

SALESPEOPLE SOAR

with a Good Sales Leader



The struggles of salespeople are real

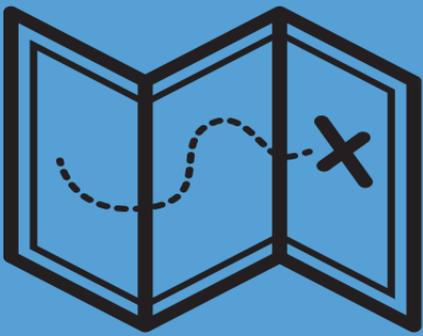
57% of sales reps missed their quotas last year¹

27% left their jobs—twice the annual rate of the overall labor force²

The costs of a struggling salesperson to a company are steep. On average, it takes a salesperson 15 months to become a top performer.³



Add up salary, healthcare costs, and other benefits, and a company will spend \$106,374 before it starts to see a meaningful return from its new hire.^{4,5}



The Path to Sales Success

Managers Matter

Managers account for at least 70% of variance in employee engagement scores across business units.⁶

Salespeople Who Have a Good Sales Manager Exceed Their Annual Quota

When salespeople rate their manager as being excellent or above average, 69% exceed quota.⁴

The Sales Team Exceeds Their Quota

High-performing sales leaders reported an overall average annual quota attainment of 105% compared to 54% for underperforming managers.⁷

When sales leaders can diagnose the development level of salespeople and use the right leadership style to help them succeed, they are far more likely to exceed quota, be satisfied with their jobs, and stay with the organization.



Download The Ken Blanchard Companies' **Meeting the Quota Challenge: Critical Skills Every Sales Manager Needs to Excel** article to learn more about how to get your sales leaders the skills they need to help their salespeople soar.

<https://resources.kenblanchard.com/sales-leadership>

THE **Ken Blanchard**
COMPANIES