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Sales Recruitment
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“Setting the Sales for the UK”

The State of Sales in the UK, 2014

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2014 Sales Survey Introduction

It is our pleasure to announce the 2014 Sales Survey results that provides a powerful insight into the minds of sales professionals as well as exploring changing trends. This is the largest produced survey of its type and provides intense research on sales topics as well as scrutinising even the tiniest factors which include the personal lives and pastimes of sales professionals. This study, updated for 2014, was commissioned by Aaron Wallis Sales Recruitment, a leading sales recruitment agency based in the UK, in association with the Institute of Sales and Marketing Management (ISMM). In addition, the survey was promoted by our survey partners, Lincoln West, People Alchemy, Simply Sales Jobs and Gavin Ingham was promoted across a wide range of media, including major sales job boards, social media platforms, sales forums, and sales-related magazines.

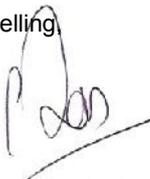
62 questions were asked in the survey, only two of which were mandatory, which contained a wide variety of aspects relating to sales, such as remuneration, sales targets and the top inspirations to achieve a healthy work-life balance. The vital importance and purpose of this stimulating survey were to promote professional sales, raise awareness and gain a firmer understanding on how to accomplish, motivate and succeed in sales teams. The idea of this 2014 study was to witness the changes and adaptations from the work industry as the years have progressed from similar surveys in 2009 and 2007.

This study commenced in late September 2013 and was live for an intensifying four weeks. 726 completely anonymous sales professionals came forward to participate with their honest opinions and the results from the survey effectively produced a captivating and impressive outcome, which is now ready to be explored and analysed.

From this survey, 554 participants gave complete responses whereas 172 people gave answers that were incomplete. For ease of reading all percentages have been rounded up or down as needed.

We hope that you enjoy this report and find the data useful. We are happy for you to use this data in any way on the proviso that 'Aaron Wallis Sales Recruitment' and www.aaronwallis.co.uk is cited as the author.

Happy selling,



Rob Scott, May 2014

Rob can be contacted for comment on any elements of the survey by emailing survey@aaronwallis.co.uk or calling 01908 764280

Gender Differences and Equality at Work



Out of the 726 participants for the 2014 Sales Survey, a quite surprising amount, 595 people (82%) were male, 123 people (17%) were female and only seven people (1%) didn't wish to disclose their gender.

Gender is often a controversial subject with women stereotyped as terrible drivers and men being generalized as incapable of paying attention to the tiniest of details. The truth is: males and females are as dreadful as each other and, equally, just as good as one another!

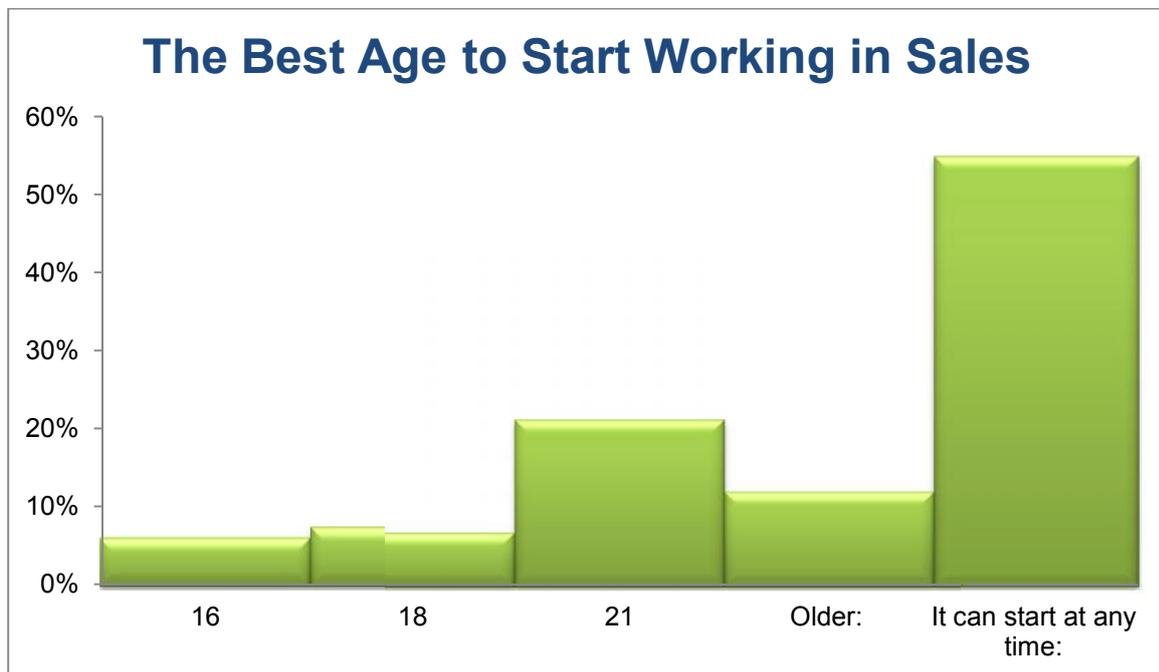
In the modern workplace, both women and men should be considered and respected equally for job opportunities but sadly that isn't the case. Even though women's rights became more prominent during the 50s, the hourly pay rate was, and still is,

considerably different. Men are awarded more than their female colleagues, even if they aren't pulling as much weight at their job, but it seems that the Y chromosome is still the bread-winner. However, there is light at the end of the tunnel as it is speculated that a female's full-time salary will soon be equivalent to male's earnings. However, it is projected that this won't be until 2040!

Some employees feel there is quite a lot of unfairness and prejudice against their gender, age or ethnicity, and it wasn't until 2010 that full equality legislation was introduced in the 2010 Equality Act, allowing the workplace to be less discriminatory. While, of course, the occasional sexist comment is still made, most employees are pleased with the 2010 act, and it gives women and men equal prospects to undertake the roles of jobs that were once considered male or female dominated. After all, the Vicar of Dibley managed to work exceedingly well in a male orientated role! Unfortunately, for some who have experienced a form of direct or indirect discrimination, this gives a large disadvantage to those who are currently working in the job or who are job seeking and often feel that they are not appreciated for their hard efforts.

- 29% of the participants experienced some form of discrimination, whilst they were searching for a job.
- Almost half of the employees (49%) felt that they didn't receive the pay that fairly reflected their work.
- 32% of workers feel that their work goes unrewarded or they don't receive the recognition, or respect, they feel they should have done.
- 11% have waved good-bye to their old jobs in order to get the respect they think they truly deserve. 'Out with the old and in with the new' to a more appreciative employer!

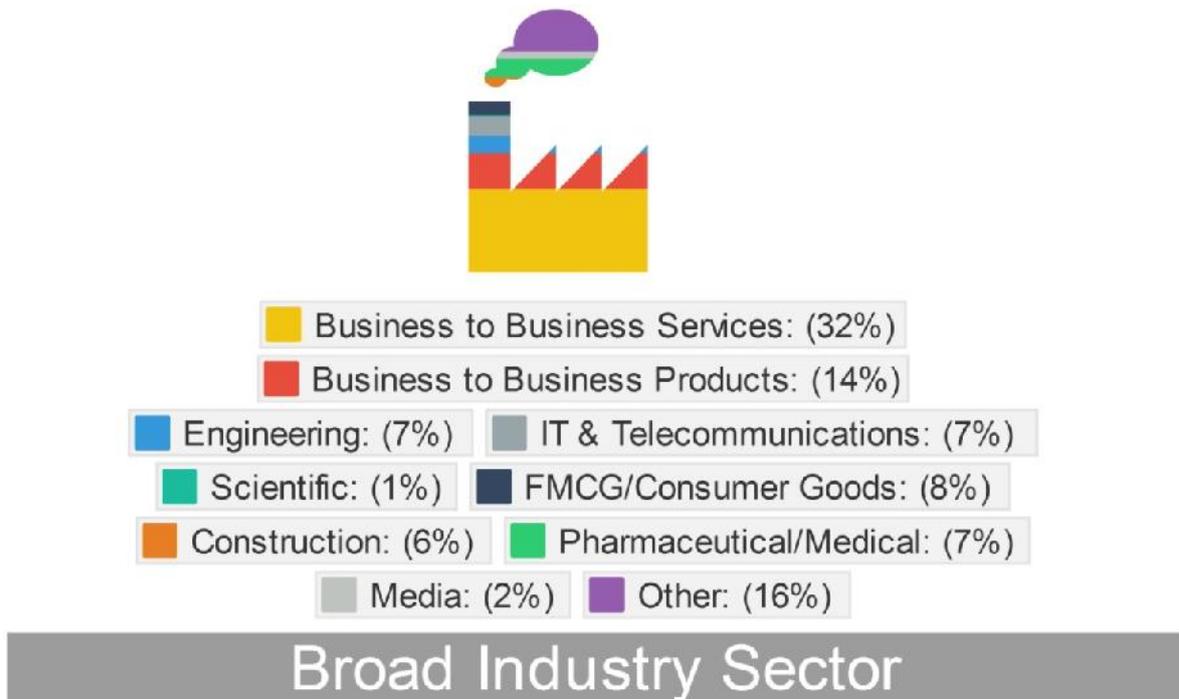
Gender discrimination is a big issue but how about the age? When is the best age to start in sales? Would a young adult be too inexperienced and create annoyance in the workplace by asking thousands of questions to their senior peers or will an older person be 'too set in their old ways' and wonder what these social networking sites are? There are many questions, but it seems that the phrase 'you can't teach an old dog new tricks' applies to, well, dogs as sales employees can start at any time; it's all about the know-how and expertise and not the age.



Most people agree that age doesn't matter, and that you can start at any time. In fact, more than half (54%) agreed on this where 21% believed it was better to start at the age of 21; 12% think older, 7% think 18 and 6% feel that 16 is the best age to start.

Employment

The 726 participants who took the survey were asked what 'broad' industry sector they were working within. The 2014 study showed:

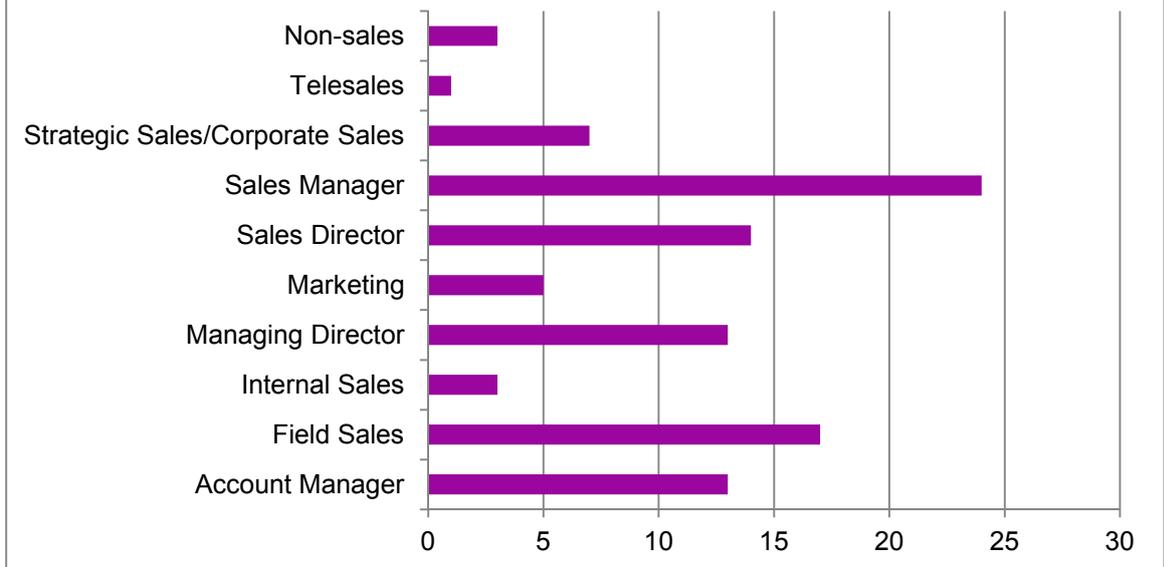


Business to Business Services seemed to be the most popular working sector with a high quantity of 232 employees. Of course though as a largely 'service centric' nation and the entry qualifications needed to enter business services are not as lofty as say, Science, this is perhaps not surprising.

For the majority of people who work in sales, the study discovered that a considerable amount worked as a Sales Manager (24%), whereas fewer people (1%) worked in Telesales.

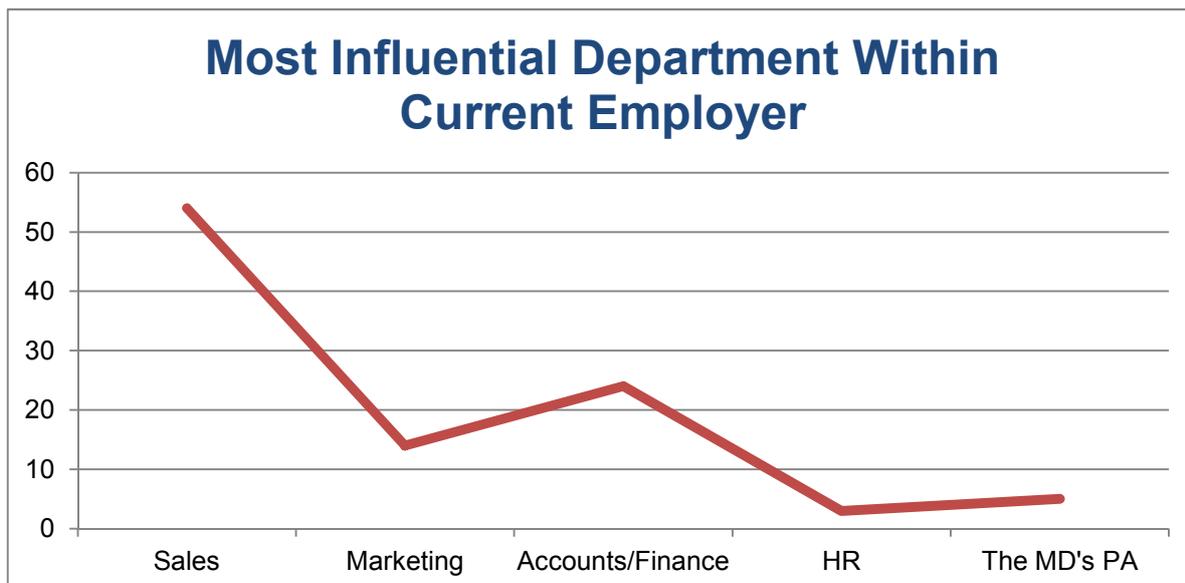
This could perhaps be argued by the fact that the type of respondents from surveys, such as these, are likely to be further on in their careers. The respondents fell into the following 'broad' Job Titles and 'Job Types':

Respondent's Sales Role Type



- 7% worked in strategic/corporate sales.
- 14% worked as a sales director.
- 5% worked in marketing.
- 13% were managing directors.
- 3% worked in internal sales.
- 17% were under field sales.
- 13% were account managers.
- 3% of respondents were non-sales employees.

Working sectors are like Russian dolls; they have sectors within sectors, and similarly, companies have various departments, which make up the whole, such as human resources (HR) and marketing. But, which is the most influential department within organisations?

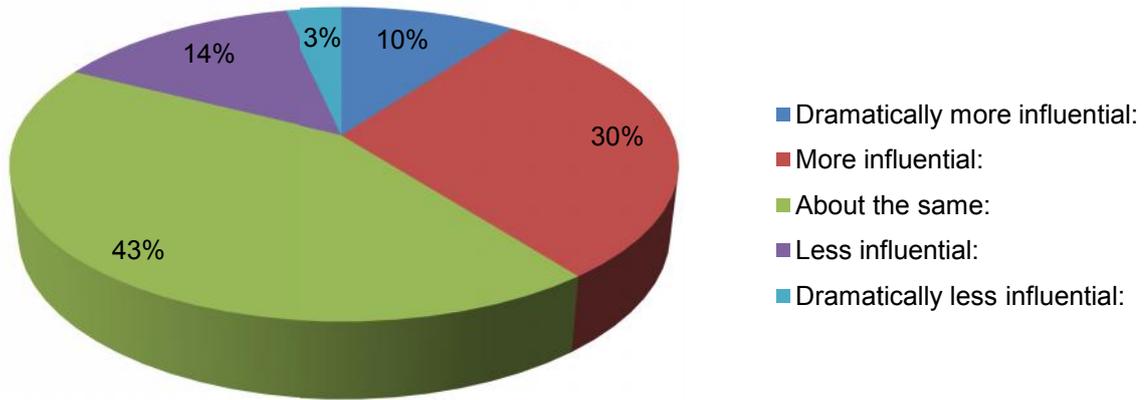


- 54% felt sales was the most important department within their employer.
- 14% felt marketing was the most significant and prominent division.
- 24% thought accounts and finance was by far the most imperative category.
- Only 3% felt HR was the highest-ranking and most important.
- 5% thought that the most influential department within their existing employer was the managing director's personal assistant!

So, who should promote sales skills – is it government, education or the commercial world? Business has the prime responsibility of promoting sales skills according to 78% of the sales workers, followed by 11% who feel it's further and higher education centres. Additionally 7% believe schools are solely responsible and a small proportion (3%) feel it's the government's job.

Although more people decided the most dominant and leading department in a business was sales, they believed that it hadn't become more influential in the last three years and that it had stayed about the same.

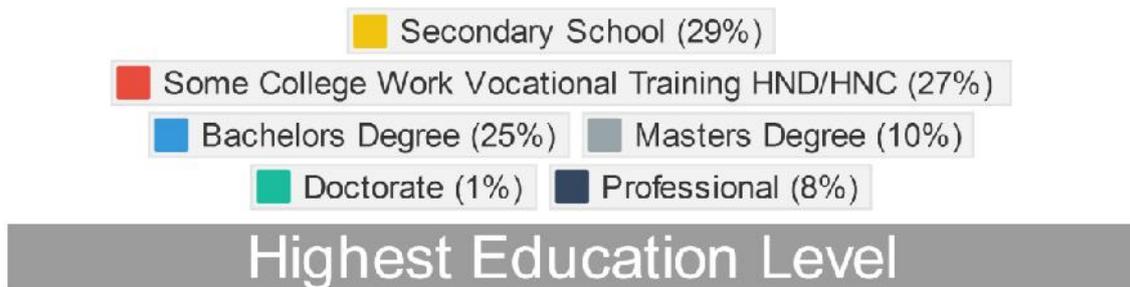
Level of Influence of the Sales Department in Businesses in the last 3 years



However, others had contrasting views but 283 people agree that sales have been somewhat influential within the last three years whereas 123 people feel it hasn't been influential. 312 people remain decided that the sales haven't really changed its importance.

Education & Training

Gaining a qualification to show your expertise is important and significant as it increases your chances of becoming more marketable and is a prerequisite in many industry sectors, such as engineering, to gain credibility with target clients. Unsurprisingly there was a correlation between education and higher earnings which we will cover in the remuneration section.



This survey demonstrated that the majority of sales workers had some form of qualifications to state their expertise in their chosen field with 71% staying in education beyond secondary school.

The participants who took this survey were various ages; in today's society, the minimum age for leaving school is 16 whereas in the 1950s, the minimum age was 15.

In 1950, merely 30% of 15 year olds, 14% of 16 year olds and only 7% of 17 year olds were still in full-time education whereas;

In 2010, 88% of 16 year olds and 17% of 17 year olds were still studying full-time.

This survey indicated:

- 29% of workers had some form of qualifications from their Secondary school.
- 27% of workers had received a HND or HNC qualification
- 25% had earned a Bachelor's Degree.
- 10% has a Master's Degree.
- 1% had a Doctorate.
- 8% had professional qualifications.

Few people went to universities in the 1950s, in fact, a measly 2% attended, while others left their full-time education to work in offices, factories and other laborious jobs. In modern day's society, education is more crucial as employers as looking for outstanding degrees that will turn their heads and let's face it; job positions are becoming more competitive so the better the qualification, the better chance of employment.

Unlike elephants, people forget things. Even if you have an outstanding degree, it doesn't necessarily mean you'll remember everything about the subject; it is very much like a job, if you don't practice your skills, you're more likely to neglect your potential performance.

Training days are mental aerobic sessions for your mind; the courses are designed to keep your brain healthy, focused and active, inevitably enhancing your work's

performance. They say ignorance is bliss, which is why in sales, you rarely see a happy worker!

- However, a quite staggering 36% of workers do not get any training days in their current role.
- 18% had a maximum of 2 days training.
- 9% received 3 days of training.
- 11% were given 4-5 days for training.
- 6% received between 6-7 training days per annum, and;
- 20% received more than eight training days in the last year.

From this, only 341 people (47%) felt they received enough training for their job while a staggering 385 people (53%) disagreed and felt more training was needed.

This and previous surveys showed that the greater the worker's training, the higher the performance and the longer length of service within their employer. So, it could be argued from this data that training retains staff and they then perform to a greater level than those that do not receive the training.

Interestingly though, the UK has more opportunity training compared to workers in Ireland. Only 10% in Ireland compared to a larger 14% of the professionals in UK received more than eight days of training per annum. The more training that is taken, the higher the probability of reaching those frustrating targets. Additionally, those who do not get the training privilege, it is the DIY approach as it's the only way forward. Although it is putting those employees in the deep end, they either keep referring to what they know without learning anything new and either 'sink' or take the initiative to better themselves and 'swim'. The best self-help method is always the one that's been going for donkey's years, which is reading. Good old-fashioned

reading about how to improve your sales ability will, in fact, benefit some people; it's the whole rigmarole of being bothered in the first place!



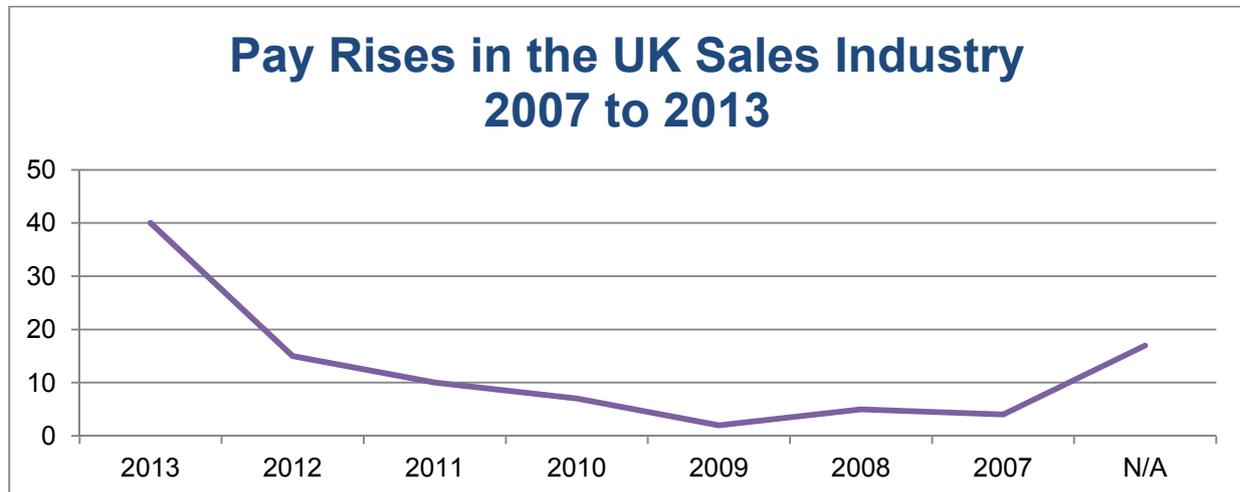
Reading isn't everyone's cup of tea but with the updated audiobooks/eBooks, it makes obtaining research and information easier to acquire, even if you're driving!

- An impressive 36% read 2-5 books to improve their sales in the last 12 months.
- 20% read one single book.
- 11% had read more than 5 books to improve their sales skills.

While all 66% had read something, it was disappointing to find a good portion (33%) hadn't even looked at a single book in the last year to improve their sales skills. This is perhaps because 479 of those questioned felt that they didn't need help or thought that books on sales were pointless!

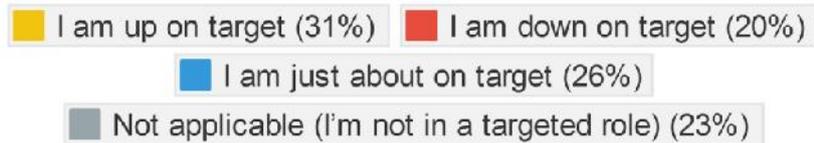
How Are We Performing?

It's no secret that sales workers are ambitious and very persuasive and perhaps this is why more reported that they'd received a pay rise in the last year than what the media regularly reports.



The study wanted to highlight pay rises from 2007 to 2013 and an impressive 40% of sales professionals were awarded a pay rise during 2013 compared to just 15% that received a rise in the previous year.

Only 4% of workers received a pay rise during 2007, and 5% were awarded in 2008, which looks quite coincidental as the flickering flame of recession we know now had its roots in 2007. A pitiful 2% received a bonus in 2009, which is perhaps understanding bearing in mind the state of the UK and global economy at the time. It does seem that sales work is becoming a bloodthirsty and aggressive sport, fighting the battle to achieve their targets. The sales professionals were asked about their current performance and were instructed to answer honestly as they didn't want a full 726 opting for the 'I am up on target' option (and being in denial) or lying to gain a cheeky ego boost!



How are you Performing in 2013 to Date

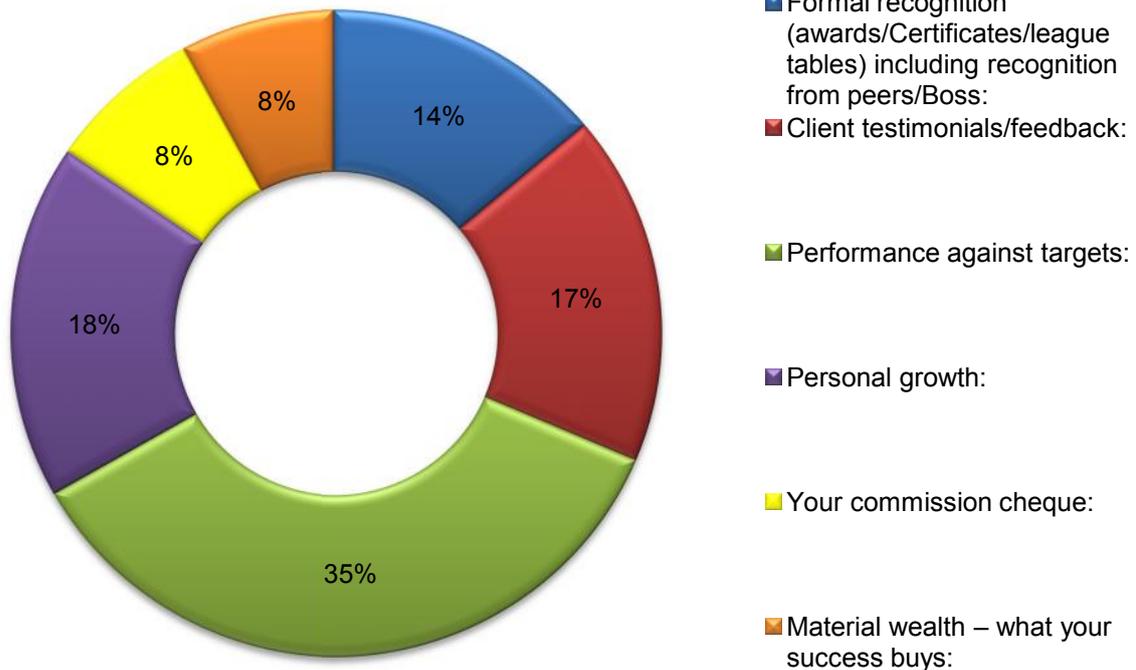
However:

- 31% were up on target.
- 20% were down on target.
- 26% believed they were merely touching their target.
- 23% were not in a targeted role so this question didn't apply to them.

More people were up on target, which correlates nicely with the outstanding pay raise rates of 2013.

Although a pay rise and 'being on the ball' may be a measure of success to some, not everyone feels 'a pat on the back' is enough recognition for their hard and time-consuming graft. The 2014 study was curious to find out how individual's measured their success:

How Does the UK Sales Industry Measure Their Own Performance?



- 14% of people measured their own performance by receiving formal recognition from their bosses and peers. As well as being noticed from awards, certificates and league tables
- 18% of people measured performance by gaining client recommendations and feedback.
- 35% of people measured their performance on targets.
- 18% of people measured their personal growth as a key to their performance.
- 8% of respondents measured performance by the size of their commission cheque and;
- A further 8% strongly measured their performance by material wealth.

In conclusion, it appears that the 'T word' really is the boss of success, and targets are a great way to keep sales teams motivated and focused on the job.

Stress Less – How Hardworking are UK Sales Professionals?

We have all, in sales, experienced 'surprises' that raise the blood pressure and get your heart pumping a lot more than it should! It often disallows the sales expert to 'switch off' and whilst some people wonder about whether



they've remembered to lock the front door or turned off the oven at night, people who have had a hard day in the sales department are juggling ideas around in their head about whether they did enough, will they reach their target or what they could do to improve their current performance.

The severity of stress falls under three categories, each displaying physical and emotional symptoms:

- Mild
- Moderate
- High

Sometimes it is inevitable to carry on working or think about sending a quick email whilst you're away from the office, forgetting the entire definition of the verb 'relax'. Other work addicts involve their work on their 'day(s) off' and type away whilst being in the comfort of their own home; that isn't taking a break - that is telecommuting!

Sales workers often find they are so prone to using their vocal chords that they prefer to take the occasional work call on their mobiles rather than relax! Shockingly, almost the same number of people surveyed also favour checking their emails daily too; this implies the immediate pressure on their jobs, as well as themselves, for achieving higher.

Stress levels amongst Sales professionals:

- 5% experience low stress, more workers (8%) experience a high level of stress
- 14% of workers in sales suffer from low-medium stress.
- 36% experience medium stress, feeling quite tense and anxious, and;
- An even higher 38% has medium-high levels of stress.

This shows that sales can be very stressful. The hectic role can also enable the workers into taking their work into their leisure time, making their mood worse as well as heightening stress levels further.

In conclusion, to this, the studies of September 2013 found:

- Under 30 hours were performed by only 3% of those surveyed.
- 30-40 hours were consumed by 15%
- 40-50 hours were spent at work by the majority of employees (35%)
- 50-60 hours were performed by a large 30% of the sales professionals.
- 60-70 hours were completed by 13%
- 70-80 long time-consuming hours were taken out by 3% of people.
- Only 1% exceeded the 80 hours per week.

Hours Spent Doing Admin at the Weekends



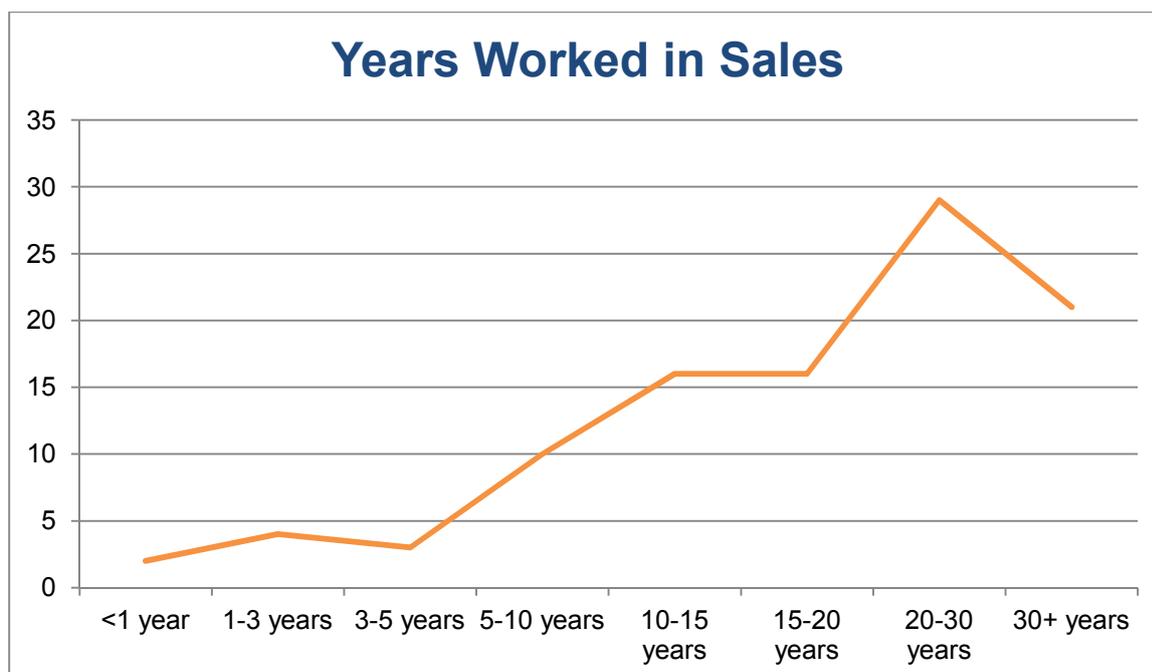
Subsequently:

- 20% never work weekends
- 61% work a couple of hours in order to get on top of admin/paperwork
- 12% work one day of the weekend
- 7% usually work most weekends.

Furthermore, the nights spent far from home due to work can have consequences on your mood and health. It's never great to spend too much time away from home for working reasons, unless it's to escape the annoying husband for a night! The survey discovered that each month:

- 29% didn't have to spend any nights away from home due to work.
- 23% spent less than two nights away from home per month.
- 28% of people spent 2-4 nights away from home due to their job.
- 13% stayed a lengthy 4-8 nights from home.
- 8% stopped more than eight nights from home per month due to their occupation.

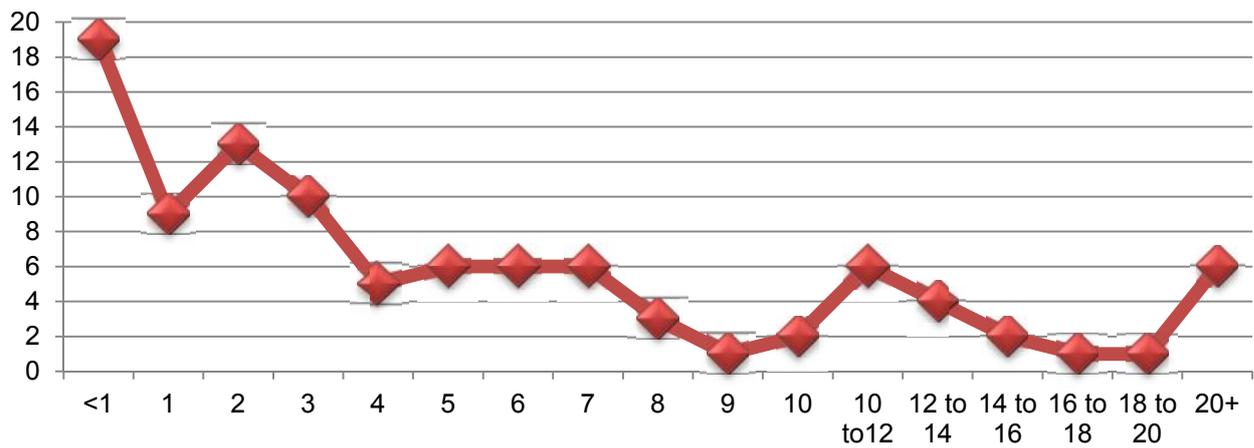
A further question of the years worked in sales was asked.



- It was conclusive that more people had worked in sales for 20-30 years (29%)
- Only a slight amount fewer had worked for more than 30 years in a sales capacity (21%)
- The same amount of people worked between 10-15 years and 15-20 years (16%)
- 29 people (4%) had worked in sales in the duration of 1-3 years.
- 22 people (3%) had worked in sales for 3-5 years.
- 15 people (2%) has worked for less than a year in sales.

However, it seems, most were always trying to seek for new jobs to change their ordinary surroundings and scenery, even if it's within the same industry sector.

Years Worked in Current (or Previous Role)



- 19% of people had worked at their current or previous job for less than one year
- 9% had worked in their current/previous job for 1 year
- 13% of people had worked in their job/pre-existing job for 2 years
- 10% of people had worked for their current/old job for 3 years
- 5% of sales workers had been at their job/previous job for 4 years
- 6% of people had worked 5 years, 6 years and 7 years in their current/old job
- 3% had worked in their current or previous job for 8 years
- 1% of the participants had worked for 9 years in their current or past role
- 2% worked for a decade in their current or pre-existing job
- 6% had worked between 10-12 years in their job
- 4% had worked between 12-14 years in their job
- 2% had worked between 14-16 years in their role
- 1% had worked in their job for 16-18 years
- 1% had worked in their job for a lengthy 18-20 years
- 6% had served their job for more than 20 years

The majority had been in their current role for less than one year; sales is without doubt one of the sectors with higher staff attrition which you can attribute to a number of factors so this is perhaps unsurprising.

Over half had been in their current role for less than four years. In sales, we are not surprised; such is the transient nature of the sector, though we are sure that this would shock other sectors! With the average tenure in a sales role estimated to be 2.8 years, the survey response draws similar parallels to this.

Forget the weekends, some work on those days anyway; it's all about the holiday entitlements! Yes, it is a satisfying feeling knowing you can actually put your feet up and catch up on the latest programmes rather than the loathsome paperwork and admin; if only that was the case!

More people (41%) are awarded 24-28 days holiday at their current job, followed by 27% who are allowed 20-24 days. 9% are granted 18-20 days off, and 8% have less than 17 days entitled holiday.

For the remaining 16%, they are the lucky ones who are awarded more than 28 paid days holiday. How and why? It depends solely on the employer. The government states that almost all workers are entitled to 5.6 weeks of paid holiday per year. Multiply that by a 5-day week and this totals 28 days paid leave per year. However, that can include statutory bank holidays. The survey here asked how many day's *paid* holiday were received above statutory bank holidays.

Do people actually take all of their holiday though? It would be more than inviting to take all of the entitlement days off but unfortunately in sales this isn't always practical with targets to meet and many often find they are just too busy to take their holiday. This means that the individuals lose out and end up losing their holiday entitlement.



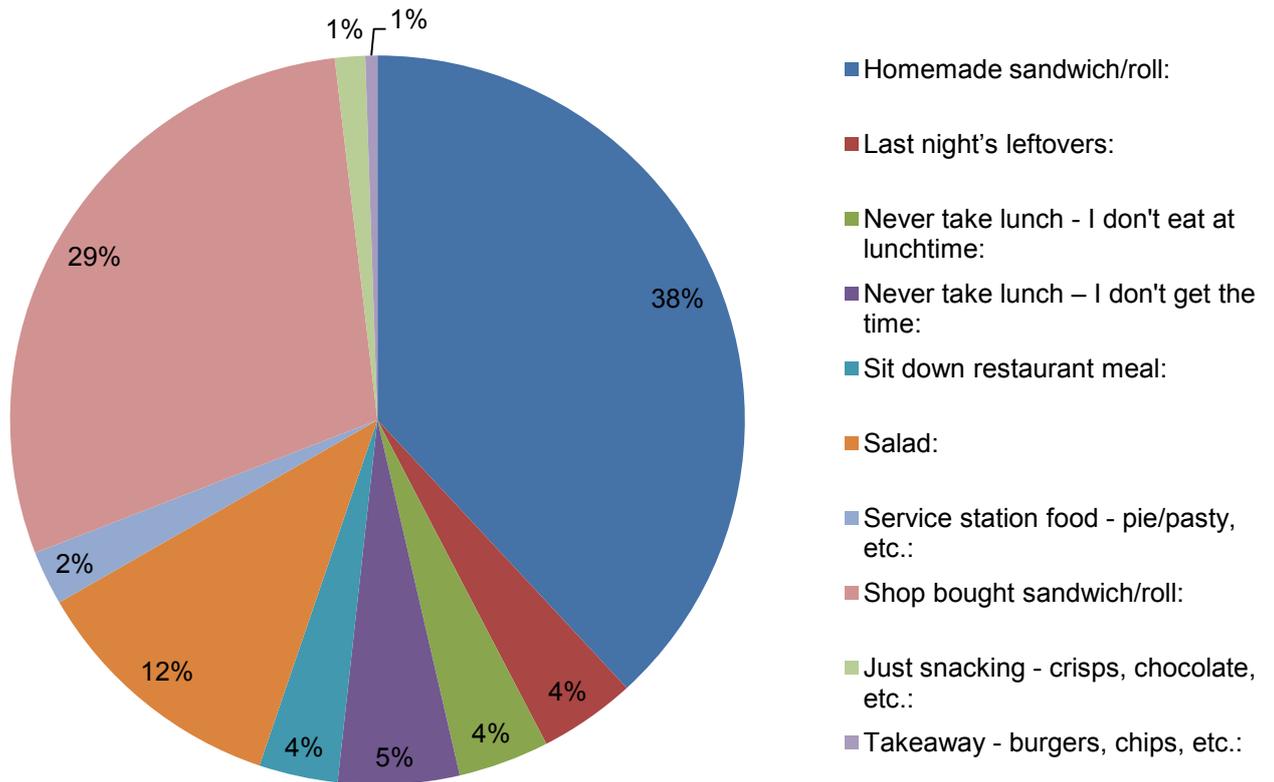
What is Your Holiday Entitlement

- 52% took their holiday entitlement in 2012 whilst;
- 48% didn't and missed out on their full holiday entitlement

Some companies advise their staff to take lunch breaks in order to cool-down and walk away from their work so they can have a clearer and different perspective when they come back to it. Healthy foods are always a benefit to your health and can also make you feel alert. Most understand this; a heavy meal makes you feel tired and often leads to a desire for a snooze – not great for a sales pro which I guess is why the huge carvery is best kept for Sundays!

Sandwiches seem the popular choice for a typical lunch; they are filling but they are also light and small, which would allow the workers the time to quickly eat before returning to their desk.

Typical Lunch Taken by a UK Sales Professional



A great method that is used to effectively relieve stress or conquer depression and anxiety is to perform some physical activity either at home or at the gym; exercising is an effective method which some sales experts practise. It can lift moods, be a great technique for eliminating pressure from a hard day's work and also be beneficial for keeping healthy.



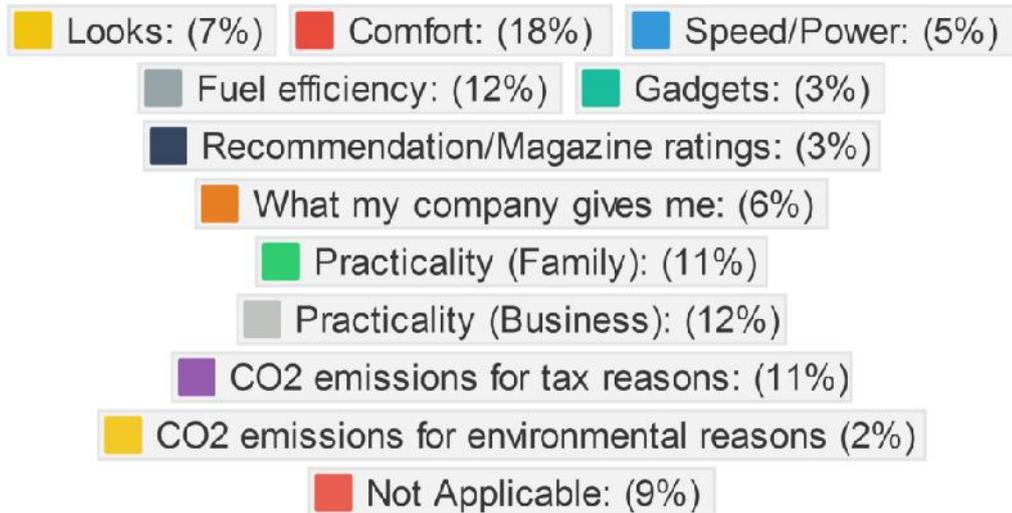
How Often do you Exercise

The encouraging results confirm that quite a lot of workers do carry out some form of exercise.

- 10% of workers either exercise at home or at the gym daily
- 18% exercise every other day
- 20% perform physical activity twice a week
- 32% occasionally exercise
- 20% do not exercise at all

More people prefer to occasionally exercise and an equal amount choose to either perform some form of exercise at least twice a week or not bother with the lunges or sit-ups at all; this could be because of their demanding work that does not allow them to have time to fit extra activities into their busy and tight schedule or possibly will feel drained after an exhausting day at work and feel relaxing on the sofa and watching television will be more beneficial and suitable for them.

Coincidentally, 131 people look for the comfort aspect of a car before purchasing.



The most important criteria/features sales people look for when selecting a car

After all, feeling relaxed in a vehicle that transports you to your job 5 days a week improves your attitude. However, 87 people take their work into consideration, which also links in with the 80 workers who look at CO2 emissions in regards to tax as they don't want excess money coming out of their wage packet; it discourages people from driving cars that are more harmful to the environment and it's financially better to own a car that is cheaper.

Smiles cost nothing

It is a well-known saying that if you love your job, you won't have to work a day in your life. One of the essential ingredients to achieving a happy working life is to actually enjoy your job but that is hardly ever the case. When the



How Happy are you at Work

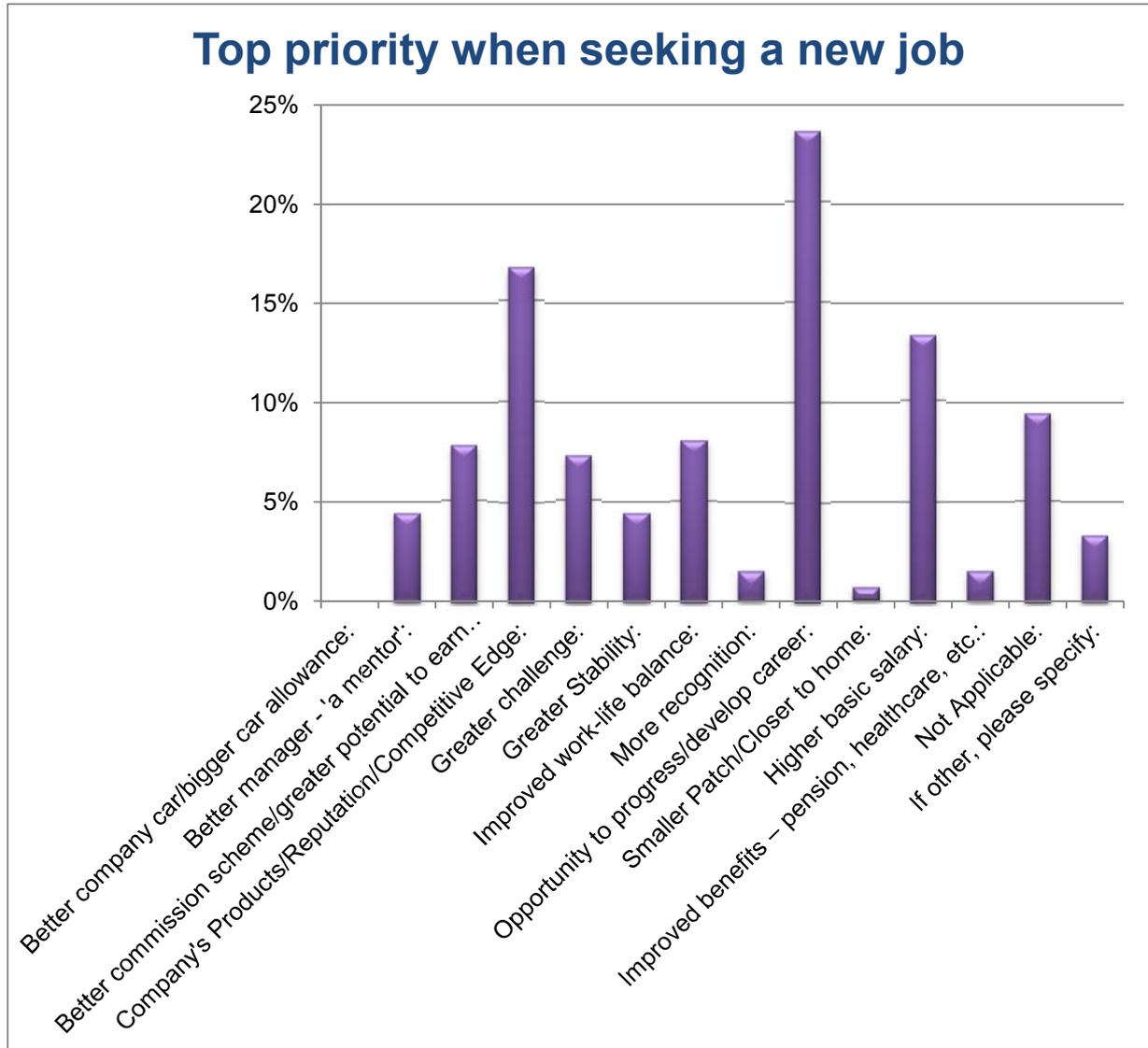
interviewer asks the potential client whether the job is all about the money, they're obviously going to say no although their mind is screaming yes! It seems that the majority, 7 out of 10 sales professionals, are content, happy or very happy with their chosen career which is great to see.

- 15% opted for number 1 as they weren't happy at work
- 13% chose option 2 as they were somewhat happy at work
- 23% selected 3 as they were their work. However;
- 27% elected 4 as they felt happy at work and;
- 20% felt 5 was suitable as they felt very happy at work

Either sales professionals are lying about being happy at work or they genuinely do enjoy their work. In my experience of interviewing about 600 sales professionals a year I find that nearly all, despite the obvious occasional frustration, are happy.

Stating back to the previous statistics, 19% of the workers had been at their existing job for less than one year so perhaps the honeymoon period for their work is still there. However different things appeal to different sales professionals when looking

for a new role so we asked what would be the top priority that sales professionals would look for when looking for a new role:



Just 4% wanted a better mentor to help improve their skills and direction whereas 8% looked for a better commission scheme and 17% looked for the company's reputation. 7% saw it as achieving a greater challenge, 4% wanted greater stability and 8% wanted the change for a more improved work-life balance. Whilst 1% wanted more recognition for their work, a tremendous 23% saw it as an opportunity to progress and develop their career. Only 1% looked for a job closer to home, 13% wanted a higher basic salary and another 1% wanted a job with improved benefits.

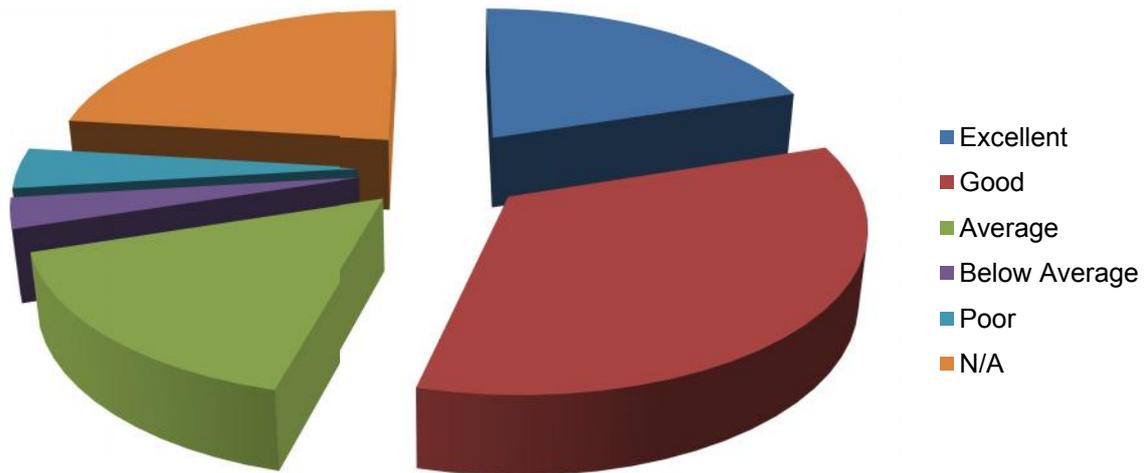
9% felt this wasn't applicable to them and 3% felt they had other necessities to look out for when they looked for a job. In conclusion, it appears that people are willing to better themselves to climb up that successful ladder and to get a better name and reputation for themselves.

Subsequently, having a good rapport with your boss can improve your mood and make your work-life happier and easier to cope with.

When asked what the relationship was like between the Sales Manager and the sales employee, the participants disclosed their honest answers to reveal that:

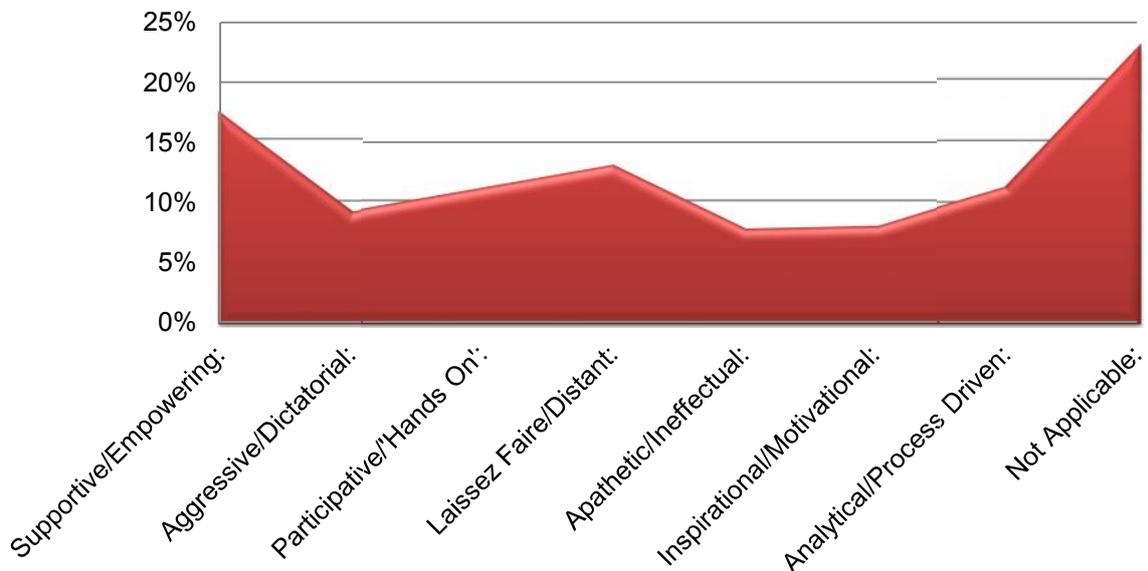
- 20% felt their relationship with their lines manager was excellent, which allowed them to speak easily with their supervisor or feeling at ease
- 34% perceived their relationship to be good with their line manager in the sales team
- 16% considered their relationship to be average
- 3% felt their relationship was below average, creating an unpleasant atmosphere in the workplace
- 4% thought it was poor
- 23% felt the question was not applicable

Relationship with Line Manager



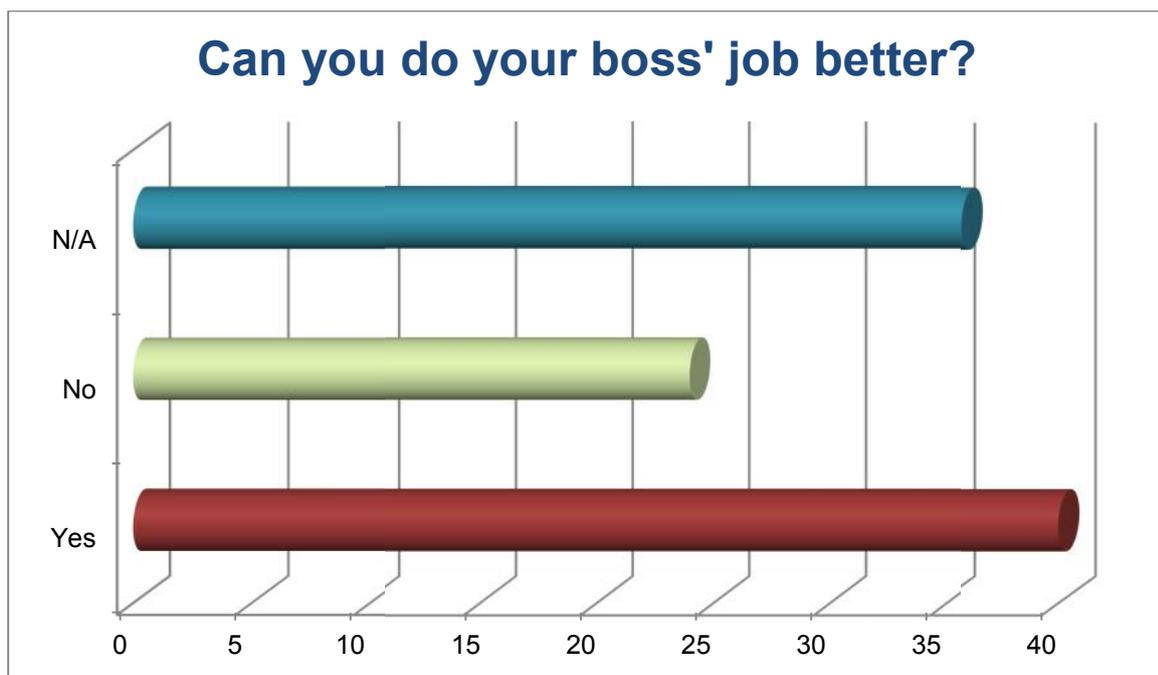
It was great to learn that 247 participants felt their relationship with their line manager was good and 145 workers considered their relationship as excellent however, 9% felt their bosses were 'right royal eijts' and displayed an aggressive/dictatorial attitude!

How UK Sales Professionals Describe the Style of their Line Manager



- 17% of people thought their line manager were supportive/empowering
- 11% of sales employees had a participative/'Hands On' manager
- 13% grumbled and announced their boss was laissez faire or distant
- 8% felt they were inept!
- But 8% felt their line manager was inspirational/motivational
- 11% sales workers perceived their boss to be analytical/process driven
- 23% didn't have direct contact with their line manager or didn't have one; either that or they didn't care about them enough to answer the question!

Everyone has dreamt about winning the lottery and worked out what they'd do with the winnings and I'm willing to bet that most people have sat there at their desk and thought about whether they could perform their line manager's job better than them.



Unsurprisingly for a confident and extroverted offshoot of the human species some 40% of sales professionals felt that they could do their boss' job better than them! However, 24% were gracious enough to admit that their boss did a good job.

Also, workers in Ireland believe they too can accomplish their boss' job a lot better than their actual bosses and 46% felt that they were not well managed

To gain better working results, bosses need to be approachable, friendly and helpful in order to help their workers; once the good boss-employee relationship is achieved, the sales workers can concentrate on their own job without feeling a pair of critical eyes are watching over them.

Focus on Those 'Unhappy in Sales'

- 52 respondents were unhappy with their career in sales
- 29 of the respondents (56%) were Account Management/Field Sales or Corporate Sales which are traditionally 'Field Sales Roles)
- 86% did not plan to have a career in sales
- 64% felt that 'cold calling' and 'finding new prospects' were deemed to be the most difficult aspects of the role with 56% feeling that training on 'prospecting' and 'lead generation using social networks' would help improve their sales performance.
- 78% of the 'Unhappy in Sales' response that were managed felt that they were not well managed or directed; in fact 74% were confident that they could do their boss' job better than them! However, which was intriguing was 66% considered their relationship to be 'average', 'good' or 'excellent'
- 80% felt that their sales skills were not 'recognised and respected' by their employer' and 40% of them worked for employers where the 'Accounts/Finance' division was deemed to be the most influential within their organisation
- 86% felt that the reputation of the UK Sales Industry had either remained the same or decreased
- 90% felt that the outlook for the economy was 'the same' or 'improving'
- 40% felt that there was a threat of redundancy in their role
- Half deemed their happiness in their current role to be 1 out of 5 and unsurprisingly 70% were looking for a new role
- 65% worked 50 or more hours per week and over half (56%) 'never exercised' or 'only exercised now and then'

So what does this tell us?

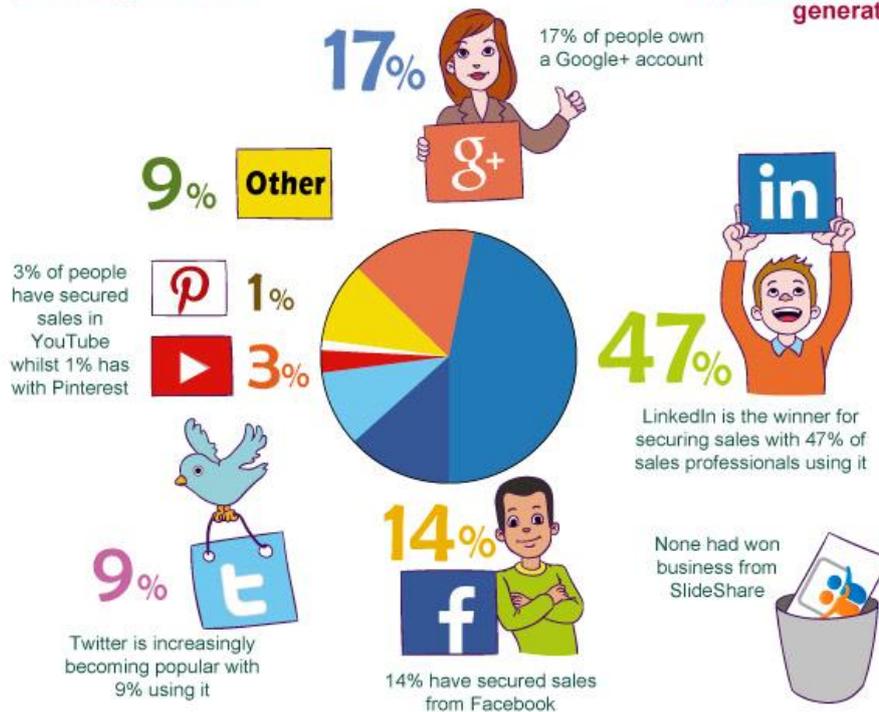
Those unhappy in work are working considerably longer hours than normal and more were living under the threat of redundancy. The percentage that weren't regularly exercising in this pool of respondents was higher than the remainder but it looks as though the key to understanding their unhappiness was i) not being recognised and respected by their employer ii) Not being well managed and iii) not working for a sales led firm.

The F word... Facebook (*and other Social Media*)!

Usage of Social Network and Technology in the UK Sales Industry

58% do not regularly use social media for lead generation

42% regularly and proactively use social media sites for lead generation



While Jeremy Kyle and others are constantly referring to Facebook causing problems and being the route to all evil, it does have some slight benefits in terms of helping the company you're working for as it can help with advertising and expanding PR and publicity.



■ Yes: (42%) ■ No: (58%)

Do you use Social Networks for Lead Generation

It also seems that the other well-known social media sites in business, Google+, Twitter and of course, LinkedIn, are beginning to help sales professionals develop leads and sales.

Promote your business correctly across the different forums and sites and it can quickly, and cost effectively, help you to gain a new audience .

It's lucky for the 421 people who use these social media sites but for the remaining 305 there's some catching up to do:

- Quite astonishingly, 58% don't or rarely use social media sites for lead generation
- 42% do regularly and proactively use social media sites for lead generation

Social networks aren't just for posting egotistical 'selfies' or challenging your mates to drink crème de menthe with Dettol! In fact, these networking websites were found to be extremely effective for securing sales.

It is glaringly obvious that LinkedIn is the 'winner' for securing sales in the social website sector with 47% of workers using it; it's hardly surprising either as this media

site has all the best qualities; it is professional, prestige, popular and it's specifically designed for business in the least annoying way.

Additionally, 17% of people own a Google+ account. Google+ is free and an excellent way to promote your company; it gives you the opportunity to really show off your business by adding specific detail and links to content that makes your business more approachable and noticeable.

Facebook has been running before the dinosaurs became extinct (well almost!); while 14% have secured sales from this site, it seems more of a casual, relaxed and personal bubble that individuals prefer to use for their 'me' time rather than promoting or using it for a business. However, at least you can visually monitor how well your work is doing by reading the comments and seeing how many likes it gains. It also offers surprisingly strong analytical tools so you can see how your campaigns are working.

Twitter is the dark horse of the social networking family; it seems that Twitter is increasingly becoming popular, particularly for some reason in the UK with 9% using it. There is talk that it could possibly overtake Facebook's addictive nature which for a social media site originally created to take advantage of posting via text message (hence the 140 character limit) that will be quite a feat. Twitter is a great way to promote your business and those famous hash tags allow certain words to get you name anywhere that castor oil can't. Twitter also gives you the freedom to add anyone and everyone without having to wait for friend acceptances or having to state how you actually know the person. It does sound invasive but if you want to get your company's name out there, you're going to want to approach certain organisations that you won't personally know to learn what's going on in their business to help hone your targets.

We appreciate that YouTube is primarily for watching cats pull funny faces and hilarious videos of people's epic falls but we were quite surprised that YouTube hadn't created more sales for the respondents (only 3% of respondents) bearing in mind the amount of great content that organisations are uploading to help promote their products and expertise.

Realistically, Pinterest is only great, at the moment, for visual products, I personally know photographers and Fashion Designers that have developed rich contacts from the site but only 1% of the respondents in this survey can attribute a specific sale to this site.

We were also quite surprised that no one had generated a sale from SlideShare bearing in mind it's prevalence on LinkedIn (0% could attribute a sale to the site!)

In conclusion, it seems that to grow sales it makes more sense to invest time and energy into the most popular accounts to broaden your audience.

Not only are these websites available on the PC at work, but nowadays you can easily access them on your smartphone, tablet and soon to be watches, glasses and more; which is great for the sales workaholics mentioned earlier who do not switch off!

Technology is a great and inventive method to promote your work and develop leads with the fast ability to communicate. Unsurprisingly, the majority of the sales professionals questioned felt the benefit of technology.

How Technology Has Impacted On Sales

49% think technology has been a complete benefit



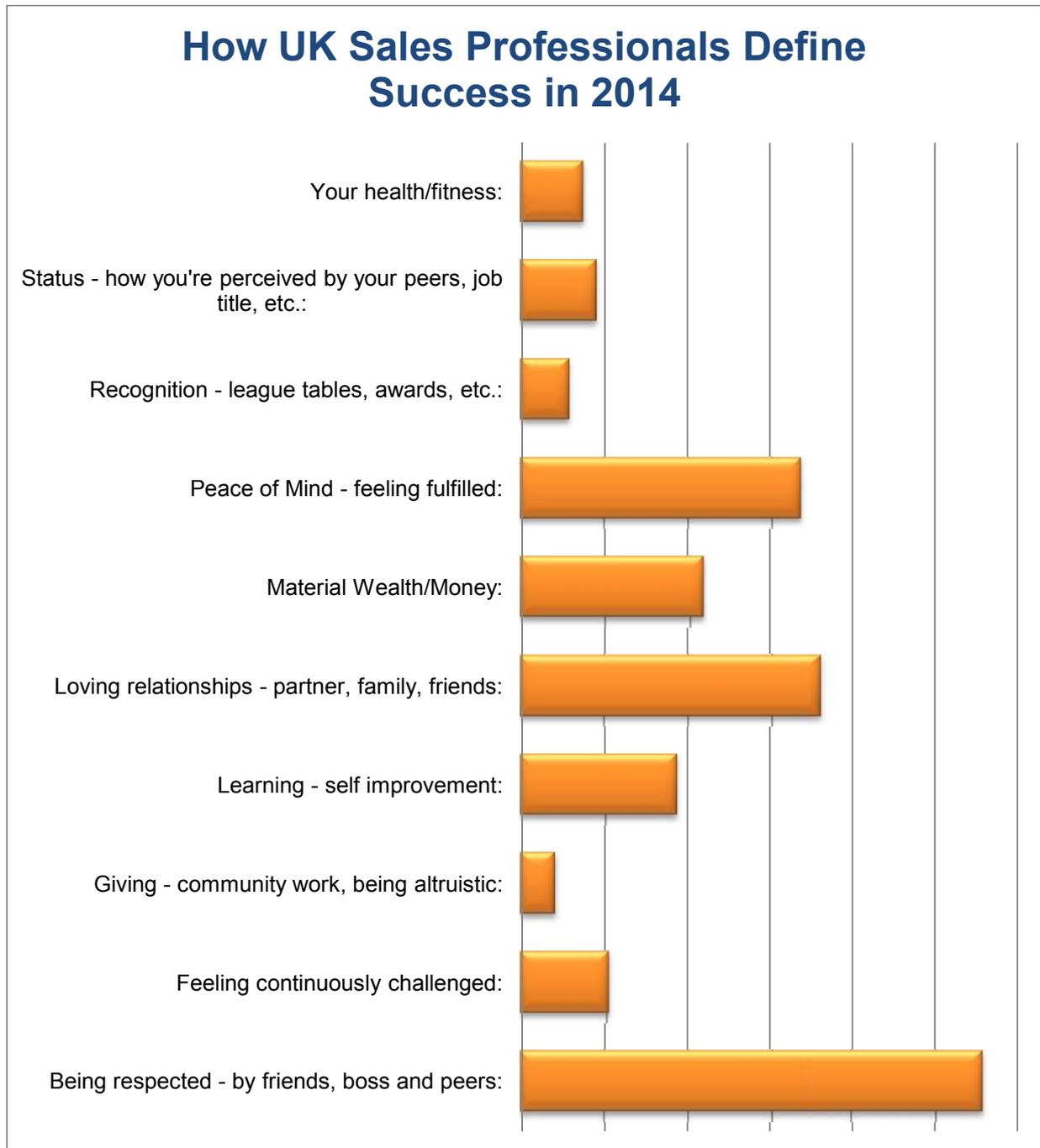
9% feel it has made absolutely no difference in getting sales

- 49% think technology has been a complete benefit
- 9% feel it has made absolutely no difference in getting sales
- 21% believe accept that change happens and they just do things differently
- 11% feel that technology has made them spend more time doing admin work
- 4% feel that technology has robbed them of their freedom
- Another 4% strongly believe they used to work less hours without technology
- 2% wish they could have the power to turn back the clock

There are mixed reviews about technology; some people think that it hasn't helped and it's just created more work for them. However, the majority have embraced it and it has helped them make sales more than before.

The sweet smell of Success.

If you can't smell the sweet smell of success, you're obviously doing something wrong. If you look smart, you'll feel smart, so have a shower, put on your best suit and put your best foot forward! But, seriously, what is the definition of success?

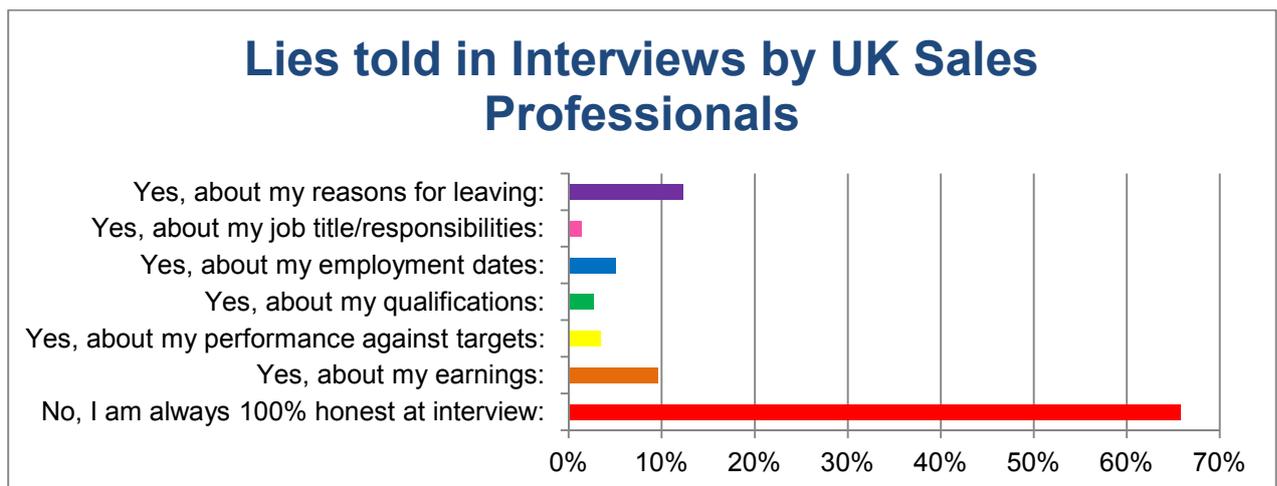


So, the majority of people, define success as being respected by friends, bosses and peers. This has always surprised us as the most popular answer and was answered the same way in the surveys of 2009 and 2007.

18% feel success is a loving relationship, 17% like to think it's peace of mind. 11% feel it is flashing the cash while 9% think it's self-improvement, 5% feel it's being continuously challenged and 4% feel it's how they are perceived by their peers and job title or their health and fitness. Even less people (3%) think it's recognition from awards etc. and 2% see success as being humane and selfless.

To actually obtain a job, however, an interview needs to take place and, as you all know, you do not say 'yes' to the question: "Is it all about the money?" Of course the money helps and not everyone works in a job that they truly love, but a little white lie isn't going to hurt if it pleases the interviewer and actually increases your chance of getting the job.

However, little white lies hurt nobody but nobody wants to tell huge dark ones, like Jen from the IT Crowd, who made the horrible mistake of lying about her computer expertise and landing in a job she is absolutely clueless about!

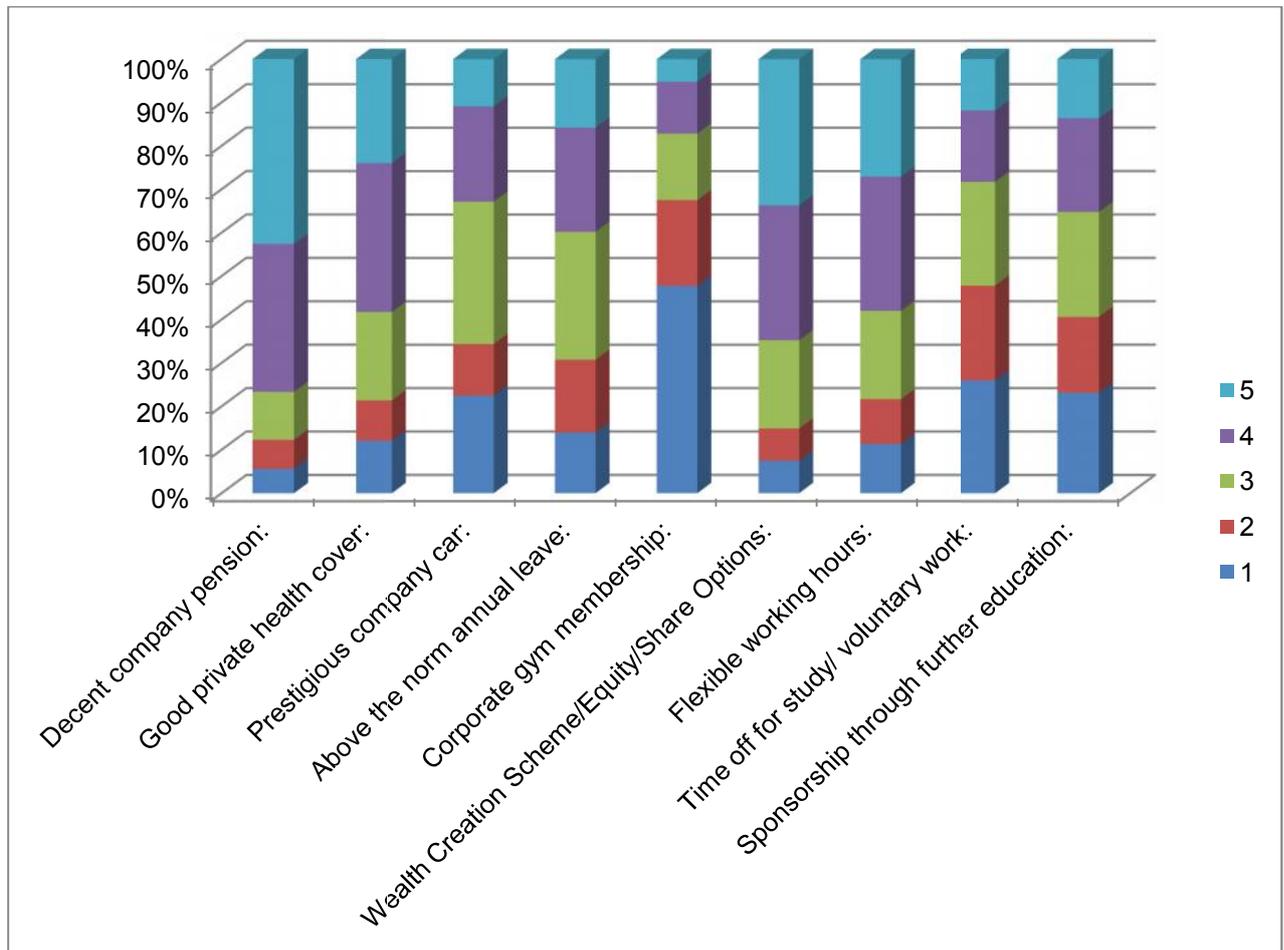


Let's see how many participants lied during their interviews and what they specifically lied about.

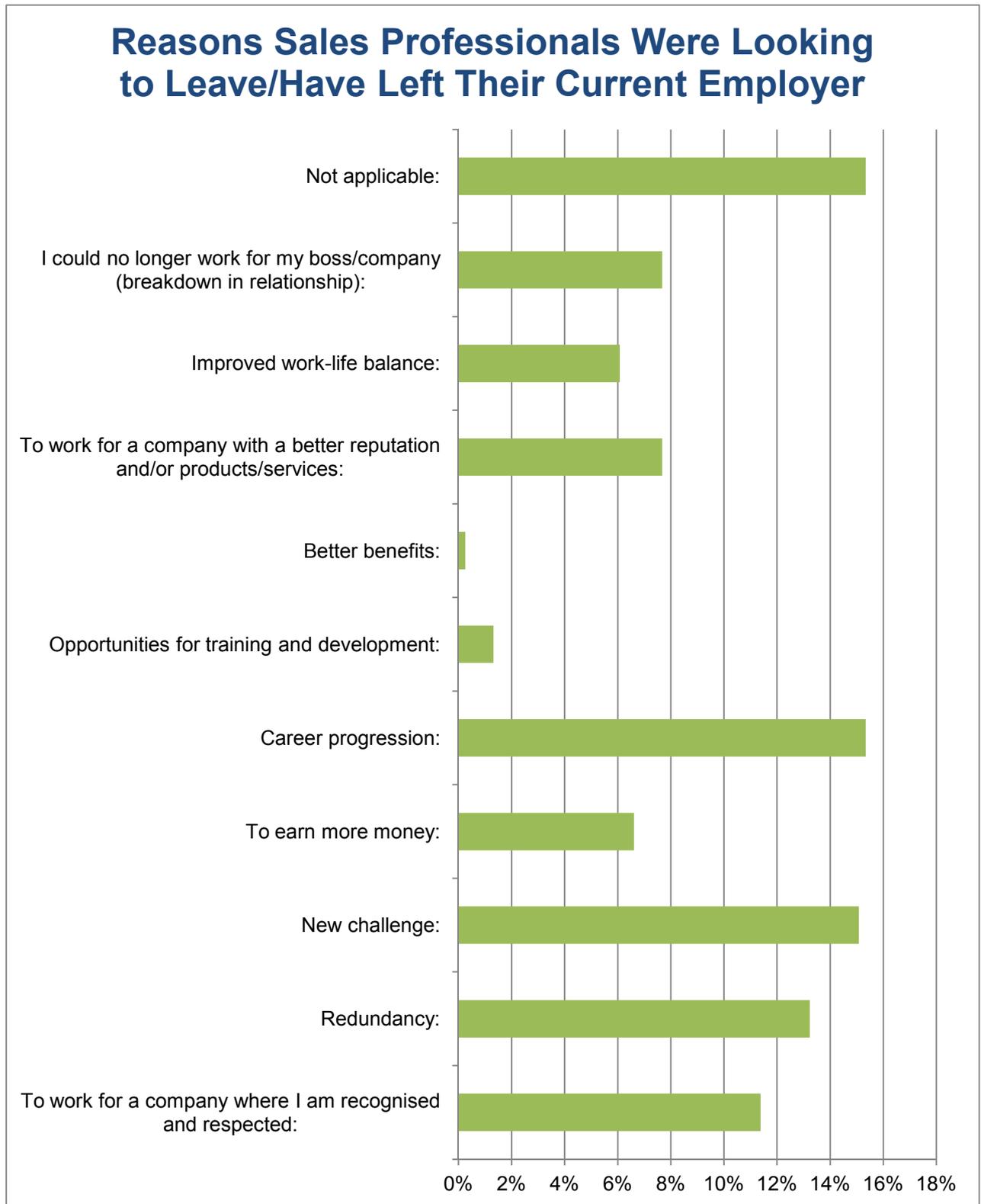
- A tremendous 66% profess that they are always 100% truthful during interviews and feel that honesty is the best policy. Or, they were lying whilst answering the question in the survey!
- 10% lied about their earnings in order to negotiate the best deal. If they tell the interviewer their earnings were more or they were receiving additional benefits, the interviewer will usually make a better offer. Crafty but clever; however, most employers are wise to this trick and ask for some physical evidence such as P60's and P45's
- 3% lied about their performance in targets. This intuitively ties in with the 600 or so salespeople I interview each year. Nearly all profess to be performing at or above their targets. However, as I've written about before, I've found some of the best sales people I've ever met were not meeting their targets and could articulate exactly the reasons why it wasn't happening for them such as it was a dating technology, poor management, uncompetitive pricing or sheer lost the love and enthusiasm for their current employer.
- 3% lied about their qualifications. Which is pretty silly these days as it is quick and inexpensive get a third-party to undertake checks on tertiary education.
- 5% have lied about their employment dates; the longer they've worked, the better it sounds but the candidate just needs to have a great memory and be very good at maths!
- 1% lied about their job title and responsibilities.
- 12% have lied about their reasons for leaving their last job. Sometimes this is understandable if it shows them in a somewhat derogatory light but I would always recommend honesty.

In total, 247 people in the survey had lied in an interview in order to make them sound better and more employable.

No one wanted a job for the additional benefits but the participants were asked to rate the importance of the different additional benefits people receive in sales. (1-Not important and 10-Very important)



So more people look to the future as well as present with their careers. So why do people leave, or look to leave, their employer?



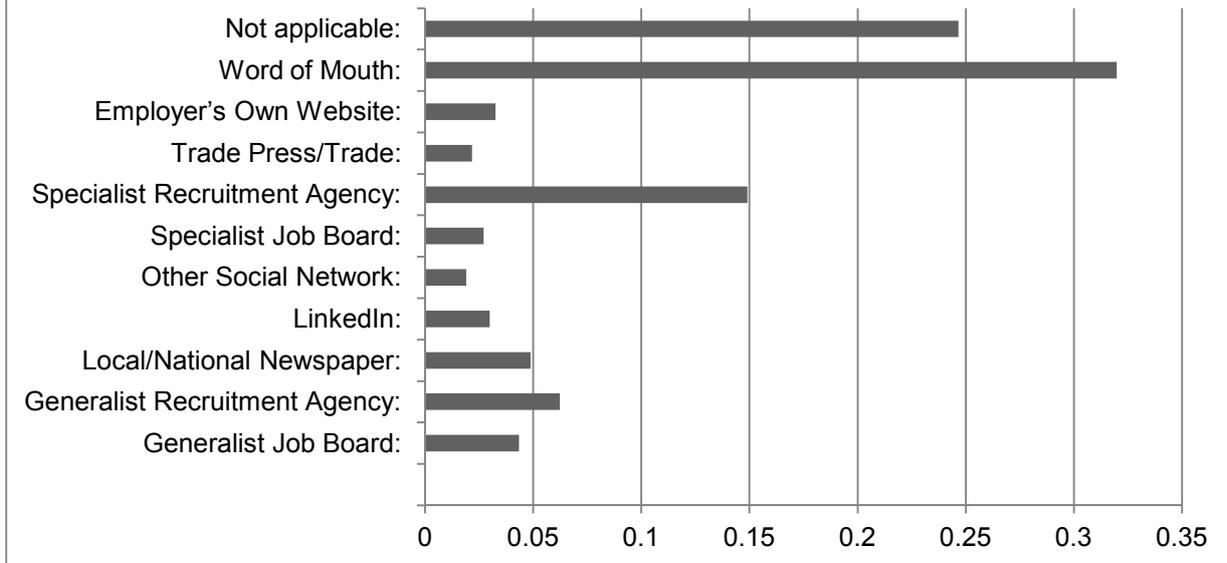
There are many reasons why people leave their job; some do it for self-progression to achieve a better role while some leave because they hate their current boss.

- 11% looked to get another job where they got recognised for their hard work and great efforts that were going unnoticed in their current employment
- 13% were looking for a new company because their role had been made redundant
- 15% want a new challenge
- 7% want to earn more money to afford more things
- 15% were looking for a new role progress their career
- 1% look for the hope that a new job can give them the opportunities for training and development
- 8% choose to work for a company with a better reputation, better products and more prestige
- 6% want a more improved work-life balance so they can actually practise the relaxation techniques that is so unfamiliar to them
- 8% had a breakdown and couldn't work for their boss or company any longer
- 15% feel the question inappropriate to them; mainly because they were the company owner/director.

Additionally, no one used the excuse to gain better benefits as there are more pressing reasons at hand.

And how are sales professionals now finding their new employers. Word of Mouth still remains the number one channel, as it was in both 2009 and 2007 with specialist agencies behind them in the number two position:

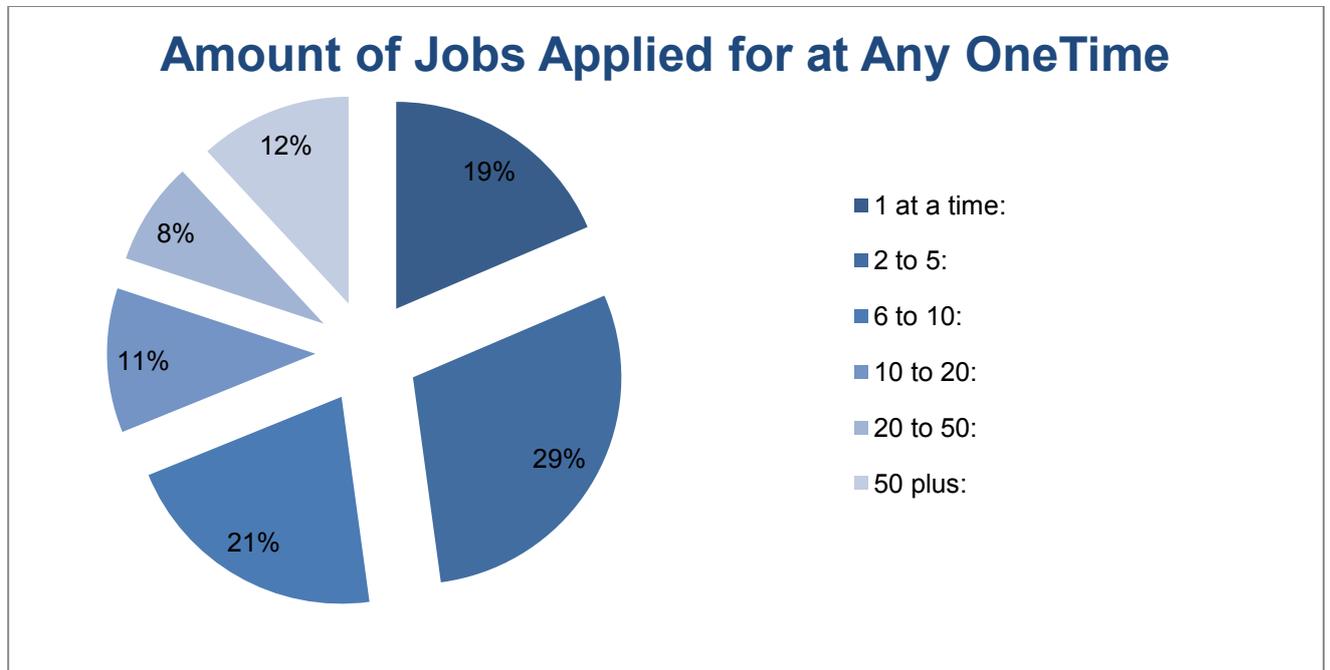
How Did You Find Out About Your Current Sales Job?



More people found out about their existing job through hearsay and conversation while a handful discovered their job through social networks or through trade press which is specifically oriented to that specific industry.

- 25% thought this question was n/a as they are self-employed or none of these descriptions actually clarified their reason
- 32% discovered their job through word of mouth
- 3% found their job from an employer's own website
- 2% noticed their job via trade press, such as a magazine concerning that specific field
- 15% discovered their job through a specialist recruitment agency
- 3% found out about their job from a specialist job board
- 2% found their job through other social networking sites
- 3% used LinkedIn to get their job
- 5% found their job in a local/national newspaper
- 6% used a generalist recruitment agency
- 4% used a generalist job board

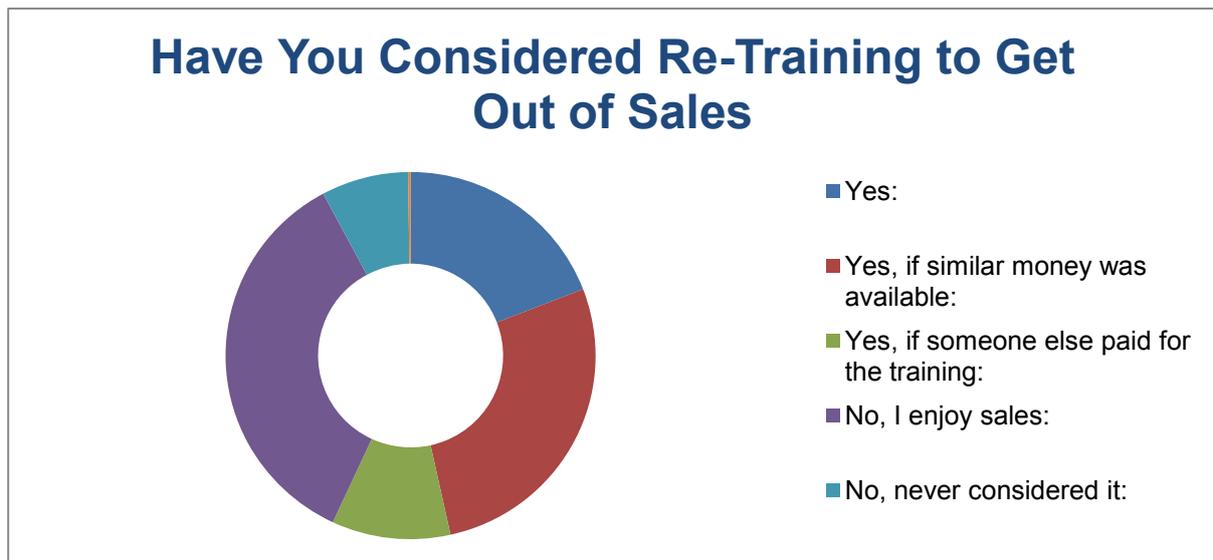
While 421 people aren't actively seeking a job, a good 305 are. So how do sales people look for a new role – is it the game of roulette approach? The more chips you place on numbers, the higher the probability you'll get it! Or, are people being more specific in what roles they apply for:



- More people apply for 2 to 5 jobs in total and almost as many apply for 6 to 10 jobs in total
- Only 8% take the scattergun approach and apply for 20 to 50 jobs

For the sales professionals surveyed, not all of them intended to have a career in sales. In fact:

- Only 18% planned to have a career in sales
- 13% opted for the profession once they knew what the job and salary entailed
- 39% grew into the role
- 29% fell into the role



Fortunately, most workers enjoy their career in sales while only 58 out of 726 people do not.

19% did consider retraining to get out of the sales profession whilst an even bigger 27% felt they would if they could earn just as much money as their current job.

10% would opt for that decision if someone else paid for the training but a staggering 35% enjoy sales and 8% had never considered it.

Some people feel that money reflects on their success as well as being a good stimulus for the sales workers for doing well. How much are the workers earning though?

It's All About the Money, Money, Money (or is it?)



Current Annual Income

More sales professionals surveyed earn between £40,000 and £60,000 per year.

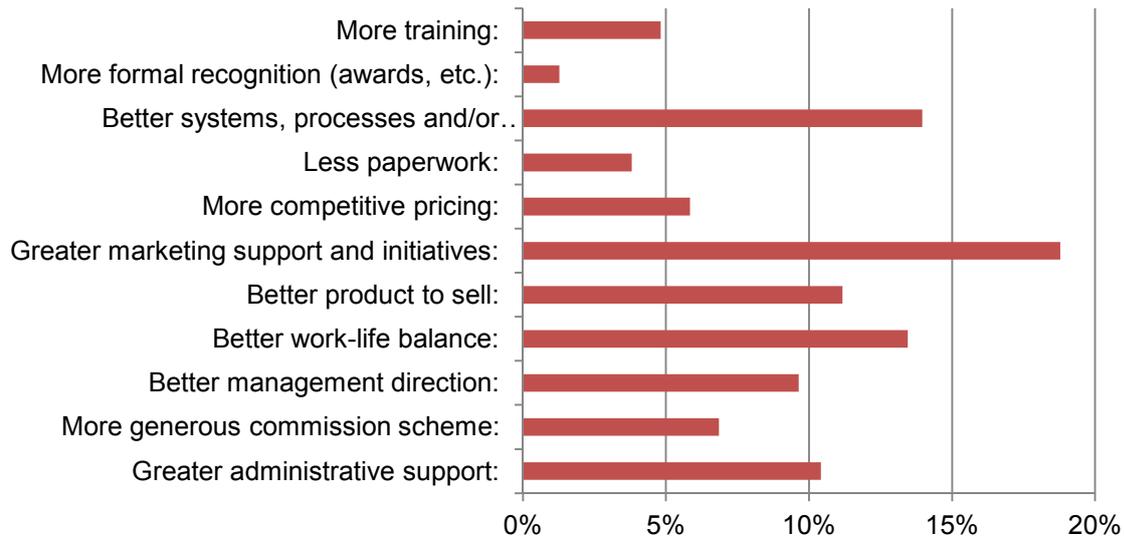
And, as in 2009, Sales Professionals are happy to 'place their faith in their own sales ability' with 66% opting that they would be more motivated by the opportunity to earn an extra £10K 'on target earnings' than a straightforward £5K basic salary increase.

Additionally, it seems that sales professionals do appreciate their bit of free time they actually do have!

57% of the sales workers would refuse the offer to earn a 50% pay rise if that would severely impact on their work-life balance.

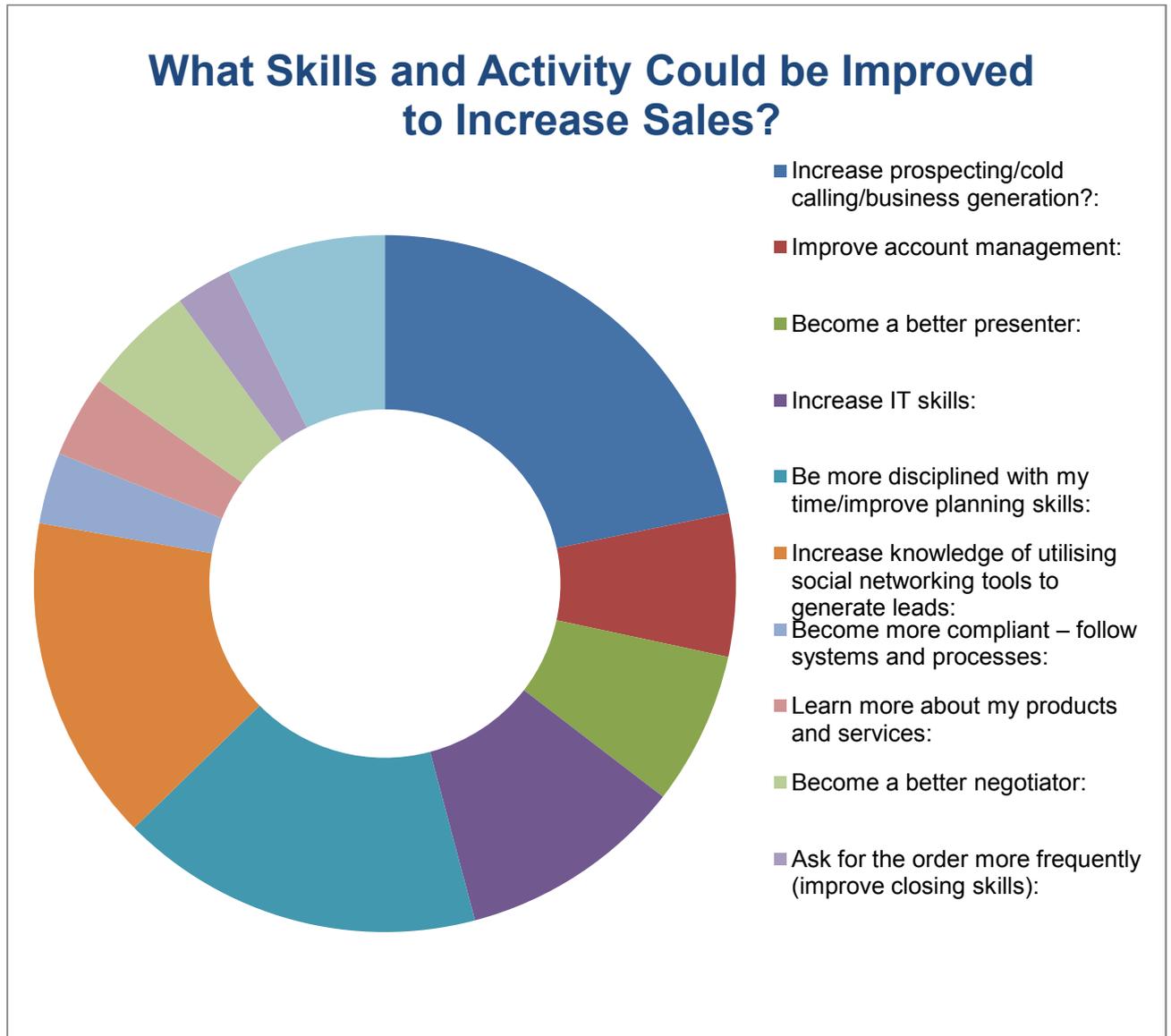
This shows that money isn't everything but, as we all know, money can't buy you happiness but it's more comfortable to cry in a nice dry Mercedes than it is on a bicycle! But, what could motivate the sales professionals to be more successful?

What Would Help Make Sales Professionals More successful



- 7% felt that a more generous commission scheme would make them more successful
- 7% think a more generous commission scheme would reflect on their success
- 10% a better management direction would help them with success
- 13% feel a better work-life balance would make them successful
- 11% feel a better product to sell would benefit them
- 19% think a greater marketing support and initiatives would make them successful
- 6% feel they more competitive pricing would be needed
- 4% believe less paperwork
- 14% think better systems, processes or technology would enable them to become more successful
- 1% thinks they'd be more successful to receive more formal recognition
- 5% feel they would need more training in order to improve their success

It's sometimes hard to think about your weaknesses or focus on what you need to improve. Often this can be a blind spot where you have absolutely no idea where you're going wrong. However, as we'd expect from self-analytical and driven sales professionals these 726 participants were able to distinguish exactly what areas they would like to improve on.



- 160 people agreed they would like to improve on their prospecting, cold calling and business generation.
- 123 people feel they need to work on their time managing and planning skills
- 109 professionals agree they need to work on social networking skills in order to generate leads

- 73 people would like to work on their IT skills
- 51 people think they need to increase their motivation
- 51 people need to improve account management
- 51 people would wish to become a better presenter
- 36 people would want to become a better negotiator
- 29 people feel they need to learn about their products and services
- 22 people think they need to improve on asking for orders more frequently
- 22 people feel being more compliant may help them improve

Focus on £100K+ Earners

- 48 Respondents earned over 100K in 2013
- Three quarters of these were MD's, Sales Directors or Company Owners
- 43 (90%) of 100K earners were educated to a level higher than A-Levels ('vocational qualifications or above'). The same amount enjoyed their career in sales
- Almost two-thirds (64%) did not plan to have a career in sales
- 15 respondents from this pool of 48 received more than 8 training days per year and 56% had read two or more books on developing their sales skills
- 38% had received a pay rise in 2013
- The majority (53%) did not take their full holiday entitlement last year
- Surprisingly, 66% did not use social networking for lead generation at least once per week yet 81% had secured a sale via LinkedIn! (One additional was that you cannot use social networks for Capital Equipment Sales – I know that one of my clients that sells Industrial Automation systems from £100K upwards would vehemently disagree with them!)
- 9 out of 10 work a maximum of a 'couple of hours per weekend' but 70% work more than 50 hours per week
- 56% 'never exercise' or 'only exercise every now and then'
- Amazingly only 20% felt that 'material wealth'/'status' was the thing that defined success to them. The top two answers for the 'what defined success' question were 'Being Respected' at 26% and 'feeling fulfilled' at 19%

So what does this tell us?

The 100K'ers work very long hours during the week, value their weekends but don't necessarily take their full holiday entitlement. They are happy to develop their own sales skills and enjoy their careers in sales. We were surprised at the high percentage that were educated to the level above A-Levels which goes against the often-cited perception that high earners are normally grafters that have 'wheeled and dealt' from the ground up 'a la' Sugar and Branson.

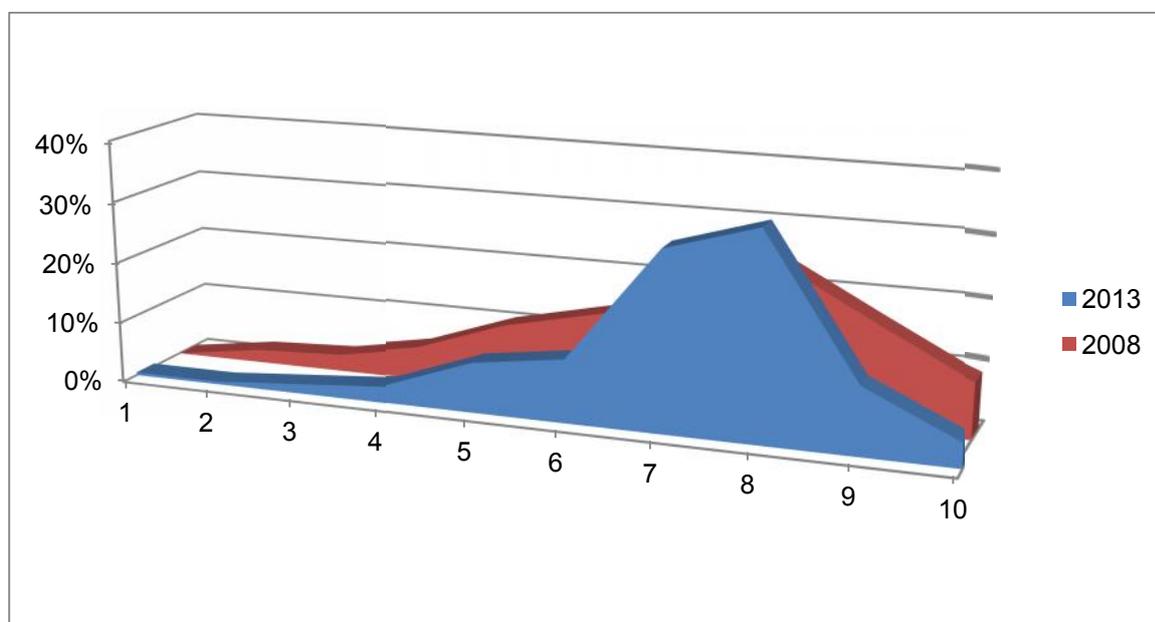
The majority of the sales employees agreed they needed to work on their prospecting, cold calling and business generation; maybe because it's better and more effective to encounter people face-to-face.

- 91% of workers believe that face-to-face meetings are still the most effective form of selling while
- Just 2% of workers feel that telesales, online meetings and webinars, social networking, market campaigns and exhibitions are more effective.

Rolling with the Times.

It is important to move with the times, to improve and expand your expertise, and watch yourself effectively progress in your career. While it is good to look towards the future, looking back on your past performance is equally important as it can help you improve and understand and evaluate where you went wrong or what was effective.

The 726 participants were asked to evaluate their current job now compared to their job in 2008.



For this question, the sales employees were asked to rate their occupation using numbers from 1-10. 1 signified low and 10 implied high.

- No one rated their job as low in 2008 or 2013
- 2% rated their job as quite low 2008 where no one rated it as a 2 in 2013
- 3% thought their job in 2008 deserved a 3 while 2% currently think that
- 5% in 2008 thought their job was just under average where 3% now think that

- 10% in 2008 perceived their job as average where 8% feel it's average in now
- 14% in 2008 and 10% in 2013 felt their job was a little above average
- 17% in 2008 and 29% in 2013 were quite happy about their job, rating it with a 7
- The majority of both (24% in 2008 and 33% in 2013) feel their job is pretty good with an 8
- 16% during 2008 felt their job was almost perfect whereas 11% thought the same thing in 2013
- 9% 2008 felt their job was great whereas only 4% felt the same way in 2013

Sales employees clearly feel that their job has improved as the statistics show their change of perception with their role.

More people awarded their job a worse score five years ago where now it has improved by employees giving their job better credit. The majority of the participants for this question (240 people) thought their job currently was way above average, giving it an 8, which implies a high opinion and reputation; only 174 people awarded it the same thing five years ago. Additionally, more people feel that their job doesn't deserve top marks as 29 people awarded it a 10 in 2013 compared to a larger sum in 2008 (65 people). The novelty could be wearing off for some or they simply feel that their job isn't as great as it was due to change. Has technology irked some of the workers or has a new boss taken over with very poor people skills?

The sales profession is often talked about in not the greatest of lights so it's great to report that 27% of the sales professionals surveyed feel that the reputation of the UK Sales Industry has improved in recent years and 42% feel it is about the same.

Just below a third, 31% of the workers believe the reputation of UK Sales has worsened.

And long-term survival. A whopping 76% believe their employer should increase the spend in sales and marketing efforts, 10% feel no changes are necessary, 10% think cutting running costs would benefit the long-term survival plan in their company but by the same token, to keep redundancies out of it. However, 4% feel their employer should not only cut costs but also make redundancies.

Focus on those that considered themselves to have 'Ten out of Ten Careers'

- 26 respondents considered themselves to have a 10 out of 10 career (25 were male!)
- Half had been in sales for 30 years plus and 17 were MDs or Sales Directors
- Of those that answered the question on remuneration half were earning under £60K and half were earning over £60K p.a.
- 100% of these respondents enjoyed sales and all were either 'on target' or 'above target'
- Fourteen of these respondents also considered themselves to have a 10/10 career 5 years ago although it was great to see that 3 had considered their careers to be 5/10 or below just 5 years ago
- 46% deemed time management to be the most difficult aspect of their role
- 21 (81%) of the respondents had read at least one book on sales with 9 (35%) reading at least five books on developing their sales skills
- 58% of the '10/10 careers' pool of respondents took their full holiday entitlement last year and 47% felt that technology has 'massively improved their ability to sell'
- 18 of the respondents (7 out of 10) had achieved a sale which they can directly attribute to LinkedIn
- Just a third of this 10/10 response work over 50 hours per week and '46% completely switch off' whilst on holiday
- 46% 'exercise daily' or 'every other day'

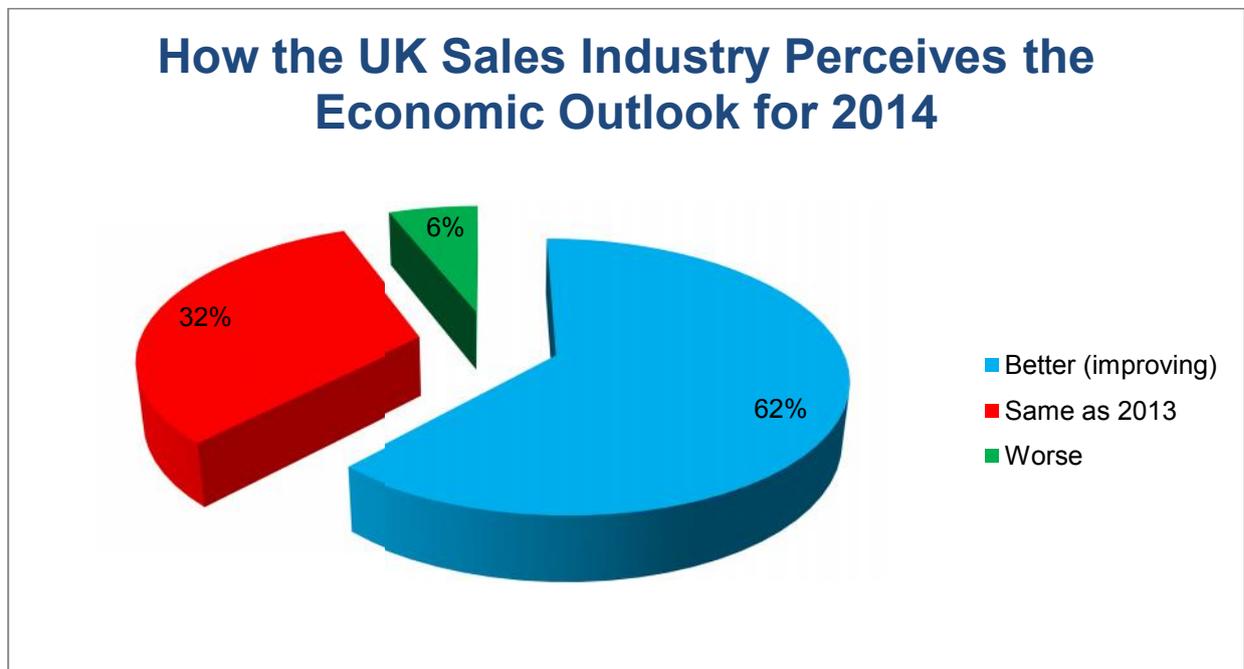
So what does this tell us?

Those with 10/10 Careers do not work as long hours as the rest of the respondents, they exercise regularly and the majority take their holiday entitlement. In addition a far higher percentage opt to completely switch off whilst on holiday. They all enjoyed sales and were all achieving. Perhaps it is true after all that getting the balance right between work and life is the path to happiness!

The SAS: Survival and Sales

Sales is a 'dog-eat-dog' world where sales professionals are constantly trying to innovate, gain an edge on competitors and drive their businesses forward. Competitive behaviour is only natural because employees are scared of the R word: redundancy.

The economy is recovering but that doesn't mean sales employees are entirely safe. In fact 32% of people feel that there is a threat of redundancy in their current jobs.



- More people (62%) are adamant that the economy outlook in 2014 will be better and continue to improve from 2013.
- 32% feel it will be pretty much the same as 2013
- 6% fear that the economy in 2014 will be worse than 2013

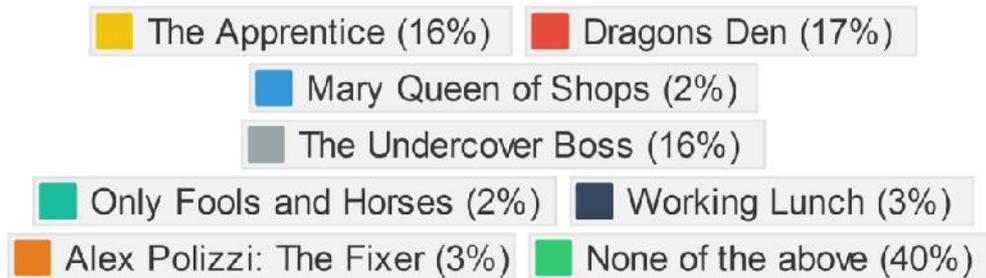
A lot of workers have noticed that sales have gotten more challenging and majority of them (29%) believe it's becoming more competitive. 20% have announced that it's harder in some aspects and 18% believe the sales process is becoming longer aka more boring. Some believe it's becoming more demanding; 13% believe it's because of their clients and 7% believe it's the company. Still, 13% feel that their sales career hasn't become tougher.



- The majority of the respondents felt that finding new prospects was the hardest part of their job (24%)
- People felt that time management was a hard thing to grasp (18%)
- Some workers thought sales admin was tough (15%)
- A fair few felt cold calling was a strain (13%)
- The same amount of people felt that learning new technologies (11%) or generating leads was toughest (11%)
- Some thought closing deals were quite difficult (8%)

The sales industry is one of the largest employers in UK Plc. However, it is not particularly well represented on TV and lots of various television programmes highlight selling in dramatically different lights.

For example, Del Boy and Rodney are little swindlers who try and make a living through illegitimate selling whereas realistic business programmes, such as Dragon's Den, encourages people to come up with exciting ideas and achieve a successful business, which hopefully, in turn, inspires others. However there is no TV Programme that the respondents felt represented British Business. Indeed, there is a potential window of opportunity here for a TV Executive to truly make a great British Business TV Programme as the vast majority voted 'None of the above'!



Which TV Programme Best Represents British Business

- 16% feel that The Apprentice represents business and sales better
- 17% feel that Dragon's Den highlights sales better
- 2% think Mary Queen of Shops was the best representation
- 16% agree that The Undercover Boss was the best choice for highlighting sales and business
- 2% think Only Fools & Horses bizarrely feel that the two con artists do it better
- 3% feel the best representation is Working Lunch
- Only 3% believe 'Alex Polizzi: The Fixer' is a great image to portray business and sales
- 40% think none of the above! BBC, ITV, SKY, C4, C5 – there's an opportunity here!

Reaching a Conclusion

It's always nice to have a conclusion after a very long survey to really make sense of it all. It is equally important compare the findings with the previous surveys, such as the similar one that was undertaken in 2009. This hopefully gives you, the reader, a wider and better insight of changes over the years.

“Success consists of going from failure to failure without loss of enthusiasm.” – Winston Churchill.

The definition of success has changed for sales professionals in the past 4 years. In 2009 more people felt it was being respected by their bosses, peers and friends whereas now a significant amount more feel it is performance against their targets.

Stress is prominent in the workplace but it is encouraging to find that fewer people in sales experience relatively higher amounts of stress; medium-high levels of stress have reduced from 62% (in 2009) to 38% (in 2013) and high levels of stress has decreased from 10% (in 2009) to 8% (in 2013). This is due to the sales professionals who feel that sales isn't as hard as it was. 95% believed sales was getting harder in 2009 whereas 88% currently think the same thing.

Training is also beneficial for enhancing expertise but over half of the participants feel they don't receive enough training compared to an enormous 73% in 2009. Maybe their voices have been heard, eventually leading to more businesses encouraging these training courses. Or, perhaps that companies are once again investing in the future and their staff, rather than just *survival* as many businesses were doing in 2009.

However, despite the crunch, more people still fear their job position is under threat compared to when the recession was at its peak. 28% felt threatened by redundancy in 2009 where it's now escalated to a larger 32%.

The sales environment is constantly updating and improving and while those who aren't technologically savvy grumble, it appears that technology is helping to increase sales.



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Aaron Wallis are a leading UK based sales recruitment specialist with offices in [Milton Keynes](#), [Bristol](#), [London](#) and [Leeds](#).

For employers they offer the most inclusive recruitment service to ensure that the very best sales talent is sourced for every business.

The service embeds psychometric profiling, skills testing and competency interviewing and is proven to increase staff effectiveness and lower staff attrition. The service is backed by an unparalleled 12 month rebate scheme. Aaron Wallis offers a wide range of recruitment services including:

- Database Recruitment
- Search and Selection
- Assessment Centre Provision
- Recruitment Training

[Discover how Aaron Wallis can source the top sales talent for your business](#)

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For the last 10 years, sales speaker and author Gavin Ingham has been helping sales people to explode their sales performance by turning self-doubt, fear and lack of motivation into self-belief, confidence and action. With his inspirational approach to sales performance and motivation Gavin combines commercial experience, personal excellence and communications technologies in

delivering personal and business sales success.



From the despair of losing 18 deals in a row to the triumph of his first major deal; this compelling roller-coaster journey to success uniquely qualifies Gavin as an expert in how to maximise sales performance under intense competition. His unique and inspirational perspective and the way he shares it truly demonstrates the power of the individual over external events such as competition, tough markets and personal circumstances.

Gavin is considered by many to be the leading expert on sales performance and motivation in the UK today. He is a true expert, having touched thousands through live programs and reaching a worldwide audience through keynote speeches and online newsletters and articles. Gavin's presentations combine both attitudes and skills and will inspire your teams to go out and take action right away. His dynamic and compelling sales force development strategies and programmes provide both the motivation and the belief that you need to create high performance sales teams that break through sales barriers and sell more.

Gavin is a published author and has recorded numerous sales audio and DVD programmes. He is a regular contributor to many traditional and online magazines and has featured in several of the national papers. Gavin's acclaimed sales blog is read by thousands of sales and business professionals every week. If you want to find out more, make sure that you check out his free blog and newsletter below.

“You'll never create emotion by going through the motions.”
Gavin Ingham, 2014

[Motivational speaker home](#)
[Blog](#)
[Sales Training](#)

You can contact Gavin by calling **0845 838 5958** or visiting www.gaviningham.com



ISMM
The Institute of Sales & Marketing Management

The ISMM is committed to developing sales talent and is recognised as an awarding organisation by the UK Government regulatory body Ofqual, with a full range of qualifications in Sales, Marketing and Sales Management.

ISMM members are drawn from every sector of industry and commerce. From those just embarking upon a sales career through to senior and experienced sales managers and directors, they share a commitment to upholding the standards of professionalism and integrity that are all hallmarks of sales success.

For further details visit www.ismm.co.uk, email jkelly@ismm.co.uk or call 01582 840001.



simply sales jobs

www.simplysalesjobs.co.uk is a leading UK based job board and recognised by Hitwise as the top performing site for the term 'sales jobs'.

Simply Jobs Boards, previously known as 'Simply Online', run over 15 sector specific sites and are part of one of the UK's largest independent media groups. Simplysalesjobs.co.uk offers thousands of sales jobs across all industry sectors and is a useful resource for sales professionals.

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For more information visit: www.simplysalesjobs.co.uk

LINCOLN WEST

EXHIBITION CONSULTANCY

Every year Lincoln West works with hundreds of companies to help them take their products and services to some of the world's most rewarding markets.

Our work for leading international exhibition organisers includes acting as the local country sales office, recruiting exhibitors, attracting visitors and managing national pavilions. We operate primarily as the UK and Ireland representative for our overseas organisers, but we also organise two UK events showcasing the Best of British Manufacturing and the Sales Profession.

**NATIONAL SALES
CONFERENCE 2014**
Successful Selling & Exhibition

Thursday 16th October 2014
RICOH ARENA, COVENTRY

In addition, we support individual companies exhibiting at trade shows. As an exhibitor, it is your responsibility to ensure your exhibition is a success. The pressure is on to deliver a world class show, an excellent ROI and create an environment that your clients and prospects are genuinely impressed with. You need an exhibition consultancy that understands the market, a consultancy that delivers.

Our consultants understand exhibitions and know that when done well, exhibitions are the most powerful tool for driving increased sales & revenues.

As soon as you make a decision to either attend or organise an exhibition, speak with a Lincoln West consultant; initial consultancy is free and we start adding value before you've even booked your space.

If you'd like to talk exhibitions we'd love to hear from you, please call (0)1732 525950

**NATIONAL SALES
CONFERENCE 2014**
Successful Selling & Exhibition

Thursday 16th October 2014 **RICOH ARENA, COVENTRY**



Regardless of your management position, from the team supervisor to the CEO – you want the same thing... success for yourself, for those around you, and for your whole organisation.

Ultimately, your individual success and that of your organisation will always depend directly on managerial performance – your own and that of your colleagues – and the managerial ability to evoke the greatest results from everyone.

Putting the breakthrough Alchemy for Managers resource to use, written by more than 80 of the most experienced management consultants in the UK, guarantees that increase in managerial performance by enabling managers to...

- Handle tasks more efficiently and effectively so they can get more done each day – and done well.
- Learn on the job by applying practical information in real situations, which is by far the most effective form of learning.
- Readily and realistically make the transition when promoted from team member to supervisor, from team leader to line manager and further.
- Fulfil their delegated responsibilities with confidence, even if they involve new and unexpected challenges.
- Evoke the behavioural changes in themselves and in others required for success.
- Take responsibility and succeed with their own development and improvement.
- Realistically make the transition from ordinary to extraordinary.

The premise is simple – every manager needs extensive amounts of information and skill to do their job. And no manager can ever know it all. Alchemy provides practical, down to earth information and actual methods that every manager can access right on the job, right when they need it. One user I spoke with called it 'roll-up-your-sleeves' information that gets the job done.

This isn't about learning modules. This is about bottom line, functional answers, advice, strategies, tools and methods that you put into use each day, and immediately get better, and more rapid results.

Alchemy for Managers is a breakthrough support resource that provides the kind of day-by-day support that almost all managers lack. That's why Alchemy realistically makes the difference between average and excellent.

As you know, lasting learning takes place when you apply new information in a real live situation, so you get the immediate benefit of solving the problem – and also the longer term benefit of knowing what to do next time.

A double win!

I encourage you to sample Alchemy firsthand, with my compliments. Have a good look at the links on the right which are actual Alchemy segments so you can see how simply it equips any manager with the tools and tips they need to step-up to their job and do it well. As you look through, you will realise how much better managers are able to perform with constant access to this kind of practical and immediately useable information.

Every line of information is highly credible because it comes from one of the largest and most experienced teams ever gathered to pool their practical management know-how and expertise into an easy-to-use and easy-to-understand resource. Their brief was to keep it simple, practical, and without the usual jargon and academic theory. You'll see that they have done this superbly and still maintained a good depth of information, as you look through the sample links on the right.

Through our survey partner, People Alchemy, you have now qualified for three months unlimited access to Alchemy for Managers. This fantastic suite of tools is an invaluable resource to all managers and is made available to you completely free and without any obligation whatsoever.

[Click here to find out more](#) and Register for your [3 MONTH FREE TRIAL](#)

For more information visit www.peoplealchemy.co.uk

About Rob Scott

Rob Scott, Founder and MD of Aaron Wallis



As a typical 'child of Thatcher' Rob left school at 16 with the intention of retiring at 25 as a multi-millionaire. After joining the stockbroking arm of RBS and making the rather expensive mistake of confusing US dollars with Singaporean dollars the City decided that Rob wasn't for them. Rob left to travel the world, during which he cycled solo 3,300 miles up the East Coast of Australia, before returning to lead and guide school parties on historical educational tours. After 6 very happy years with very little money, Rob joined the recruitment industry.

Over the next ten years Rob rapidly rose through the ranks of a specialist Sales and Marketing recruitment division of a £0.5BN recruitment group leaving in 2007 as Marketing & Sales Director to establish Aaron Wallis, a leading sales and marketing recruitment agency. Since 1998, Rob has specialised in technical sales recruitment, particularly engineering and electronics sales recruitment, and has over 12-year operational and commercial management experience. During his corporate life, Rob won the coveted best-performing manager award 2004 for profitability (out of 315 group managers) and won numerous other group Awards for both achievements and excellence. Since setting up Aaron Wallis Rob has steered the company to enjoy double-digit growth year-on-year through turbulent economic times by maintaining clients and making a difference.

With a first class honours degree in History, Rob is a factoid nut and in both 2007 and 2009 led the largest survey of sales professionals in the UK. As a consequence he is recognised as an authority in both recruitment and sales and has had articles published in the Guardian, FT, the Daily Mail and The Times. Twice featuring on the front cover of the Institute of Sales and Marketing Management magazine, "Winning Edge", Rob is also the author of the celebrated 'Career Success Masterclass' e-book and podcast series.

Rob has strummed a guitar since he was thirteen but hasn't quite progressed from there. Rob is happiest on a family holiday with great views and good food. Rob is Android not iPhone. Rob's favourite music genre is classic rock/prog rock. Rob is an anorak. Rob is stubborn. Rob is married with four children and lives in Milton Keynes, Buckinghamshire.

Rob is available for comment on any aspect of this survey and can be contacted on 01908 764280 or at robert.scott@aaronwallis.co.uk



About Sophie Dallaway

Sophie is a children's and adult's author, poet and article writer. She lives in the West Midlands, UK and enjoys her writing career. She is currently working on her upcoming novels as well as celebrating her latest adult's comedy book 'The car won't start. Love, Dad'.

Her work can be found on her author [website](#) or www.tallestoftales.wordpress.com