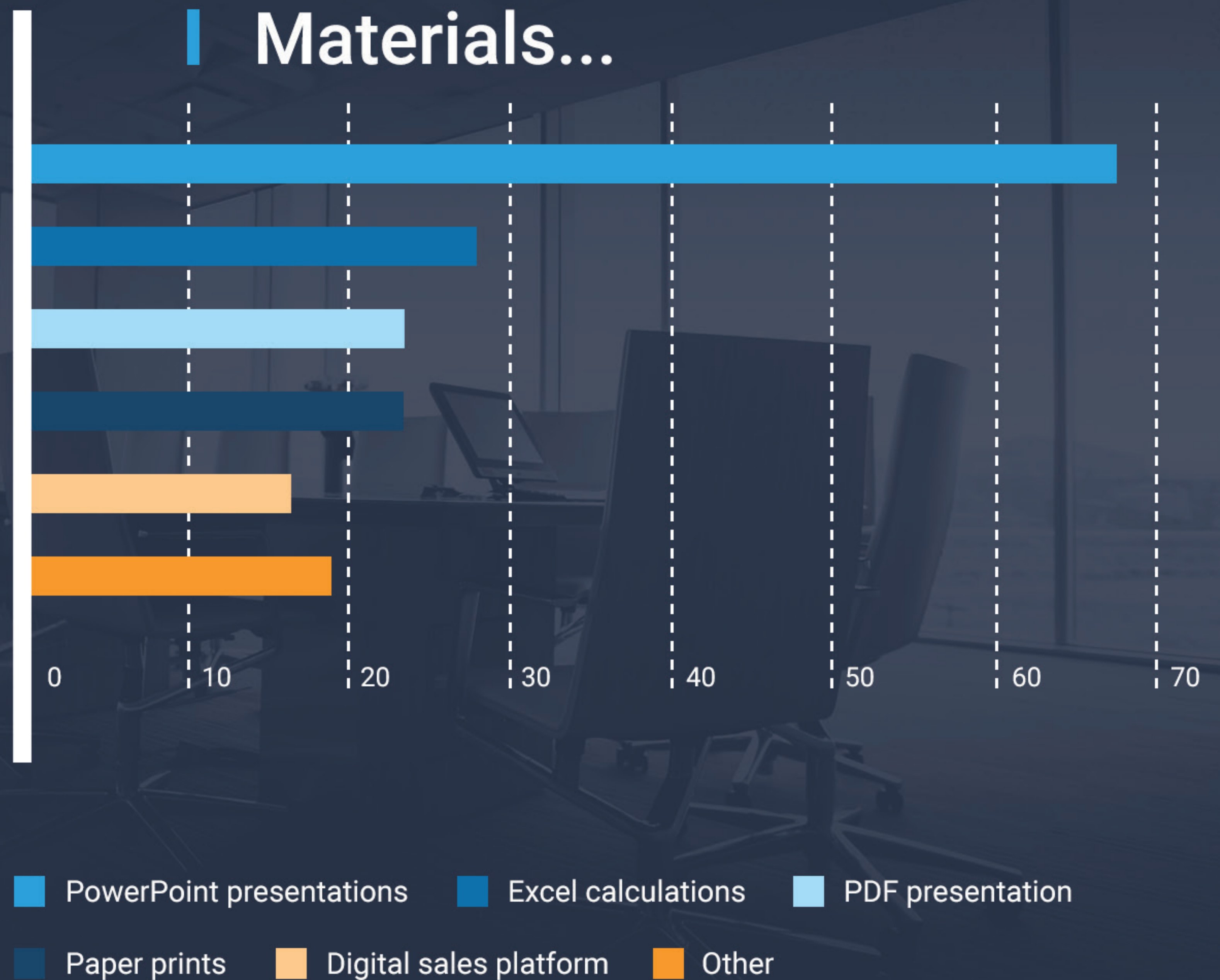- Yes (61.54%)
- Maybe (31.47%)
- No (6.99%)

The average time spent on the preparation ahead of a sales meeting is between 30 and 60 minutes.

Material

What kind of material
do you use most often
in your sales meetings?
(One or more options
could be chosen)

Materials...

| | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 |

Legend:
- ▉ PowerPoint presentations
- ▉ Excel calculations
- ▉ PDF presentation
- ▉ Paper prints
- ▉ Digital sales platform
- ▉ Other

Appearance

How professional do you believe your customers perceive your sales material to be? (1 = not at all professional, 6 = very professional)
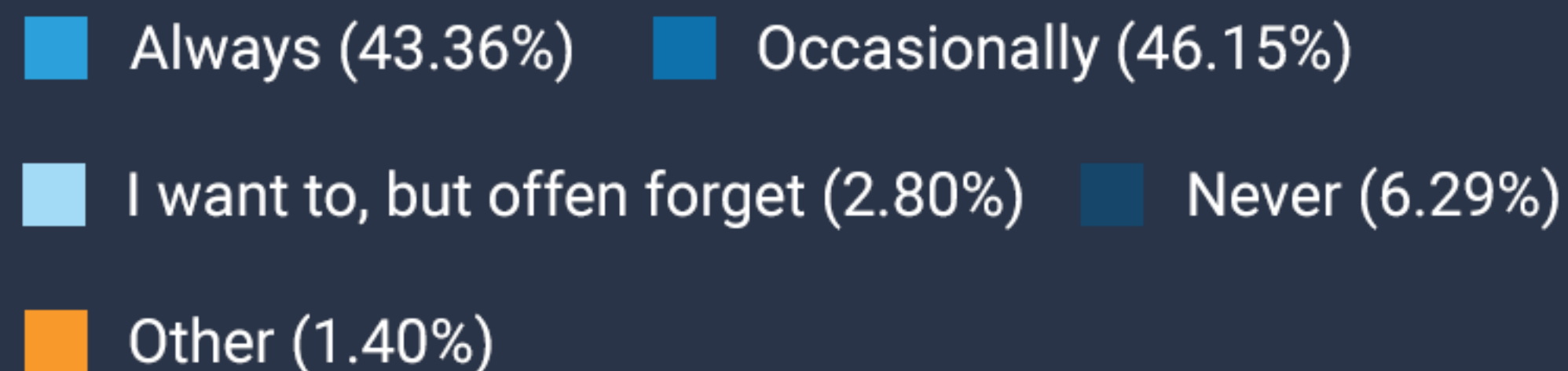

More than 50 % of asked sales reps consider their sales material not to be very professional or mediocre professional
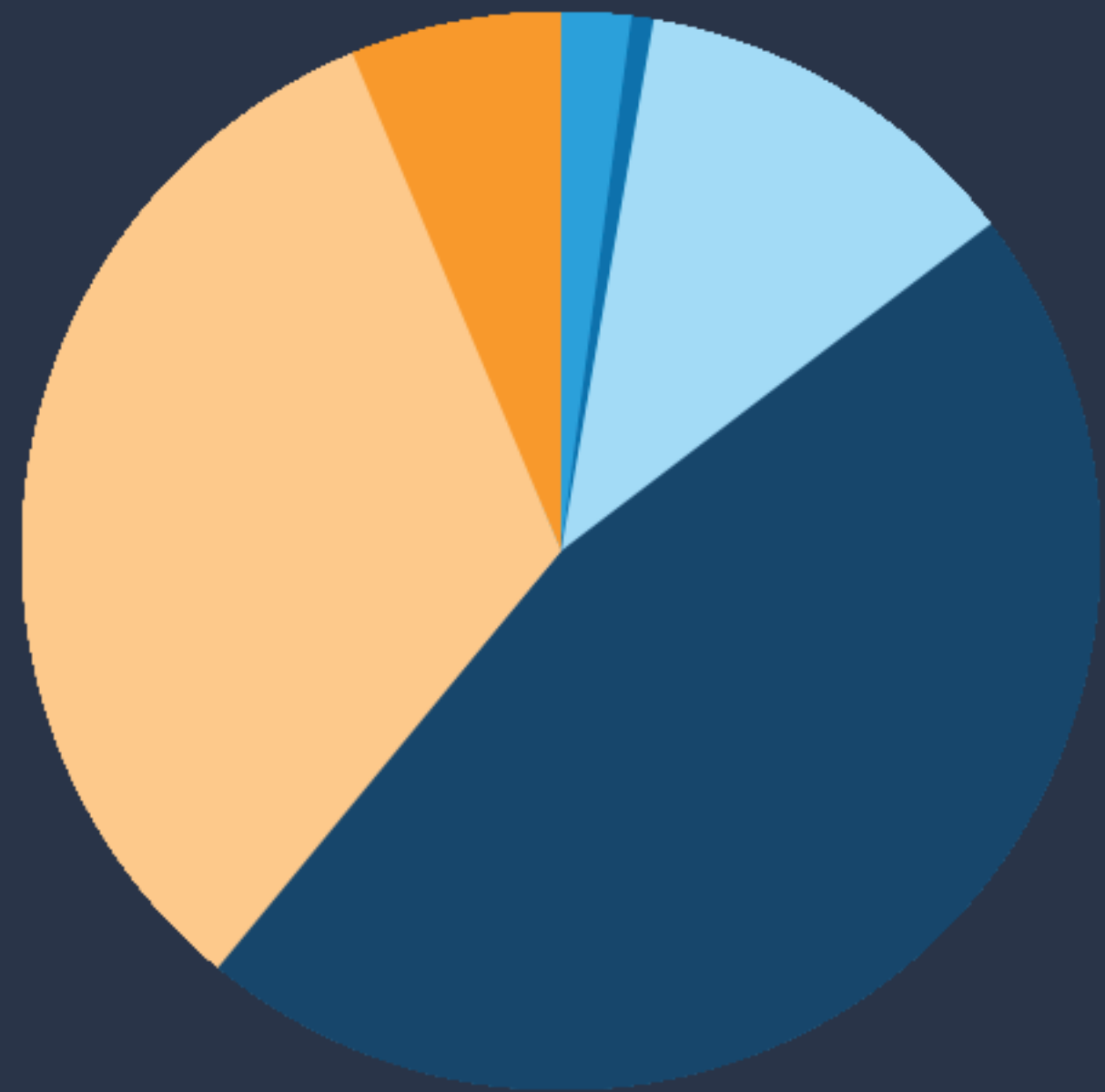
- 1. (2.10%)
- 2. (0.70%)
- 3. (11.89%)
- 4. (41.96%)
- 5. (37.06%)
- 6. (6.29%)

Follow up

Do you send meeting minutes and sales material to customers after the meeting?

Always (43.36%)
Occasionally (46.15%)
I want to, but offen forget (2.80%)
Never (6.29%)
Other (1.40%)

90% of sales reps send out meeting minutes and sales material to customers after a meeting more or less frequently.

On average, 10 to 30 minutes are spent on preparing and sending the follow-up mail.

75% of sales reps make CRM entries after the sales meeting, on which they spend additional 5-15 minutes on average.

Challenges

The most challenging areas to work effectively were considered as follows:

(one or more options could be chosen)

1.

Lead generation

as mentioned by **46.48 %** of sales reps

2. Early lead qualification   33.10 %

3. Preparing content   23.24 %
   and presentation   27.46 %

4. Uncovering customer needs   33.80 %

5. Follow up and CRM entry   both 14.44 %

Digitalization can help save time and eliminate frustrations

Appear more professional

- communicate one consistent message

Qualify your leads better and faster

- gain invaluable insights

Less time preparing

- always be prepared, everything updated

Follow up more easily

- customer dialogue by one click

Start selling smarter with Prezentor!

- Interactive presentations and better customer dialogue save time before, during and after your sales meeting

- Keep all your sales presentations and material updated in one place - always accessible, even offline

- Simplify follow-ups for higher conversions

- Tracking and performance management help you gain insights and understand your customers better

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