

SOAR Performance Group Releases Findings of 2016 Remote Sales Effectiveness Research Study

Atlanta, GA – In our survey, over one third of respondents are in a physical office fewer than five days per month. This presents challenges for sales leaders and sales managers with the primary areas being knowledge transfer and engagement. The research findings suggest three important ways to combat these challenges, lead more effectively, and deliver sales performance.

The results presented in the summary of findings explore these areas:

- Amount and types of communication, feedback and coaching to drive results.
- Engagement of remote sales people as a process as compared to events.
- Value of sales managers and leaders participating in customer & prospect meetings (and the resulting effect on results).

“We undertook this research initiative to help organizations realize more benefit from their remote sales teams and deliver more customer value,” said Matt Piekutowski, Vice President of Strategic Programs for SOAR Performance Group. “The findings offer tangible direction and benchmarking based on a holistic perspective that sales leaders and managers can use to achieve new levels of sales performance.”

In the past twenty years, the work environment for professional sellers has changed dramatically. Some drivers that have expedited the shift to a more remote and virtual working environment in sales roles (field and inside) include advancements in technology that allow work from anywhere and a generational shift with the introduction of millennials to the workforce. According to the most recent U.S. Census, the number of sales workers who reported working from home increased 45.9% from the level previously recorded.

This research initiative focuses on understanding the impact on sales management and sales leaders. To gain more perspective from the different levels within the sales organization, participants across industries provided input on the strategies and actions used by top performers that is different from their lower performing peers. The research looked to identify specific things that sales managers of remote sales teams can do to affect performance at the individual and team level.

To download the summary of findings, please go to <http://www.soarperformancegroup.com/2016-soar-remote-sales-execution-effectiveness-survey-research-findings/>.

About SOAR Performance Group (<http://www.soarperformancegroup.com/>)

SOAR Performance Group is a client-focused sales consulting and training company that concentrates on sales performance improvement. We accelerate results for our clients through the development and execution of new sales and go-to-market strategies. Clients achieve success through a unique process of insights, diagnostics, consulting and training centered on a comprehensive understanding and connection to each client’s business.