



B2B Sales Report

Australian Trends & Outlook
2016

FMG surveyed more than 250 sales leaders across Australia, focusing on organisations that engage in Business to Business (B2B) sales. The aim of the research was to:

- Benchmark trends and challenges facing those managing B2B sales teams
- Uncover the future outlook as seen by these B2B sales leaders
- Present a comprehensive view of how B2B sales teams are facing the challenges in today's economic climate.

Focusing on sales team dynamics, sales team effectiveness, sales targets & lead management (including systems and processes), the B2B Sales Report provides an opportunity for B2B sales professionals to see how they are performing against other Australian sales teams.

ABOUT FMG

FMG provide Australian companies with outsourced business development services, including phone based B2B prospecting, sales lead generation and market research. We are 100% Australian owned and operated.



SALES TEAMS

LOOKING AT THE SIZE AND STRUCTURE OF SALES TEAMS WE HAVE SEEN THE FOLLOWING :

- +** 47% of sales teams grew in size during 2016
- +** It is anticipated that 44% of sales teams will grow during 2017
- +** Only 8% of businesses outsource their marketing to a third party
- +** The most common way of tracking sales team productivity was by tracking the number of proposals / quotes completed
- +** The most common ways of tracking the sales teams effectiveness was through monitoring the number of sales made and also whether targets were achieved

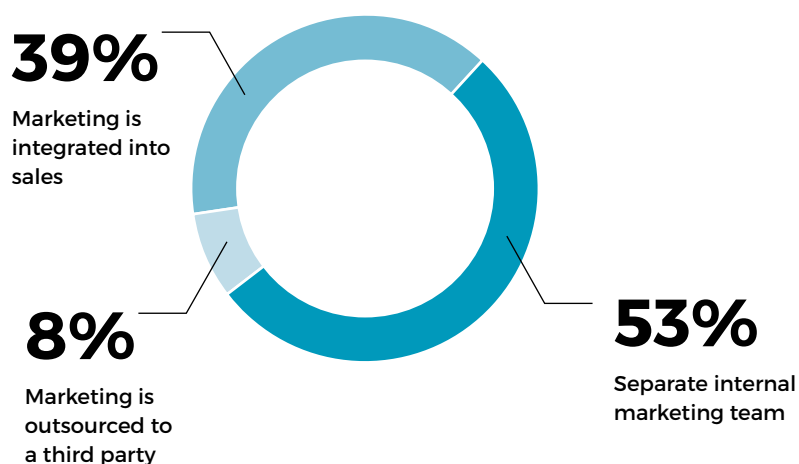
DID YOUR SALES TEAM GROW, REDUCE OR STAY THE SAME DURING 2015/2016?



DO YOU EXPECT YOUR SALES TEAM TO GROW, REDUCE OR STAY THE SAME NEXT YEAR?



WHO LOOKS AFTER YOUR MARKETING?



SALES TARGETS & BUDGETS

LOOKING AT SALES TARGETS THE RESPONSES OVERALL WERE POSITIVE :



69% of organisations met their sales targets in 2015/16



Respondents were more confident in meeting this year's sales targets with 80% saying it was likely the target would be met

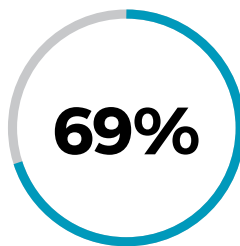


Sales growth for last year varied greatly from a 250% increase in sales from previous year to a 50% drop in sales from previous year

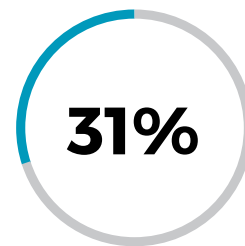


94% of respondents have either gained market share or remained the same, with only 6% stating they have lost market share

DID YOU MEET YOUR LAST YEAR'S SALES TARGET?



YES



NO

ARE YOU CONFIDENT YOU WILL MEET THIS YEAR'S SALES TARGET?



YES

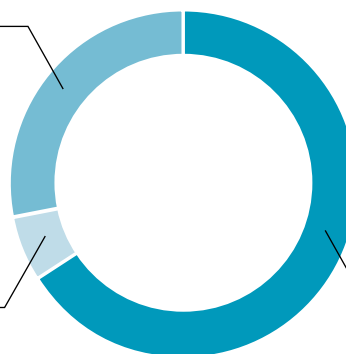


NO

ARE YOU GAINING OR LOSING MARKET SHARE?

28%
Staying The Same

6%
Losing



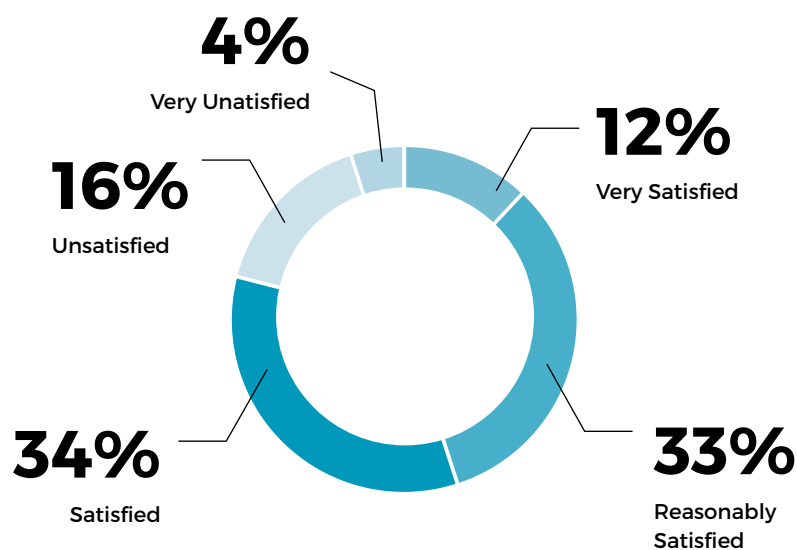
66%
Gaining

SALES LEADS

LOOKING INTO SALES LEADS IN MORE DETAIL, WE HAVE FOUND :

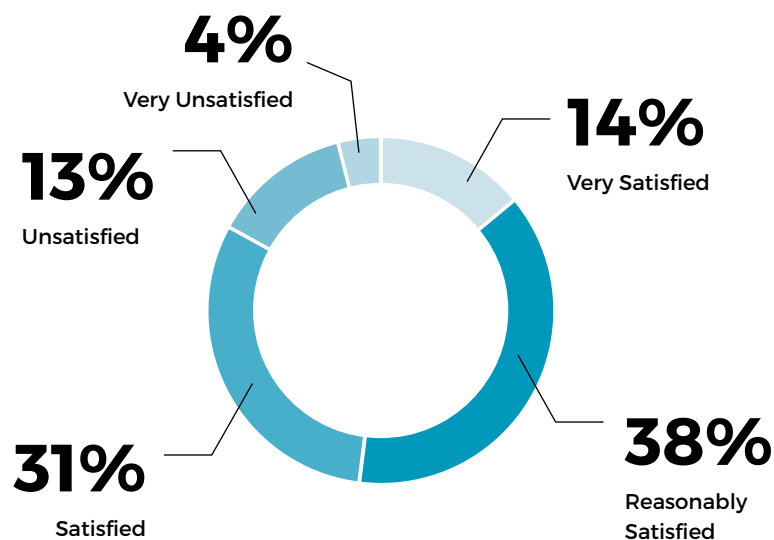
- +** 79% of respondents were satisfied with the number of leads they are receiving
- +** 83% of respondents were satisfied with the quality of the leads they are receiving
- +** There was no difference in the level of satisfaction with regards to the quality or number of leads between those who had separate internal marketing departments and those where marketing was integrated with sales
- +** In 82% of organisations sales people are responsible for generating their own outbound sales leads
- +** Only 3% intend to decrease the amount of outbound lead generation activity for the coming year, with 97% intending to increase or keep the activity the same
- +** 74% of respondents had an average sales cycle of less than 6 months
- +** Looking at other channels that respondents were focusing on for leads – referrals and networking were the standouts
- +** 94% of organisations perceived their lead management process as being between 'Emerging' – some consistency and planning, and 'Managed' – defined and managed

HOW SATISFIED ARE YOU IN THE QUANTITY OF SALES LEADS?

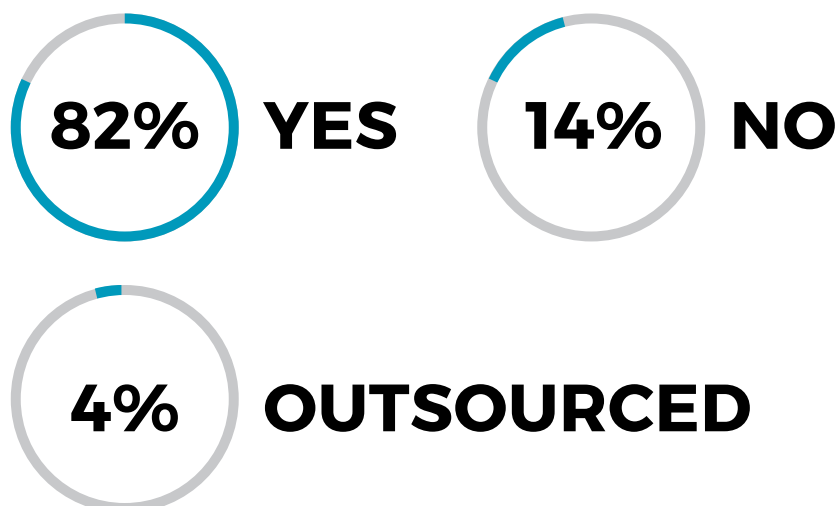


SALES LEADS

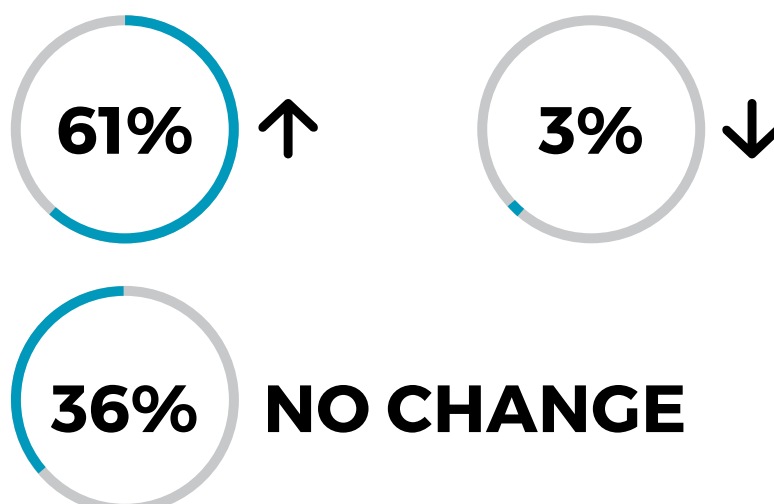
HOW SATISFIED ARE
YOU WITH THE QUALITY
OF SALES LEADS?



DOES YOUR SALES
TEAM GENERATE THEIR
OWN OUTBOUND
SALES LEADS?

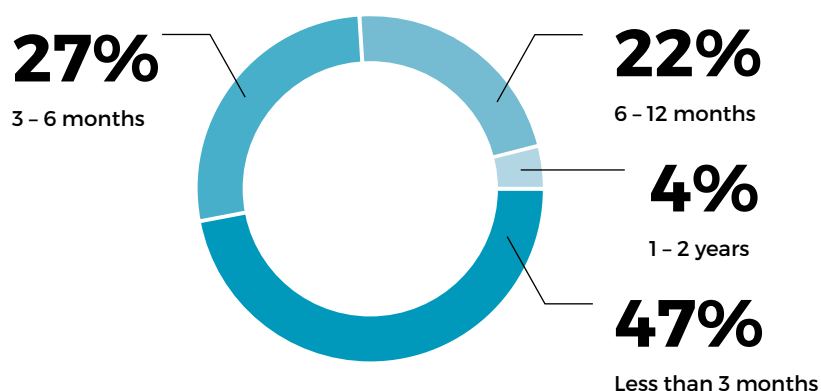


WILL YOU BE
INCREASING OR
DECREASING YOUR
OUTBOUND LEAD
GENERATION ACTIVITY
THIS YEAR?

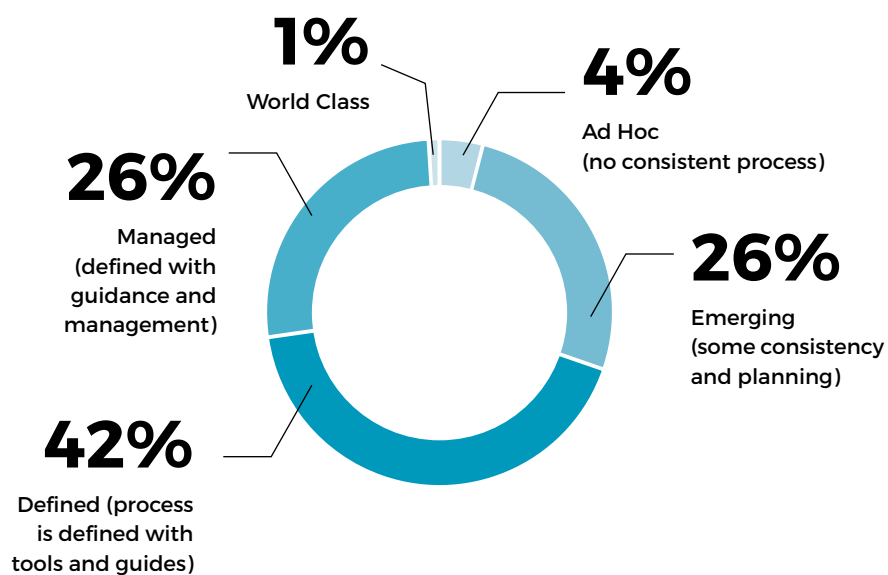


SALES LEADS

WHAT IS THE LENGTH
OF YOUR AVERAGE
SALES CYCLE?



HOW WOULD YOU
DESCRIBE YOUR LEAD
MANAGEMENT AND
SALES PROCESS?



SALES SYSTEMS & TECHNOLOGY

LOOKING AT THE TECHNOLOGY OR FORMAL SYSTEMS USED TO MANAGE THE SALES FUNCTION WE FOUND THE FOLLOWING :



81% of respondents use a dedicated CRM system. The most common CRM systems used were Salesforce and Microsoft Dynamics followed by custom built systems



83% of respondents are satisfied that their CRM is effectively managing their sales leads and pipeline



For those not using a CRM to manage sales leads and pipeline the most common tool being used was Excel



The most common reasons people were not using a CRM were - price, the business was too small and interestingly the business was too 'complex'



The most common marketing automation tool used was Mailchimp, although the majority of respondents (38%) were unaware of the system that was being used in their organisation



Where no marketing automation was in place the most common way of nurturing leads was via the phone

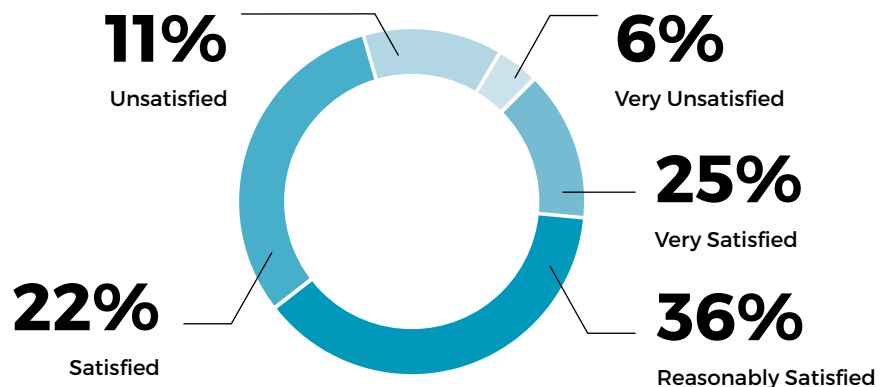
DO YOU USE A CRM?

81% SAID YES

19% SAID NO



HOW SATISFIED ARE YOU THAT YOUR CRM IS EFFECTIVELY MANAGING YOUR SALES LEADS, PIPELINE AND PROCESS?



DO YOU USE A MARKETING AUTOMATION SYSTEM?

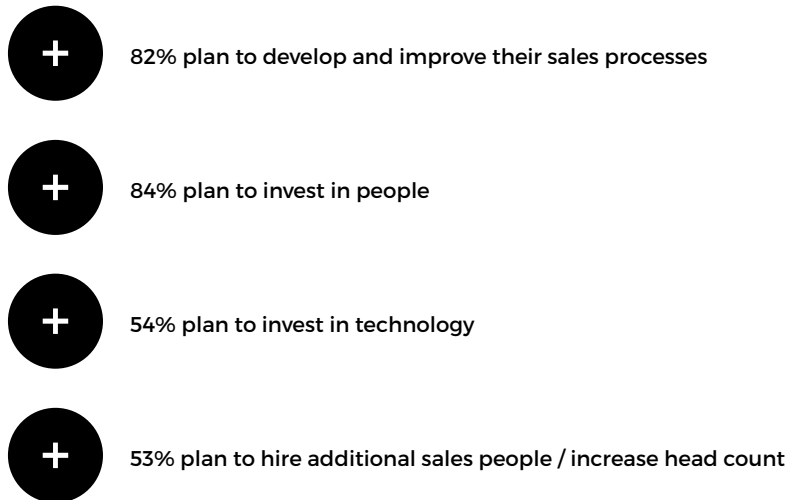
49% SAID YES

52% SAID NO



PLANS FOR THE COMING YEAR

LOOKING AT WHAT PLANS WERE IN PLACE FOR THE COMING YEAR



LOOKING AT THE COMING YEAR ARE YOU PLANNING ON DEVELOPING / IMPROVING SALES PROCESSES?



LOOKING AT THE COMING YEAR ARE YOU PLANNING ON INVESTING IN PEOPLE?



LOOKING AT THE COMING YEAR ARE YOU PLANNING ON INVESTING IN TECHNOLOGY?



LOOKING AT THE COMING YEAR ARE YOU PLANNING ON HIRING ADDITIONAL SALES PEOPLE?



CHALLENGES & FUTURE OUTLOOK

LOOKING AHEAD RESPONDENTS ADVISED THE FOLLOWING:

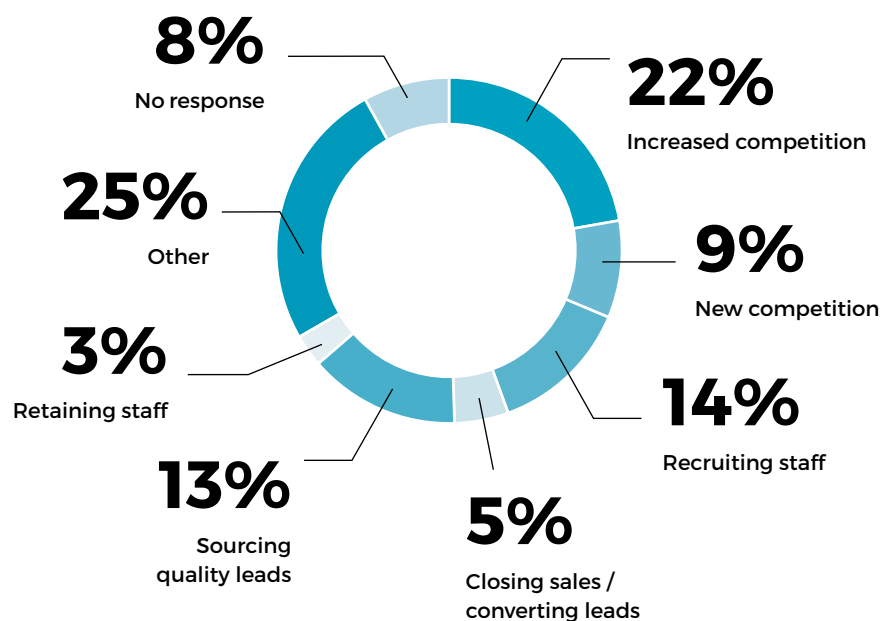


The biggest challenges right now were increased competition as well as 'Other' which when prompted included - internal organisation issues, currency/importing issues, supply of product, market volatility or decline, brand awareness and government policy



Both acquiring new clients and growing the value of existing clients were viewed as the top sales objectives for the coming year

WHAT IS YOUR BIGGEST SALES CHALLENGE RIGHT NOW?



WHAT ARE YOUR SALES OBJECTIVES FOR THE COMING YEAR?

ACQUIRING NEW CUSTOMERS 233*
ENTER NEW MARKETS 156*
GROW THE VALUE OF EXISTING CUSTOMERS 230*

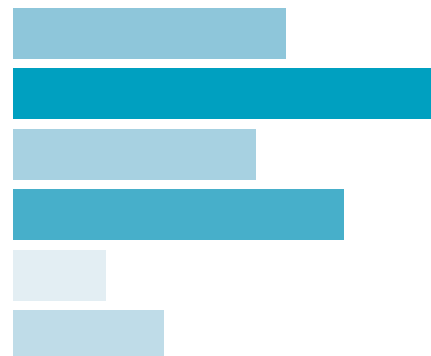


*Number of respondents

SURVEY DEMOGRAPHICS

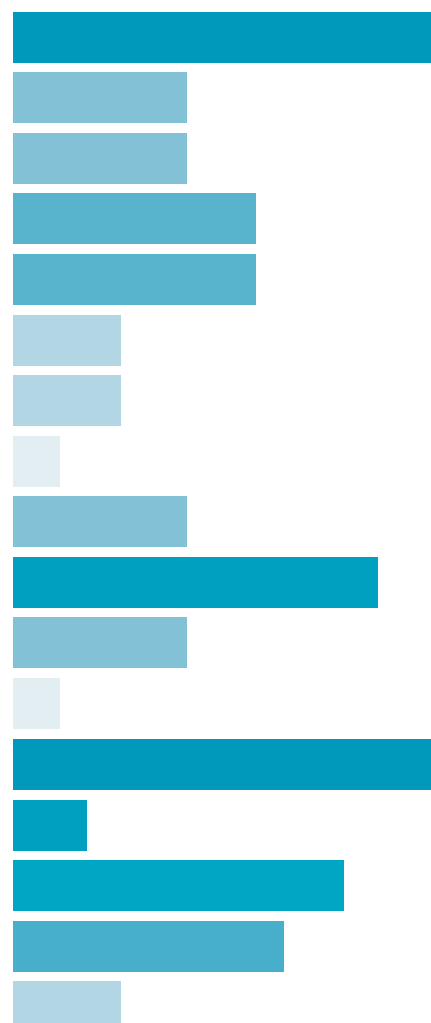
WHAT IS THE ANNUAL TURNOVER OF YOUR ORGANISATION?

LESS THAN \$5 MILLION 18%
\$5 MILLION - \$24 MILLION 28%
\$25 MILLION - \$49 MILLION 16%
\$50 MILLION - \$499 MILLION 22%
\$500 MILLION + 6%
UNSURE / WILL NOT DISCLOSE 10%



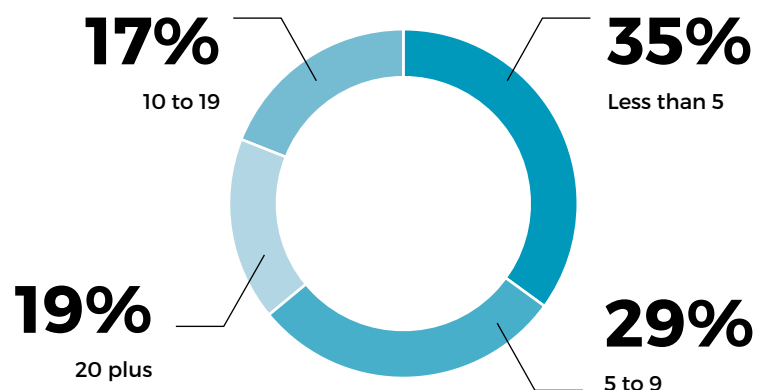
INDUSTRY:

TOURISM, ACCOMMODATION & FOOD SERVICES 13%
AGRICULTURE, FISHING & MINING 5%
BANKING, FINANCE & INSURANCE 5%
COMPUTER SOFTWARE & SERVICES 7%
CONSTRUCTION 7%
EDUCATION & TRAINING 3%
HEALTHCARE & SOCIAL ASSISTANCE 3%
HR & RECRUITMENT 1%
IT & INFORMATION 5%
MANUFACTURING INCLUDING AUTOMOTIVE 11%
MEDIA & TELECOMMUNICATIONS 5%
OTHER SERVICES 1%
PROFESSIONAL SERVICES 13%
RETAIL 2%
SCIENTIFIC & TECHNICAL SERVICES 10%
WHOLESALE 8%
NO RESPONSE 3%



SURVEY DEMOGRAPHICS

SIZE OF THE SALES TEAM



Conducted late in 2016 covering the financial year 2105/16, this survey resulted in responses from 263 respondents.

The aim was to survey as broad an audience as possible with regards to industries, turnover and organisation size in the B2B sales space.

Due to rounding some percentages in this report may not total 100%. Respondents included existing and past customers as well as contacts who had opted in.

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