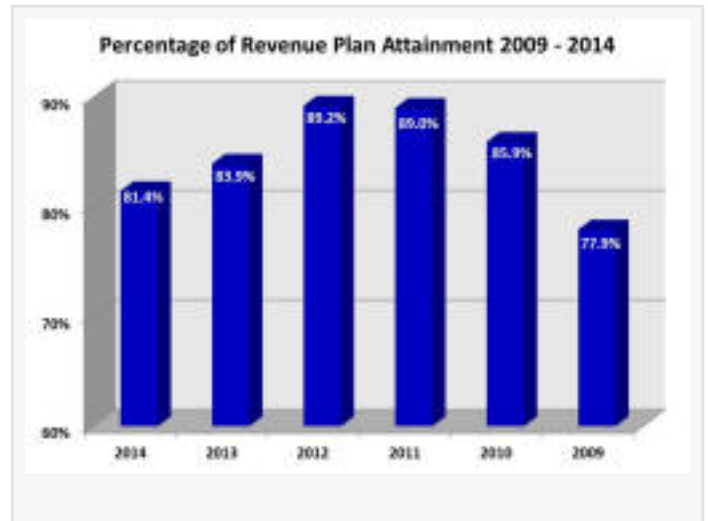


CSO Insights' 2015 Sales Performance Optimization Report – Study Findings

As Sales Performance Erodes, Revenue Targets Go Higher

Key Finding: Process and Relationships Can Significantly Increase Sales Performance

BOULDER, CO, USA, February 4, 2015
/EINPresswire.com/ -- CSO Insights has released its 21st annual [Sales Performance Optimization](#) study based on gathering data from 1,000+ companies worldwide. The survey, consisting of 103 sales effectiveness metrics surfaced a disturbing trend.



"The average percentage of overall company plan attainment in our latest study came in at 81.4%. This is down noticeably from 89.2% we reported two years ago," said Barry Trailer, Managing Partner CSO Insights. "Yet, in spite of this drop in sales performance, 94.5% of the firms reported they were [increasing revenue](#) goals for 2015." The study also revealed that sales results can be dramatically improved by combining sales process and customer relationships. "When companies implement a dynamic sales process and also focus on deepening the relationships they have with their customers, they can turn 'how' they sell into a competitive advantage," noted Jim Dickie, Managing Partner of CSO Insights. "For these companies, which represents 27% of the overall survey population, we found that their revenue plan attainment was nearly 90%."

The full results of the 2015 Sales Performance Optimization study are presented in eight reports focusing on the following topics:

- Key Trends Analysis
- Sales Force Demographics Analysis
- Sales Process Analysis
- Find More Analysis
- Win More Analysis
- Keep and Grow More Analysis
- [Sales Management](#) Analysis
- Going Forward Analysis

In addition to presenting and examining the study metrics, best practices for how companies can leverage people, process, technology, and knowledge are illustrated.

A full list of the survey questions for the 2015 Sales Performance Optimization study can be obtained by contacting Kim Cameron at CSO Insights.

Details on industry benchmarks of the full study data can be obtained by contacting Laura Andrus at CSO Insights.

About CSO Insights

CSO Insights is a sales and marketing effectiveness research firm that specializes in measuring how companies leverage people, process, technology, and knowledge to improve the way they market and sell to customers. For over twenty years, CSO Insights' surveys of over 20,000 sales effectiveness initiatives have 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

- To interview Jim Dickie, please email Jim.Dickie@csoinsights.com or call 303-521-4410
- To interview Barry Trailer, please email Barry.Trailer@csoinsights.com or call 916-712-9621
- To obtain a PDF copy of the full report, please email Kim Cameron at kim.camerson@csoinsights.com or call 775-831-9013

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