

## Time Spent Selling



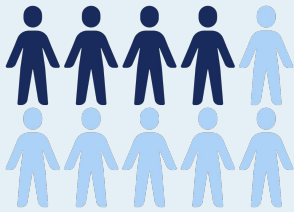
**39%**

of a sales rep's time is spent selling.<sup>†</sup>

## Sales Prospecting

**40%**

of sales rep's time spent looking for someone to call.<sup>††</sup>



**42%**

of sales reps feel they don't have enough information before making a call.<sup>†</sup>

**46%**

of B2B sales reps list lead quantity and quality as their top challenge.<sup>†</sup>

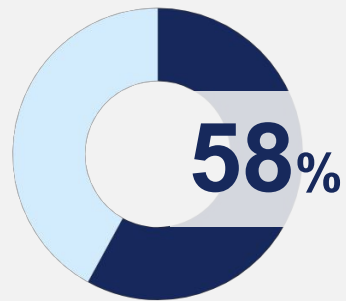


## High Performing Sales Teams



**Use 3x the Amount on Sales Tech**

as underperforming teams.<sup>†</sup>



of a sales reps expect their role to change permanently.\*

**79%**



of sales executives say a leading driver of hitting new targets is improving the productivity of existing sales reps.<sup>†</sup>

## Degree of Challenge Reps Face When Seeking Customer Insights\*

Having enough time



Figuring out what's most valuable



Having capabilities to extract meaning from data



Knowing how to access the information



■ Major Challenge ■ Moderate Challenge

Major/Moderate Challenge

**76%**

**75%**

**73%**

**65%**

Base: Sales reps.

<sup>†</sup> Spotio <sup>††</sup> Inside Sales \*Salesforce