

CSO Insights 2014 Sales Performance Optimization Report - 2013 Sales Results Raise Concerns for 2014 Expectations

Has the Quota Attainment Engine Run Out of Gas?

BOULDER, CO, USA, February 4, 2014 /EINPresswire.com/ -- CSO Insights has released the results of their 20th annual [Sales Performance Optimization \(SPO\)](#) Study, which is based on gathering 100+ metrics from survey responses from over 1,200 firms worldwide regarding the challenges their sales teams face, why those problems exist, and how they are leveraging people, process, technology, and knowledge to overcome those issues.

“One of the most significant trends this year’s study surfaced was a decrease in quota attainment by sales people,” said Jim Dickie, Managing partner at CSO Insights. “After seeing individual sales rep performance improvements in 2010 and 2011, it levelled off in 2012. In 2013 we saw a noticeable drop in the percentage of sales professionals who were able to hit their revenue targets.” (See chart below.)

“What is concerning about this trend is that 94.5% of the firms taking part in the 2014 Sales Performance Optimization survey stated they had increased their revenue targets for 2014,” added Barry Trailer, Managing Partner at CSO Insights. “This begs the question, what is going to be different this year that will help sales teams who had trouble hitting last year’s numbers hit even higher ones this year?”

To help answer that question CSO Insights will be compiling a compendium of companies that excel at various aspects of selling. These case studies will detail ways that sales organizations are increasing the effectiveness of their sales teams, and, in turn, helping them improve their sales performance in areas such as capturing new accounts, minimizing competitive losses, generating sound business cases to avoid no decisions, increase penetration into existing accounts, improving margins, etc. This publication is titled *The CSO Guide to Sales Transformation* and is targeted for release in May, 2014.

About CSO Insights



CSO Insights (<http://www.csoinsights.com>) is a sales and marketing effectiveness research firm that specializes in measuring how companies are leveraging people, process, technology, and knowledge to improve the way they market to and sell to customers. For twenty years, CSO Insights' surveys of over 12,000 [sales effectiveness](#) initiatives has been the standard for tracking the evolution of the role of sales, revealing the challenges that are impacting sales performance, and showing how companies are addressing these issues.

Media

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- Tags: sales performance, sales effectiveness, [sales optimization](#)

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