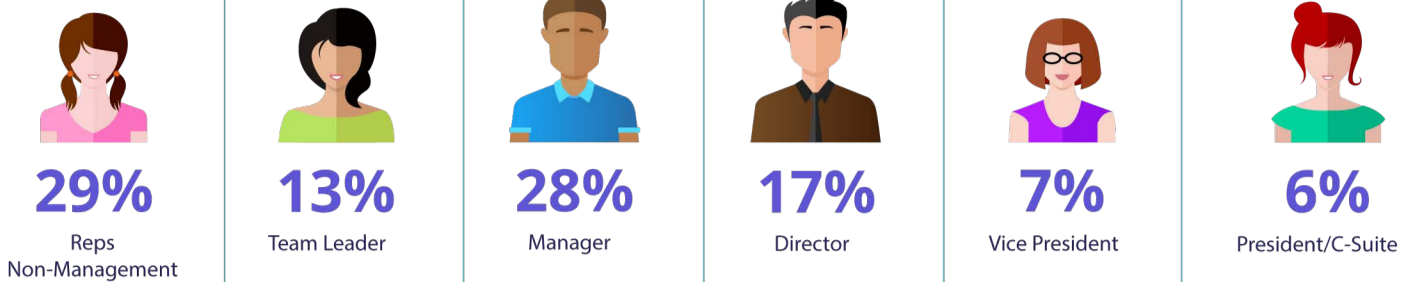


THE STATE OF VIRTUAL AND INSIDE SALES

Top Virtual Sales Challenges

We asked thousands of sales professionals (individual contributors, managers, and leaders) to share the most critical pain points and challenges they are experiencing within their virtual and inside sales teams.

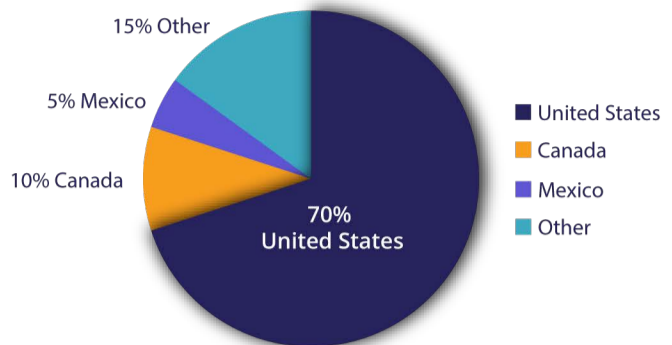
EXPERIENCE LEVEL



JOB FUNCTION

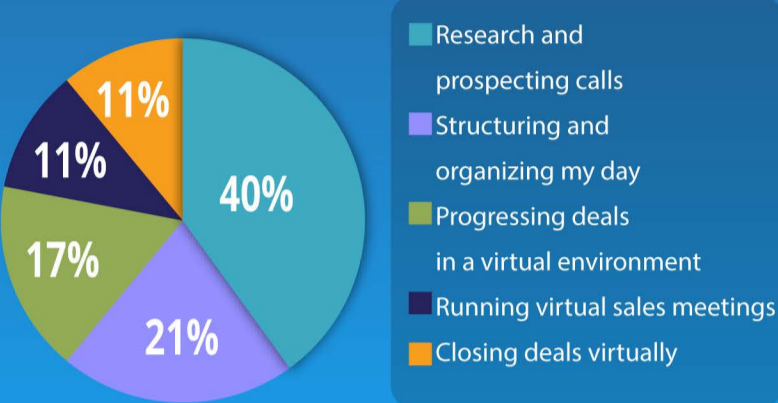


COUNTRY

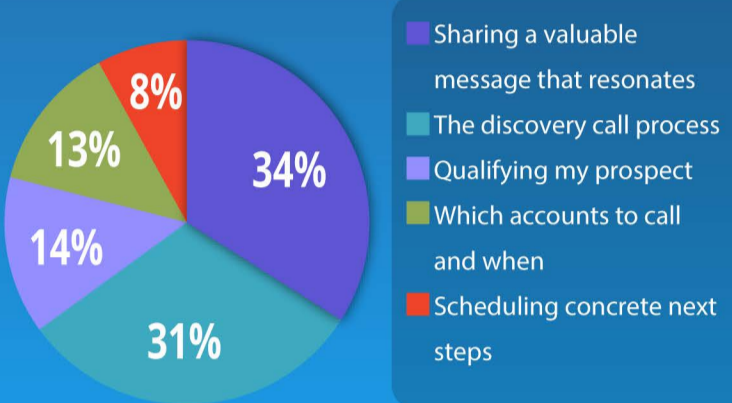


SURVEY RESPONSES

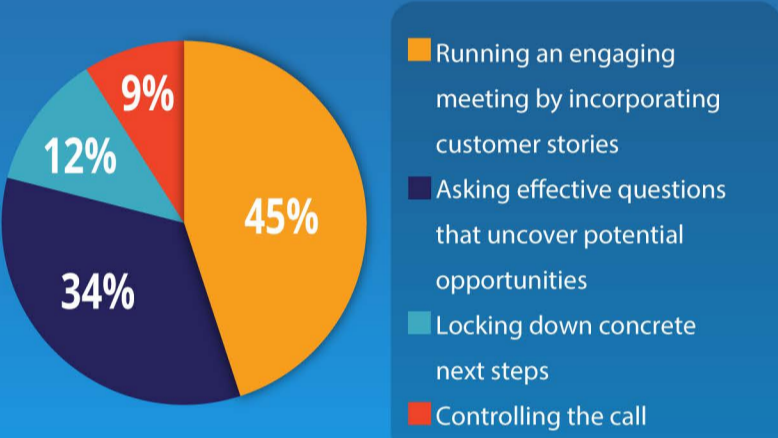
What are your overall challenges with virtual sales?



What is difficult about running virtual sales meetings?



What is difficult about phone prospecting?



What is difficult about closing deals/opportunities in a virtual environment?



TOP 10 AREAS VIRTUAL SALES TEAMS ARE EXPERIENCING DIFFICULTY

According to reps and leaders

REPS

Reps say these are their biggest challenges:

- Getting and keeping prospects on the phone
- Finding contact information for a remote-working prospect
- Identifying more business opportunities within existing accounts
- Getting past the gatekeeper
- Building and maintaining relationships when you can't meet customers in-person

VS

LEADERS

Leaders say these are their reps' biggest challenges:

- Creating better messaging to engage prospects
- Helping customers grasp value
- Staying motivated while working remotely
- Gaining client trust
- Balancing inbound leads vs sales reps' prospecting efforts

TOP TAKEAWAYS

Reps and leaders agree that the #1 challenge in virtual sales is **having a successful prospecting call**.

When phone prospecting, most reps and leaders agree that the biggest challenge is having a **valuable and enticing message** that drives the conversation forward.

When closing deals virtually, reps say that **finding the decision-maker** is their biggest challenge, though leaders believe their reps struggle most with **gaining referrals after a deal closes**.

70% of survey respondents are currently experiencing **3 or more virtual sales challenges**.

Most reps are experiencing challenges with **running an engaging demo or meeting**.

Most leaders believe that their reps struggle with **uncovering potential opportunities**.

Is Your Sales Team Experiencing Similar Challenges?

We're Here to Help!

[CONTACT US TODAY](#)

Reach out to learn about our award-winning virtual sales training programs for reps and managers.