

What do sales leaders think about the current state of deals?



41% of sales reps and **30% of sales leaders** are not confident in the accuracy of their close rates

Buyer Expectations vs. Seller Realities: Where are the gaps?

Buyers Expect More Personalization



86%
of buyers

expect salespeople to personalize sales materials

64%
of sellers

feel personalized documents are important for closing

Sellers Over-Invest In Trust



54%
of buyers

agree that trust influenced their purchase decision

87%
of sellers

say trust is an important factor for closing deals

Buyers Desire Quick Response Times



79%
of buyers

said that timing was important in a recent purchase

64%
of sellers

consider timing important when trying to close deals

Sellers Fail to Multi-Thread Deals



91%
of buyers

have seen the decision-maker change throughout a deal

39%
of sellers

only have access to one decision-maker throughout a deal

What separates elite sellers from struggling ones?

Treat deals as dynamic vs. Don't treat deals as dynamic

	Treat deals as dynamic	Don't treat deals as dynamic
Agree or strongly agree it is easy to create sales documents.	79%	44%
Agree or strongly agree it is easy to customize sales docs.	80%	57%
Have developed and use ICP profiles in their process.	44%	24%
Have developed and use sales personas in their process.	41%	26%
Use software tools for sending documents in their process.	30%	13%
Believe the proposal experience is important for their process.	65%	33%
Are prepared to encounter more than 3 revisions to a proposal.	44%	35%

Elite teams treat deals as dynamic

Elite teams achieve



1.5x

their previous quarter goals because they treat deals as dynamic

2x

decrease in sales cycle length because they treat deals as dynamic

The State of Deals

The New Sales Framework for Today's Buyers

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