# Sales Engagement Drives activity, accomplishments and results

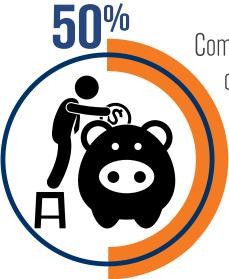


Sales engagement is what happens when companies win over the hearts (emotional bond) and minds of their salespeople in ways that lead to extraordinary effort and positive financial results.

Sales engagement is a powerful predictive indicator of key business outcomes, including:

#### Profitability

Source: Aon Hewitt



Companies in the top quartile of engagement scores had **50% higher Total Shareholder Return** than the average company.

## Customer Loyalty

Source: The Challenger Sale

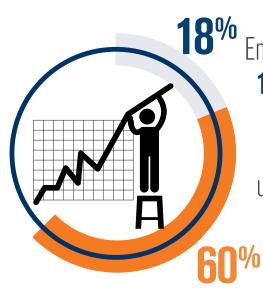


The sales experience is by far the leading driver of customer loyalty, above even price, value, product, brand and delivery.

Its contribution is over half - 53%.

### Productivity

Source: Insync Surveys



Engaged employees have **18% higher productivity** and **60% higher quality** than underengaged employees.

### Customer Satisfaction

Source: Vance



Companies with highly engaged employees score between 34% 12% and 34% higher in customer satisfaction ratings.



Source: BI WORLDWIDE New Rules of Engagement Survey



#### Goal Setting

Source: BI WORLDWIDE New Rules of Engagement Survey, GoalQuest® Data



**33%** Over **33%** of salespeople don't feel they have input into their goals



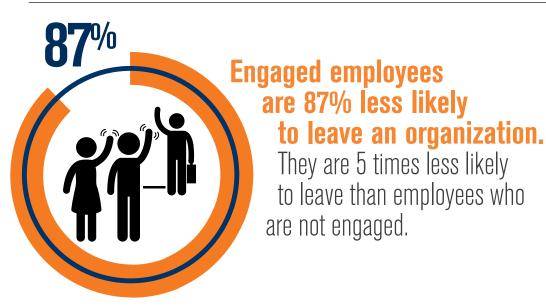
**98%** When given the chance to self-select a goal that they feel is attainable, over **98%** of sales reps will accept the challenge



**86%** Indirect or channel sales reps (dealer, distributor, reseller) will engage at over **86%** when they can choose their own goal

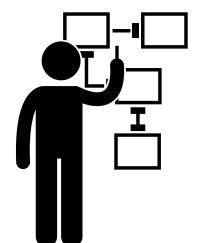
#### Retention

Source: Dr. Brad Shuck



#### Roadmap to Sales Engagement

Source: BI WORLDWIDE



- **1.** Segment your audience
- 2. Involve leaders
- **3.** Communicate process
- 4. Make rewards meaningful
- **5.** Change things up
- 6. Keep it simple