



## The State of Sales in the UK, 2009

### Aaron Wallis Sales Survey Results

Commissioned and written by Rob Scott, Managing Director

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## Introduction

Welcome to the 2009 Sales Survey results! Our survey is the largest survey of its type in the UK and provides a powerful and fascinating insight into the minds of sales professionals in 2009.

The survey was launched in late July 2009 and was live for 6 weeks. The survey contained 70 questions and covered all aspects of sales from remuneration through to sales targets to key motivators to work-life balance and everything in-between.

The survey was fully completed by 644 sales professionals and partially completed by a further 140. This has enabled us to provide a powerful insight into the 'State of Sales in the UK in 2009'. The aim of the survey was to give us all greater understanding on how to manage and motivate our sales teams through tough financial times and beyond.

The survey was promoted across a wide range of media including major sales job boards, sales forums, social networks and sales related magazines. The survey was also promoted by our survey partners that included sales trainers, sales training companies and specialist job boards.

The survey was similar to another that I commissioned back in 2007 so it has been a great exercise to compare attitudes and perspectives between the buoyant economic times of 2007 and the tougher ones of 2009.

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

Happy selling,

Rob Scott, October 2009

Rob can be contacted for comment on any elements of the survey by emailing [robert.scott@aaronwallis.co.uk](mailto:robert.scott@aaronwallis.co.uk) or calling 01908 764280

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# Sales Survey 2009

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# Headline Findings

- An impressive 31% of sales professionals are currently over target (28% of respondents were non-targeted) and despite what the media states only 4 in 10 sales professionals are either ‘on target’ or ‘below target’
- Getting clients to make decisions, cold calling and sales admin/paperwork were cited as the 3 most difficult aspects of selling in 2009
- The two biggest motivators to keep sales staff (or what they’d look for in a new job) were i) opportunities for progression/career development, and ii) Their employer’s products, reputation and competitive edge
- ‘Aggressive and Dictatorial’ were the most popular words to describe their line manager’s style though this was thankfully followed by ‘Supportive and Empowering’
- 58% felt they did not receive enough training in their role and 36% had not received a single day of training in the last 12 months
- The majority, 64%, would prefer the opportunity to *earn* £10,000 in commission than receive a straightforward £5,000 basic salary increase.
- Half would not accept a 50% pay rise if it would severely impact on their ‘work-life’ balance
- ‘Better management and direction’ was cited as the biggest way to make a salesperson more successful (2nd was ‘Increased Marketing’, 3rd ‘Better Work/Life Balance’ and 4th ‘Training’)
- 96% of the respondents enjoy working in sales. Of the remaining 4% only 1 in 10 had planned to embark on a career in sales.
- A whopping 72% judged their career to date to be ‘7 out of 10’ or more
- The way that the respondents personally measured success was i) ‘being respected by friends, boss and peers’ followed by ii) ‘loving relationships’ and iii) ‘peace of mind’. Status and material wealth was deemed as the major success measure by just 13% of the sales professionals surveyed.
- 70% of those that were unemployed had been recently made redundant
- Only 11% of those in employment felt that their employer was dealing well with the financial crisis
- Over 4 in 10 of the female respondents were Sales Managers, Sales Directors and Managing Directors, almost a two fold increase on 2007’s results. However all respondents that earned over £100K in the last 12 months were male.
- 53% had been 100% honest in every interview they have attended throughout their career
- 44% were educated to HND or higher
- Despite the economic situation 52% were given an increase on their 2009 targets
- 56% of respondents felt that sales was the most influential department/division of their business
- 65% felt that they could perform their line manager’s role more effectively than them (84% of these were male!) even though more than 8 out of 10 described their relationship with their boss as average or better!
- Surprisingly three quarters of respondents did not feel that an increase in green initiatives by their employer would have any positive increase on sales
- More than 8 out of 10 of respondents considered themselves to regularly work under stress levels of medium or higher.
- 79% of respondents typically worked in excess of 40 hours per week with a third of the total working in excess of 50 hours

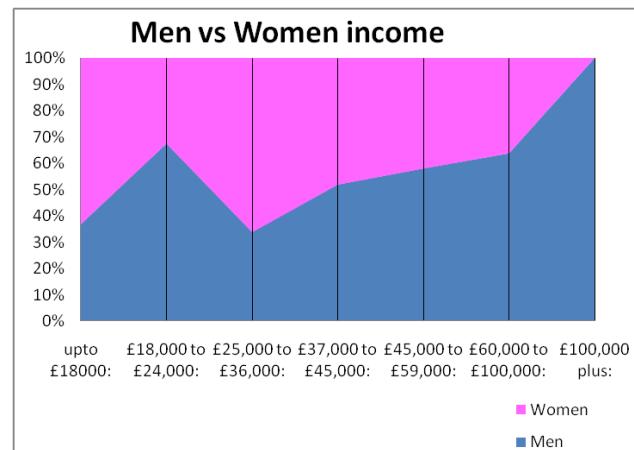
# Gender

Of the 644 full respondents, 525 (82%) were male.

In 2007 we recognised some unfortunate differences between the sexes. Pay was vastly unequal, the proportion of women in high powered jobs was extremely low and certain industries within sales were dominated by men.

In 2009, however, things appear to be changing. The gap between gender differences in sales is most definitely closing.

- 82% of the total female respondents earned £25K or over as a total package. This is hugely up from 2007, at which time only 54% earned over £25K. According to these statistics, this makes women higher paid than men as only 75% of men are earning over 25K (down from 2007 when 81% of men responded by saying that they earned above this figure).
- Women are, however, still missing out on the top wages. Of those earning 45K+ 19% were women and 34% were men. Furthermore, no women answered that they were earning over 100K compared to 8% of men.



43% of the female respondents were Sales Managers, Sales Directors, and Managing Directors. This figure has almost doubled from 2007 when only 23% were in these positions. This proves that women are taking leading roles in sales and are almost on a par with men, 47% of whom work as Sales Managers, Directors, and Managing Directors.

As expected, we found that Construction, Engineering, and Industrial Manufacturing roles were dominated by men. Of all the men we asked, 26% worked in these industries, almost double the amount of women but over six times more than those surveyed in 2007 when only 5% of women worked in traditional male oriented sectors. However based upon our registration statistics there hasn't been a significant upturn of female sales professionals in these sectors and men still account for around 9 out of 10 of sales professionals in Construction, Engineering, and Industrial/Manufacturing.

We found in 2007 that 78% of the women that responded to the survey hadn't planned to work in sales compared to 58% of men. The figures this year have become more equal. 67% of women hadn't planned to work in sales, and 54% of men.

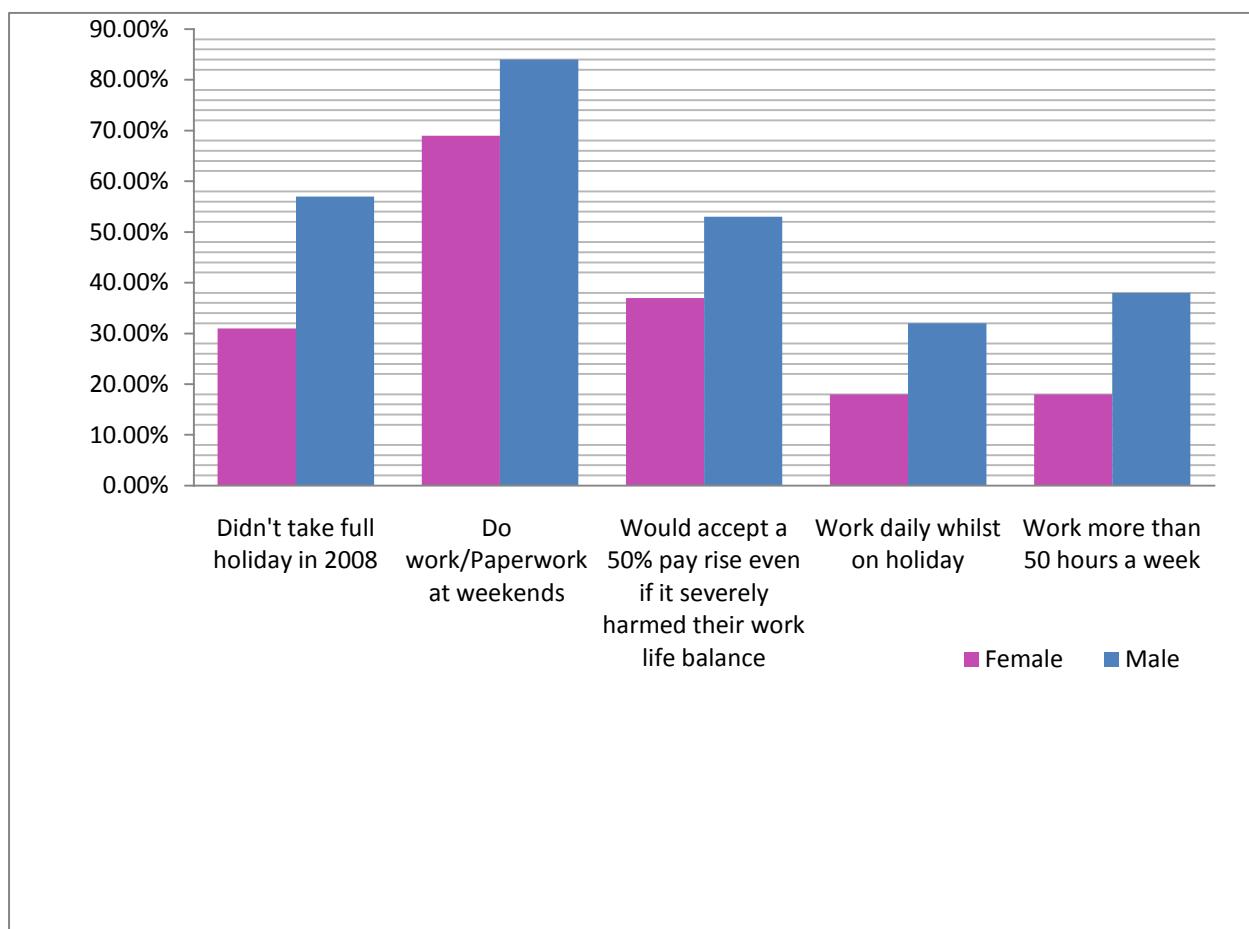
This year's survey also revealed that women seem to be fairing better in light of the economic downturn.

- When asked about employment status, 38% of men answered that they were unemployed compared to 25% of women that are unemployed.
- Moreover, 58% of the women surveyed were in full time permanent employment
- 37% of men answered that the reason for leaving their last job was redundancy compared to 28% of women.
- A further 43% of men feel under threat of redundancy compared to 35% of women

Yet, based on this survey data men appear to be the hardest working gender!

- When asked whether they took their full holiday entitlement, 57% of men answered no. This compared to 31% of women.
- Men are also working longer hours. 38% of men said that they worked more than 50 hours a week, while only 18% answered that they worked over 50 hours.
- Lastly, almost double the amount of women, 31% answered that they rarely/never work at weekends compared to 16% of men.

#### Gender Comparison – Work/Life Balance

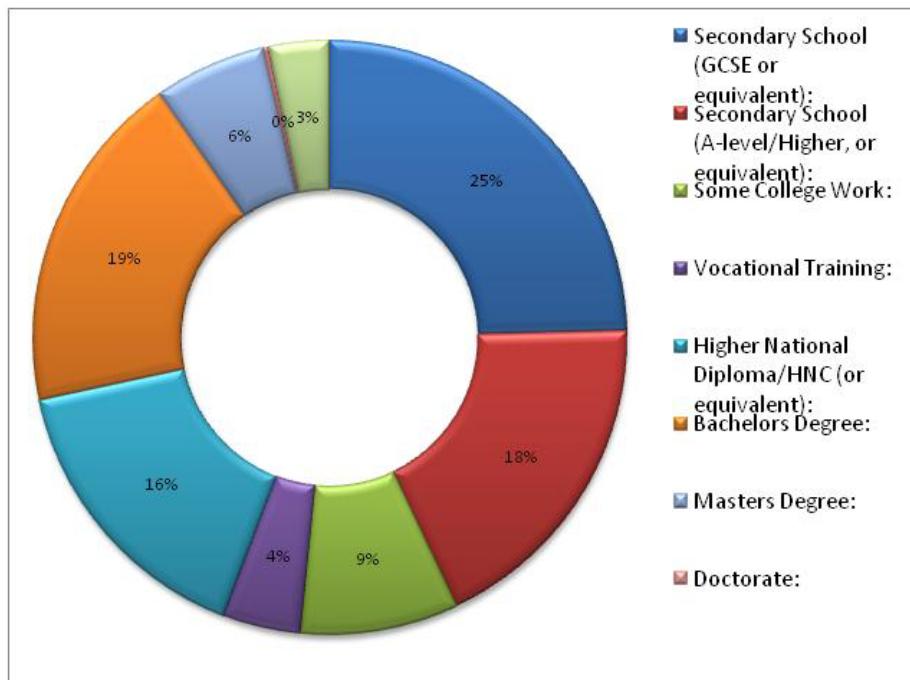


In Spite of this, men appear to be the more positive sex.

- 97% of men said that they enjoyed working in sales compared to 93% of women
- The way that men rate their career out of ten is also more positive than women. 18% of men would rate their career 9/10 or 10/10 compared to only 13% of women.
- This is hugely altered to 2007, when women were dramatically more positive.

# Education

When it comes to education, what a clever bunch of people work in sales! 44% of the total respondents were educated to HNC/HND or higher:



## Spotlight on ... Educated to 'degree level or above'

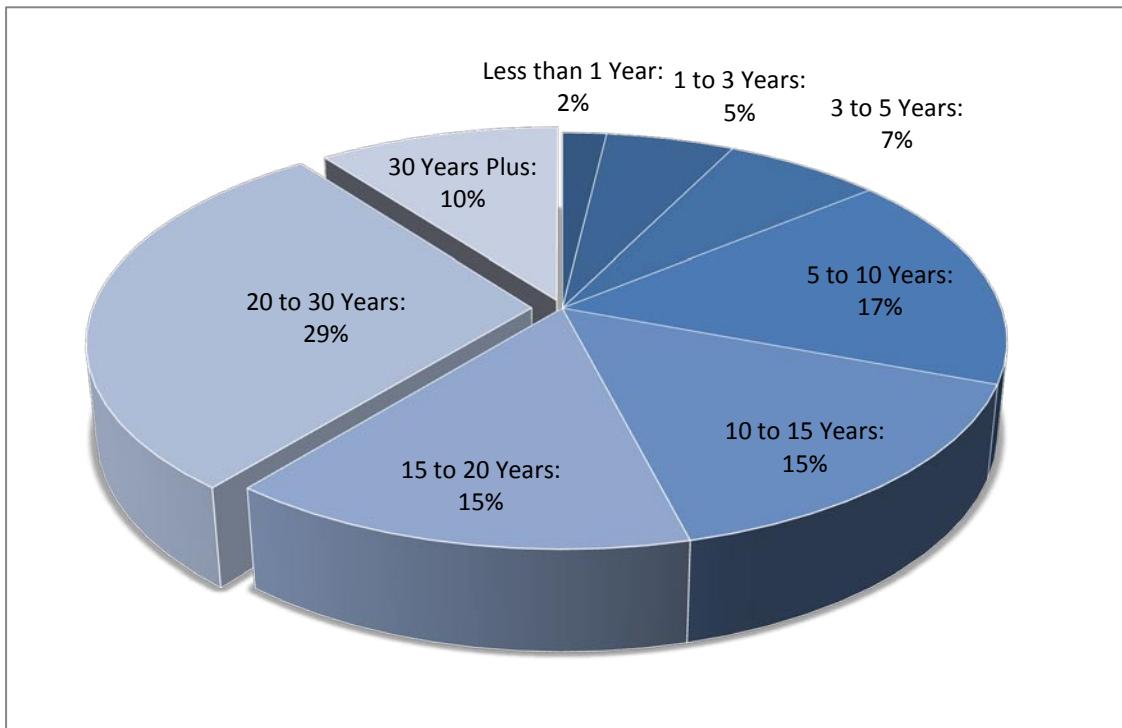
- Surprisingly, those with a masters degree are the most likely to be unemployed. 45% of respondents with a masters were currently unemployed and only 36% were in full time permanent employment.
- The highest proportion of those educated to 'degree level or above' now work as a 'Sales Manager', or an 'Account Manager'.
- 71% of people educated to 'Masters Level or above' and 60% of those whose highest level of education is a Bachelors degree stated that they had always been 100% honest in interview!

# Length of Experience in Sales and Marketing

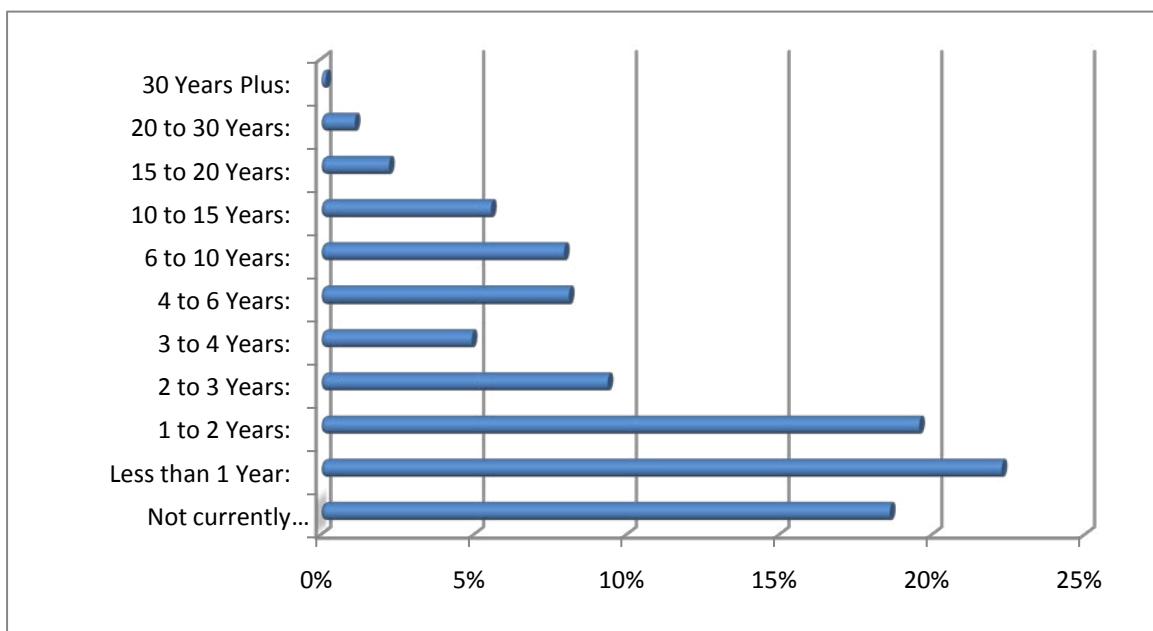
The survey was in the main completed by experienced sales professionals with 86% having greater than 5 years sales experience.

The breakdown of the length of experience within sales and marketing of the respondents breaks down as follows:

## How many years have you worked in sales?



## How long have you worked with your current employer?



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# The Effect of the Economy

## Snapshot: Respondents that were Unemployed

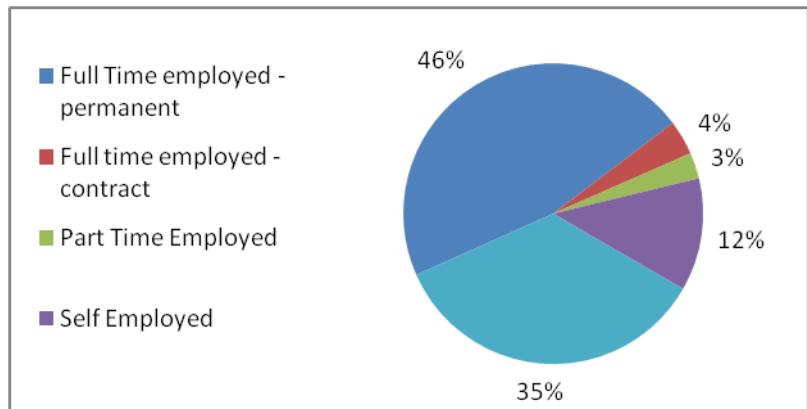
As we unfortunately expected, the rate of unemployment was shown to be high in 2009 in comparison to the 2007 survey. 35% of the respondents were unemployed. However we should place the caveat that as our candidate community are in the main looking for employment this will not be a fair reflection on the 'sales industry' as a whole.

Of those who were unemployed, 70% had recently been made redundant.

46% of respondents were in permanent full time employment, a further 16% were self employed or in contracted full time employment and 3% were employed part time.

The following facts emerged regarding unemployment in sales.

- Even with the introduction of age legislation it is regrettable that the older you get, the more likely you are to be unemployed. 71% of those unemployed were over 43 years old, with the greatest majority being aged 52-60 (35%). In comparison, only half of one percent of under 27s surveyed were unemployed.
- The highest rates of unemployment were in construction (19%) followed by B2B Services (17%) and FMCG with 10%. Industries with the lowest proportion of unemployed were estate agency, property development, and Financial Services and Banking each with only 1% unemployment
- They claimed to have worked harder in their previous employment than those who remain to be employed. 58% didn't take their full holiday entitlement and 80% would do some form of work while on holiday. Also 34% would work every weekend and 51% occasionally on weekends. These statistics compare to 48% who didn't take their full holiday entitlement 76% who work on holiday, and 33% who work every weekend and 43% who occasionally work at the weekend.
- The highest rates of unemployment were found to be in Scotland, where 50% were unemployed, the North West, where 40% were unemployed, and the South West where another 40% were unemployed.
- The least hit by unemployment were the North East with 23% unemployed followed by London with 25% unemployed. Indeed, London has the highest number of people (55%) who are currently in full time employment!



## Snapshot: 2009 Targets

Despite the economic downturn, over half of people surveyed had received a year on year target increase in 2009 (perhaps it can be argued that this is the right strategy in tough times!). 61% of people said that their company DID take the economy into account when setting these targets.

The fantastic figure to report is that despite the economic downturn just over 3 out of 10 sales professionals (31%) were over target and just under a third (28%) were non-targeted.

- 52% saw an increase in targets year on year (35% received a 'big increase') and only a 17% said that they had received lower targets for 2009.
- In fact, of all those people that answered that their company DID take the economy into account when setting targets, only 21% reported a decrease in targets. 19% noted a BIG increase, and 20% a small increase (40% were either non-targeted or 'about the same' or there or thereabouts 'on target')
- It seems that employers in Banking and Finance were the least intimidated by the financial downturn by a large margin. 73% of people answered that their employers didn't take it into account when setting targets. They also noted a 60% increase in their targets (47% received a big increase) and only a 20% received a decrease on targets.
- FMCG were the second least intimidated. 59% said that their employers didn't take the economy into account when setting targets and 45% saw an increase in their targets (32% Big increase) and only a 11% decrease.
- Banking, Financial Services and Insurance combined saw the biggest decrease in targets and 55% said that their employers took the economy into account when making these targets.
- Retail saw the biggest increase in targets with 63% saying that their targets were increased. (30% with a big increase)



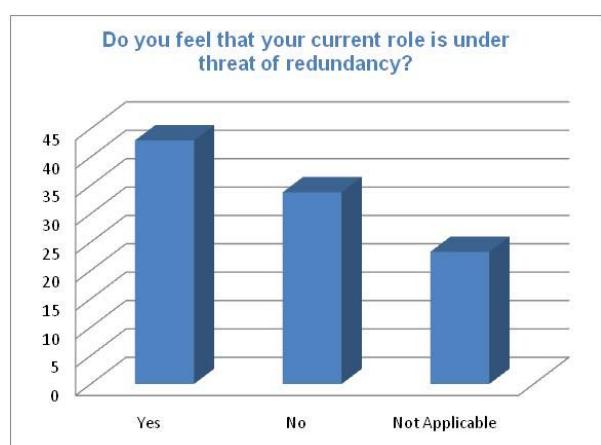
## Snapshot: Has sales become less influential due to the economic crisis?

Most industries say that sales departments have NOT become less influential despite the economic crisis.

Only three industries sectors showed a majority who believed that sales had become less influential. Construction with 56.95% IT and Telecom with 55% and Insurance with 52.17%

## Quick facts: Threatened by redundancy

- Only 34% of the sales people surveyed feel completely secure in their role
- People working in construction were the most worried at 57%



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## Snapshot: Are you happy with how your company is dealing with the financial crisis?

Despite the upsurge in sales targets, only 11% of people are happy with how their companies are dealing with the financial crisis.

- Interestingly of all the industry sectors, people working in Banking, Financial Services and Insurance were the most satisfied. 20% of people in this industry were happy with how their company was dealing with the recession
- Engineering are the least happy. Not a single respondent said that they were satisfied with how their company were dealing with the economic situation (followed by construction with just 4.6%).
- The majority thought that investment in sales and marketing should be increased in order to deal with the financial crisis.
- Banking was the most ruthless of the industries based upon the survey response with 17% of respondents stating that both costs should be cut AND redundancies made.

### **What decisions do you feel that your company should take to deal with the current economic situation?**



(There were some absolutely terrific additional comments for those that chose 'other'. Should you like to read these please email me at [robert.scott@aaronwallis.co.uk](mailto:robert.scott@aaronwallis.co.uk) )

## Snapshots: Pay cuts

- 16% of respondents had been asked to take a cut and a further 5% noted they had been asked to take a pay freeze.
- Thankfully over half (52%) stated that they hadn't been asked to take any kind of cut this year. Although in 'additional comments' many noted that although they hadn't been asked to make any cuts, they felt that cuts of some kind were imminent.

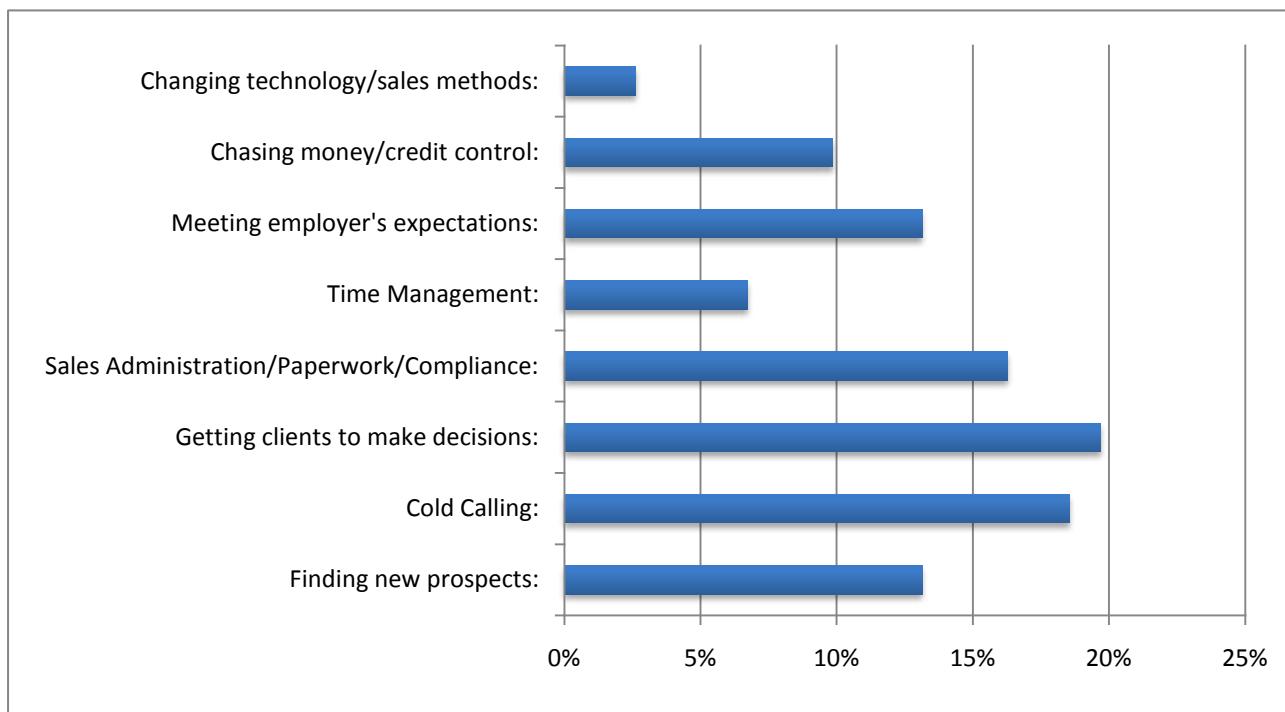
## How happy is the UK sales force?

- Despite the bad news of the economic downturn, sales professionals seem to be extremely happy in their employment.
- Of the 644 sales professionals that responded to the survey a refreshing 96% enjoyed working in the sector.
- The majority (56%) of those questioned did not plan a career in sales. 31% described themselves as growing into a sales role and 25% 'fell into the role.'

**Performance against Targets and selling in a tough economy:** Over half of the sales professionals surveyed have taken on the responsibility of increased targets in tough times and a third is exceeding them. Despite what the media likes to portray only 41% are either 'on target' or 'below target'! 44% felt that their employers should increase their sales and marketing initiatives to see them through the current economic situation and 45% would take on additional responsibilities without additional pay to enable this. Thankfully, 3 in 4 of the respondents had not been asked to take a pay drop or a cut in benefits in the last year. Our fear was that companies would have become more 'finance led' over the last 12 months so it was great to see that 56% of employers were still deemed to be 'sales led' and that the 'sales department' is retaining its status of being the most influential department within a business.

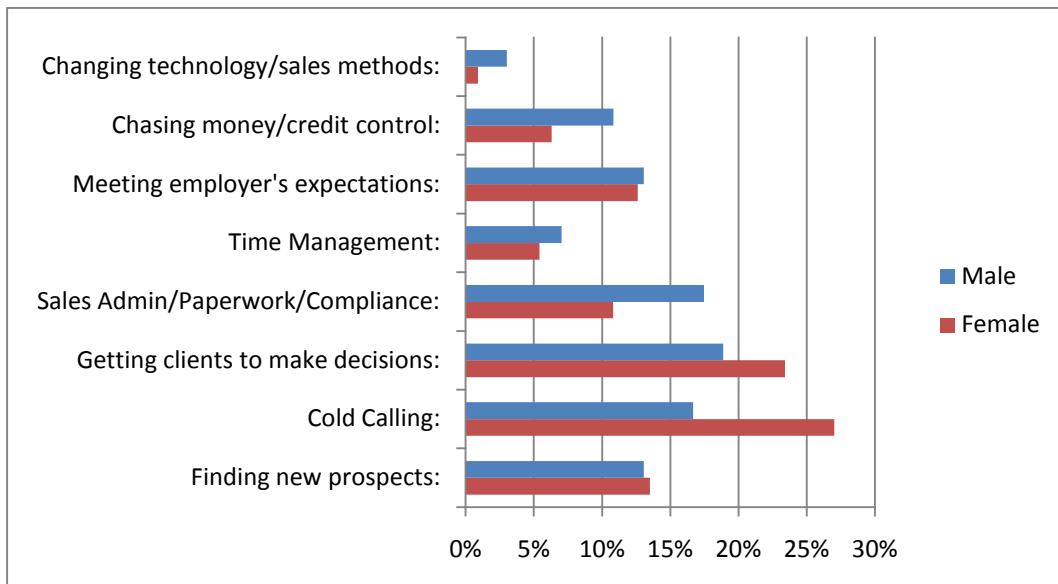
## What is the most difficult aspect of the role?

There was quite an interesting spread amongst what was deemed the most difficult aspect of sales, though somewhat unsurprisingly 'getting clients to make decisions' was the leading answer!



Less than 3% are intimidated by changing technology and changing sales methodology. Despite the rise in social networking, viral marketing and non traditional sales methods this was a surprise.

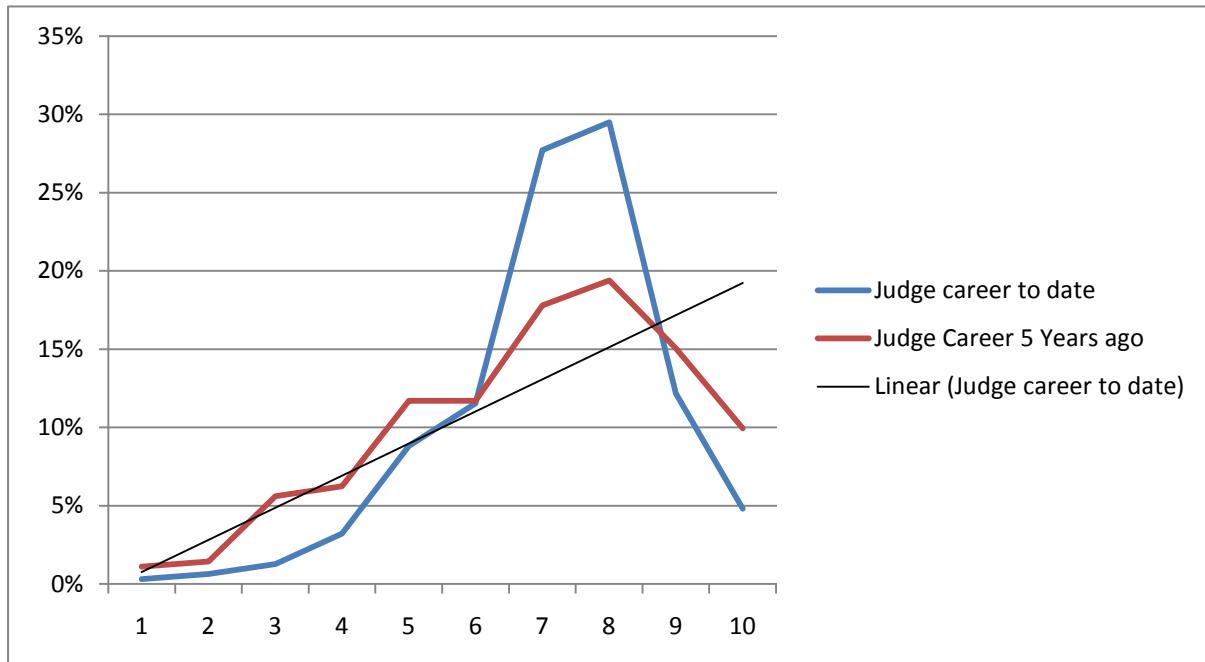
Key highlights from this question were that women find 'cold calling' significantly more difficult than men and men find paperwork/compliance and admin more difficult than women!



## How do you judge your career to date?

How happy are sales professionals/How do they judge their career to date? The respondents were asked to judge their career to date out of ten (1=low, 10=high) and then to judge their career five years ago on the same basis. Here are the results:

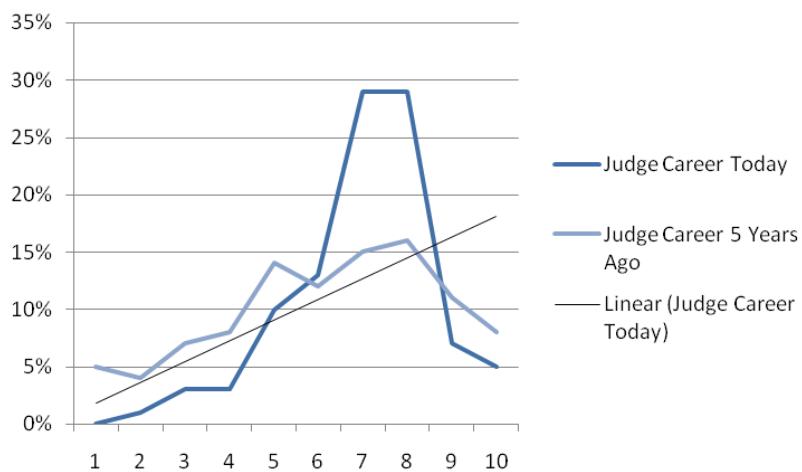
### 2009 Results – How do you judge your career to date?



As a whole the 'sales industry' is mildly happier with the direction their career is going and would rate their career higher now, despite a higher rate of redundancy and pay cuts, than they would five years ago. What is very interesting is that as a combined group in comparison to 2007 the sales industry as a whole is significantly more positive about their career to day (see comparison graph below)

- Female positivity is, however, bringing down the general average. 18% of men would rate their career 9/10 or 10/10 compared to only 13% of women. This is a huge variation to 2007, when women were more positive than men.

### 2007 Results for Comparison – How do you judge your career to date? (© www.austinbenn.co.uk)

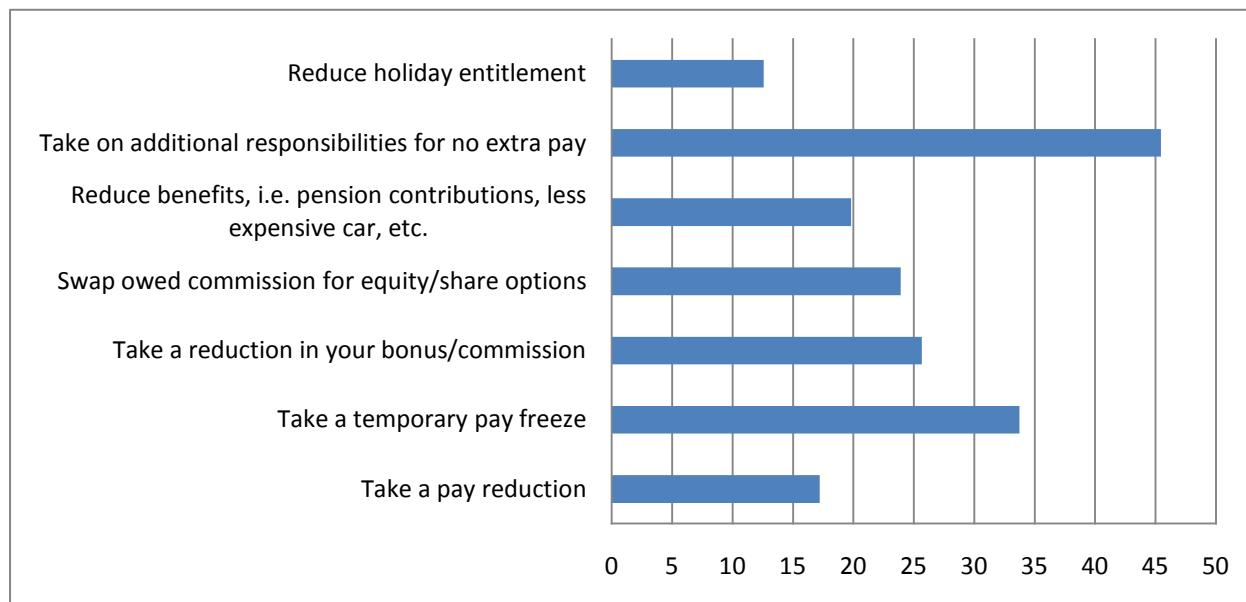


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## To help your company get through the current economic crisis would you.....

In the following bar chart respondents were asked the above question and were able to answer as many of the following potential solutions as they chose to do so



The following salient comments were made to this question:

1. None of the above. Selling is about creating revenues and for that you should be rewarded commensurately.
2. Work fewer hours
3. Take Redundancy
4. Take additional annual leave at reduced pay
5. Some companies couldn't care less about their employees. For some, they are just a number, so I wouldn't comply with any recession busting strategies. Why should I? HR doesn't give a stuff about us...
6. None, we have already had a pay freeze non negotiable!
7. None of these I already work an extra 15 hours a week without pay and work most lunch hours
8. No I am working as hard as I can and if people are consistently not hitting target why should I, who is hitting target, be penalised?
9. Consider all of the above in the interest of business continuity and overall job security.
10. As part of an inclusive and motivated management team I would expect to ensure none of the above options occurred and definitely did not enter the minds of my sales staff ever

## Spotlight on ... Those that don't enjoy being in sales

Only 4% of respondents did not enjoy being in sales.

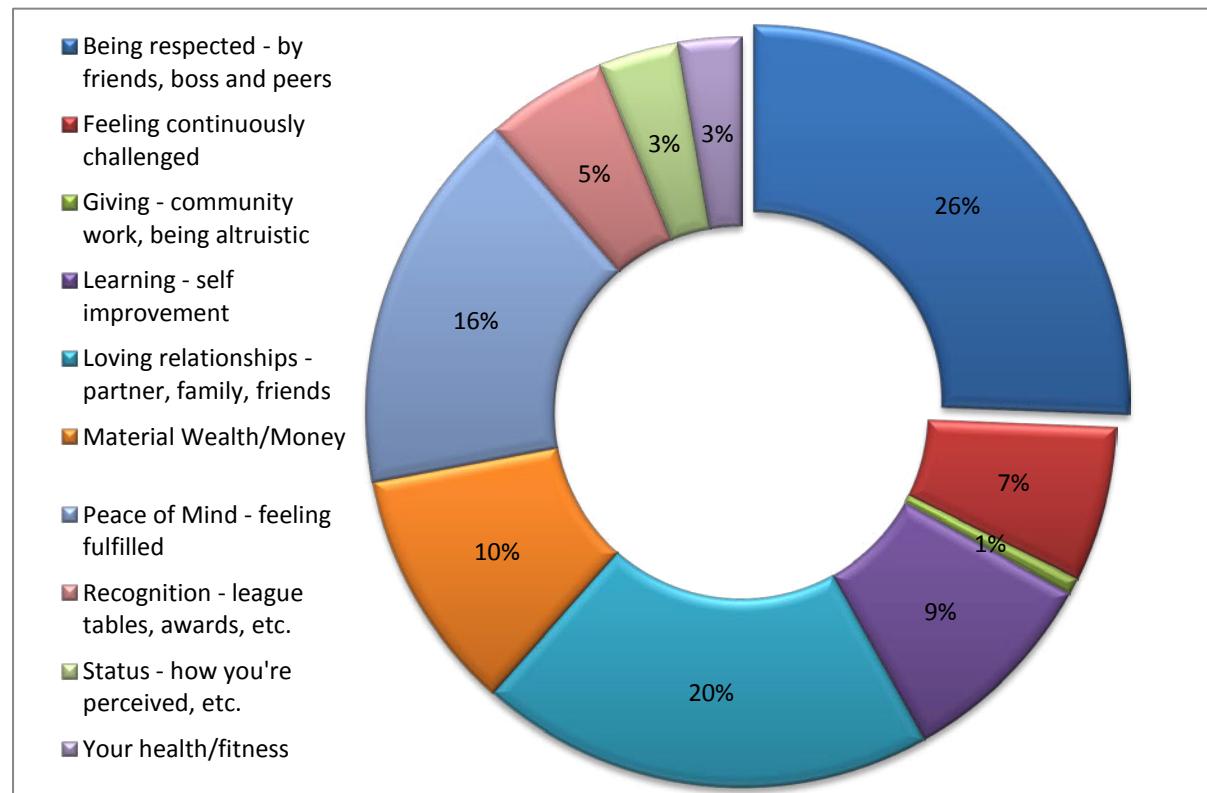
Most of the survey respondents had been in sales for over 3 years but unfortunately 24% of those with less than 3 years service did not enjoy sales.

Perhaps the most salient point, yet also it is no surprise, 92% did not choose to embark on a career in sales. When will the education system begin to encourage sales and entrepreneurship? Sales is undoubtedly the most important reason behind the success and failure of a business so why is 'sales' not encouraged as a discipline to undergraduates? And why do few Universities offer sales led degrees? (to my knowledge 'sales' as a standalone discipline is only offered as a postgraduate course in the UK and very few offer 'Business Studies with Sales & Marketing')

# What Motivates Sales People?

Again in 2009, we have found that sales people are not as 'mercenary' and 'materialistic' as their non-sales colleagues would often like to describe them. Of the many options which we gave for how employees within the 'sales industry' would measure their success, a huge 26% responded that they would measure their success on how respected they felt they were. This compares to only 10% who value material wealth and money as an indicator of success.

## How do you measure your success?



**What Sales Professionals are looking for:** Sales professionals are hard working, looking for stability and looking for companies that respect the contribution that they make to their organisations. They are looking for reputable employers with good management and solid direction that offer good products/services that are backed by a genuine 'competitive edge'.

It still astounds me that many employers feel that sales people are solely motivated by money, material status and their potential to earn. Sure, sales people to a large extent have to be 'money motivated' to ensure they have the drive and purpose to put themselves on the 'front line' each day. However, for the majority it is the thrill of the sale and the achievement and recognition that they'll receive as much as it is about the reward.

To conclude, don't think that bonus and financial incentives are the sole way to motivate your sales teams. Rather invest in training for your sales staff, regularly appraise them and recognise the hard work and long hours that contribute to your business. Remember that a regular 'thank you' and the occasional 'slap on the back' of recognition costs little and goes a long, long way.

## **Spotlight on ... 100K plus earners**

- Of the 23 respondents that were '100K plus earners' a staggering 23 were male! So although women are earning more than was reported in 2007, the top earners in 2009 remain entirely male!
- 32% working within the broad 'IT and communications' sector
- The vast majority (91%) had ten years plus sales experience
- 48% were graduates. This is down from 2007 when 69% were graduates!
- 70% rated their career to date as 8 or more out of 10. This figure is down from the results in 2007 when 85% rated their career with the top three marks.
- 86% believed that face-to-face sales was the most effective followed by telesales, webinars then exhibitions
- 91% work at weekends, 67% work more than 50 hours per week (down from 91% in 2007.)
- 62% answered that they had a stress level of medium to high and 10% said they had a stress level of high. This is vastly different to answers given in 2007 when none of the top earners answered that they worked at a stress level above medium.
- No top earners found changing technology and changing sales methodologies as the least difficult aspect of their role.

## **Spotlight on ... 'Ten out of Ten Careers'**

So what's the secret behind those who gave themselves then out of ten for their careers?

- Of those that gave their career to date top marks, 86% were male. The spread was across all industry sectors; however, there was a larger majority of people who worked in FMCG (17%)
- 100% enjoy working in sales, and 67% planned their career in sales.
- 27% do not believe that sales is getting harder and a further 20% felt that it was getting 'harder in some ways, but not in others'.
- When asked what the most difficult aspect of the role was, 28% found 'cold calling' the most difficult, followed by 21% who found it to be 'getting clients to make decisions'.
- It seems that those who rate their career highest, are least intimidated by redundancy. Only half believed that their role was under threat of redundancy compared to two-thirds of people in general.
- Only 7% have been asked to take a pay cut to help their company through the difficult economic climate.
- 68% answered that they believed that they received enough training in their current role.
- While 59% of people felt that they weren't 'well managed or directed', only 42% of those who rated their career felt that they weren't 'well managed or directed'. Indeed, 21% described their line manager's style as 'supportive and empowering', and a further 21% described it as 'inspirational/motivational'.
- It also seems that the happier you are in your career, the less likely you are to lie in an interview. 77% answered that they had never lied in an interview. This is vastly above the general average.
- 39%, (the majority) answered that they worked 50-60 hours a week. This is higher than the general average.

## **Snapshot: Do you really want to earn your bonuses?**

60% of those who deem 'material wealth' and 'money' as their biggest motivator use the internet during work time for 30 minutes or less per day for personal use (so the majority really do turn off their Facebook profile and Instant Messenger to focus on the bucks!)

# How has sales changed?

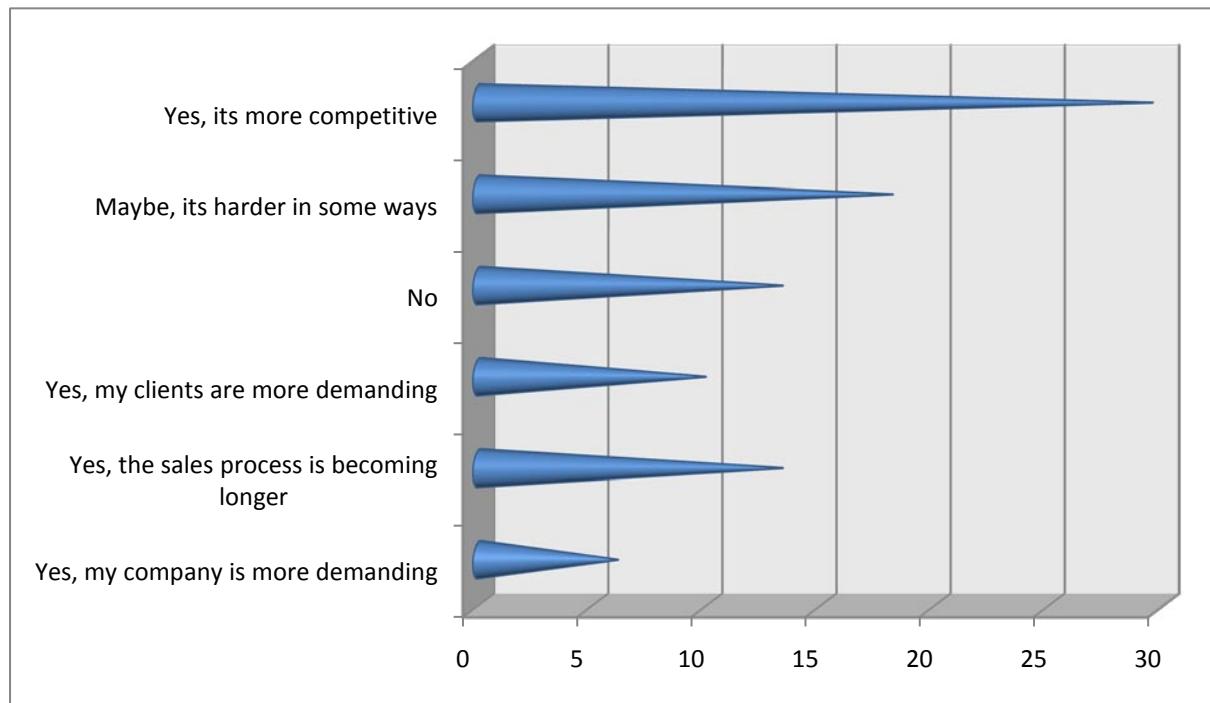
## How has technology impacted upon sales?

With advances in technology and more and more companies offering web demonstrations and online seminars we were surprised at the extent that face-face sales is still deemed the most effective way to secure business.

When asked the question, a staggering 82% deemed face-to-face meetings to be most effective form of selling.

Nevertheless, the effect of technology is beginning to change the way in which we sell. In 2007 only 1% answered that online meetings/webinars were the most effective form of selling, this has increased to 3% in 2009. A further 3% also answered that social networking was the most effective way of securing business. It does seem therefore that we are slowly moving towards a more digital way of conducting business.

## Do you feel that selling is becoming harder?



When comparing these statistics to the 2007 results, it seems that sales professionals as a whole do believe that sales is getting harder. In 2007 18% answered that sales was not getting harder and 2 years later this has reduced to 13%.

## How often do you use the Internet at work for non-work related use?

- Although the internet has become more popular in the last two years, it actually seems that sales people are using the internet reasonably infrequently in the work place for personal use. However it's fair to say that back in 2007 social networking sites such as Facebook and LinkedIn were not accepted by many employers as 'work related use' whereas many employers have now realised that they too are a useful weapon in the overall armoury of sales.
- Over seven in Ten answered that they use the internet for thirty minutes or less for personal use whilst at work
- Alarmingly one in twenty-five answered that they use the internet for over 2 hours a day for personal use!

## How influential are Sales professionals within UK businesses?

Our fear was that companies would have become more ‘finance led’ over the last 12 months so it was great to see that 56% of employers were still deemed to be ‘sales led’ and that the ‘sales department’ is retaining its status of being the most influential department within a business. Nevertheless, this figure has dropped from 2007 when 62% of people answered that they believed that sales was the most influential division.

The next most influential departments after ‘sales’ were ‘Accounts/Finance’ (18%), ‘Marketing’ (9%) and ‘others’ at 17%.

In 2007, when asked whether the sales division had become less influential in the last 5 years, only 13% answered that it had. This figure has now risen worryingly to 43%

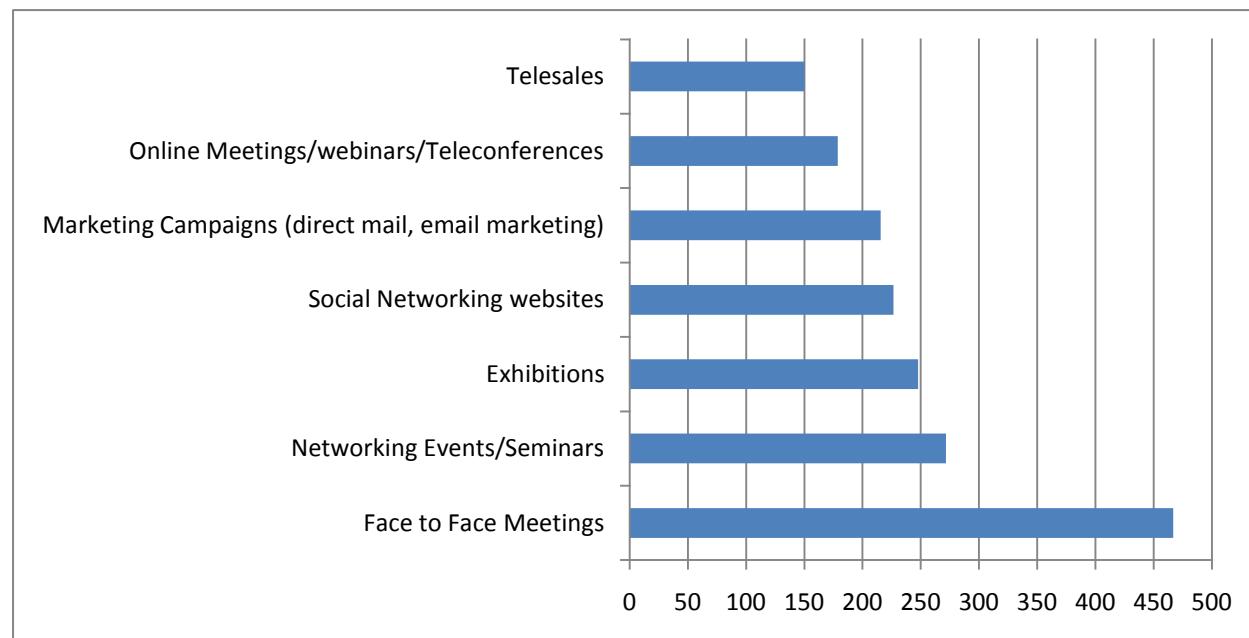
## The most Effective ways of selling in 2009

The survey were asked to put the following was of selling and marketing into a rank order from 1 (least effective) to 5 (most effective). Here is the raw data and response in order:

	1	2	3	4	5
<b>Face to Face Meetings</b>	2.1%	0.97%	2.58%	12.74%	81.61%
<b>Exhibitions</b>	7.91%	23.02%	36.38%	24.96%	7.73%
<b>Telesales</b>	12.61%	24.69%	35.03%	20.14%	7.53%
<b>Networking Events/Seminars</b>	8.08%	20.04%	32.16%	33.39%	6.33%
<b>Marketing Campaigns (direct mail, email marketing)</b>	8.75%	29.67%	35.51%	21.44%	4.63%
<b>Online Meetings/webinars/Teleconferences</b>	15.45%	32.86%	31.26%	17.23%	3.2%
<b>Social Networking websites</b>	31.97%	33.04%	25.93%	6.04%	3.02%

Unsurprisingly face-to-face selling remained the most effective form of generating sales. It was interesting to see that exhibitions were deemed the second most effective form of selling overtaking telesales from 2007.

However making some substance of this data and giving 5 points for most effective, 4 points for second most and 3 points for third, there is a significant change in overall how effective different methods were deemed as follows:



## How are our sales teams managed and directed?

## **Do you feel that you could perform your line manager's role more effectively than them?**

Yes	65%
No	35%

The number of people who believe that they could perform the line manager's role better than them in 2007 stood at 60%

In additional comments, some were very negative and many derogatory. One person commented: "with my eyes closed."

#### **Quick facts ... Those who felt they could do a better job than their line manager**

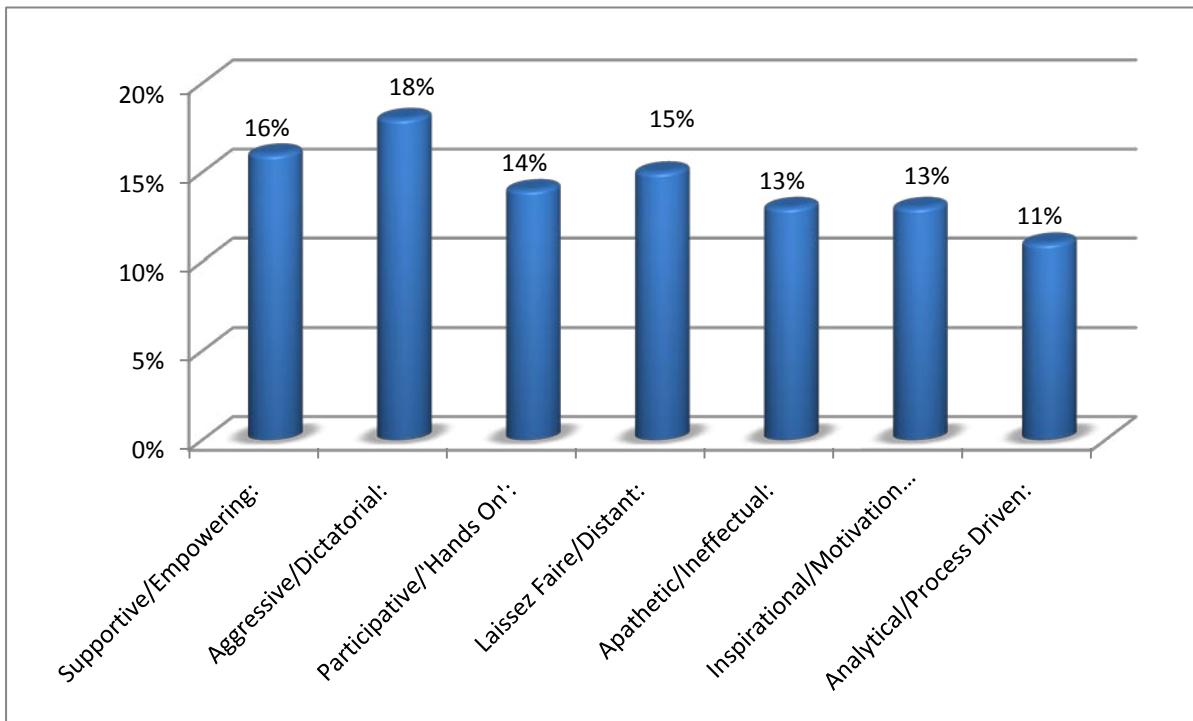
- 84% were male
  - 52% had been with their employer for less than three years (down from 77% in 2007)
  - 31% were sales managers, and 20% described their current role as 'field sales'.
  - Only 8% answered that their company should keep doing what they are doing to deal with the economic crisis.
  - 73% do not think that they are well managed or directed.

## Describe the management style of your line manager?

In 2007, the most popular words used by those who answered the survey to describe the management style of their line manager was 'supportive and empowering'.

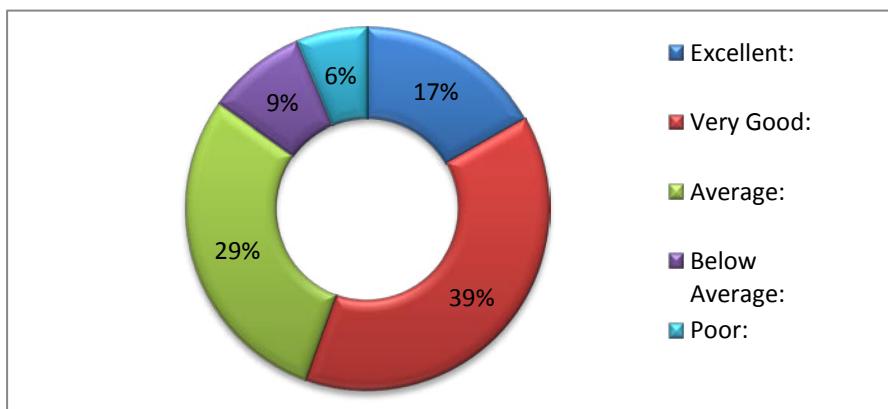
In 2009, the majority (18%) described the style of their line manager as 'aggressive/dictatorial'!

It can be concluded therefore that people in sales are becoming increasingly disillusioned with the management style of their line managers.



## Quick facts ... How would you describe your relationship with your line manager?

- Only 15% described their relationship with their line manager as below average or poor. (6% described it as poor)
- Over half (56%) described their relationship with their line manager as 'very good' or 'excellent'
- However, in 2007, 92% of sales professionals answered that they had an average or above relationship with their line manager. This percentage has dropped this year to 85%.

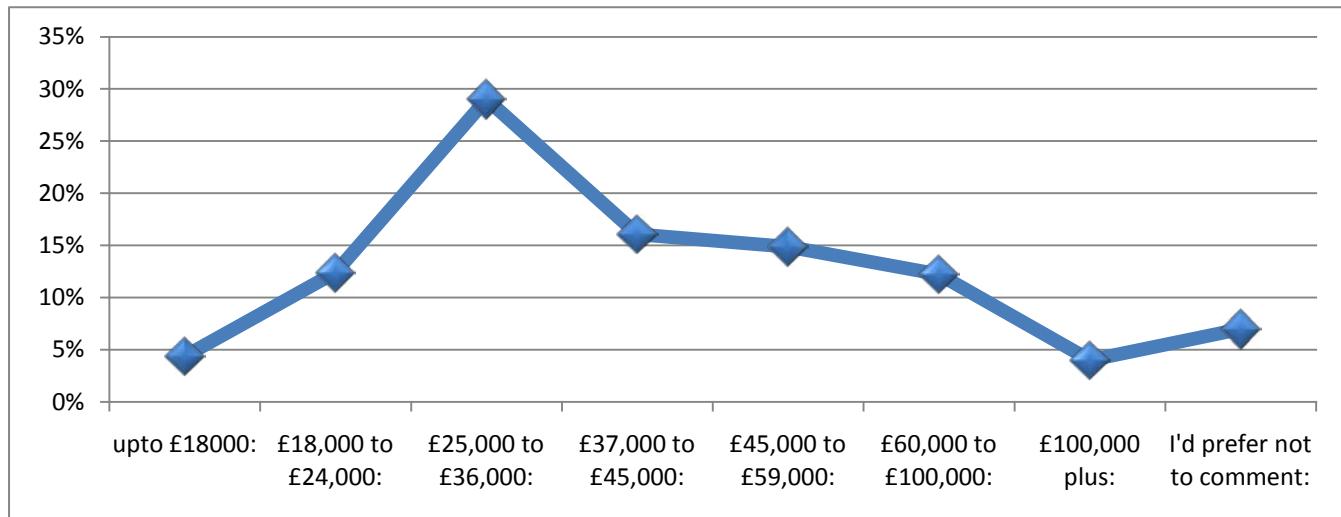


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# Pay, Benefits, and Package

## Snapshot: Annual income of sales professionals.



## Snapshot: Despite the recession pay is still on the rise.

- 58% of respondents have had a pay rise in the last 18 months. In fact, only 9% of people said that they had not received a pay rise in the last 5 years.
- A huge 87% said that they had had a pay rise since 2006 and amazingly one in five confirmed that they had received a pay rise in the last 12 months

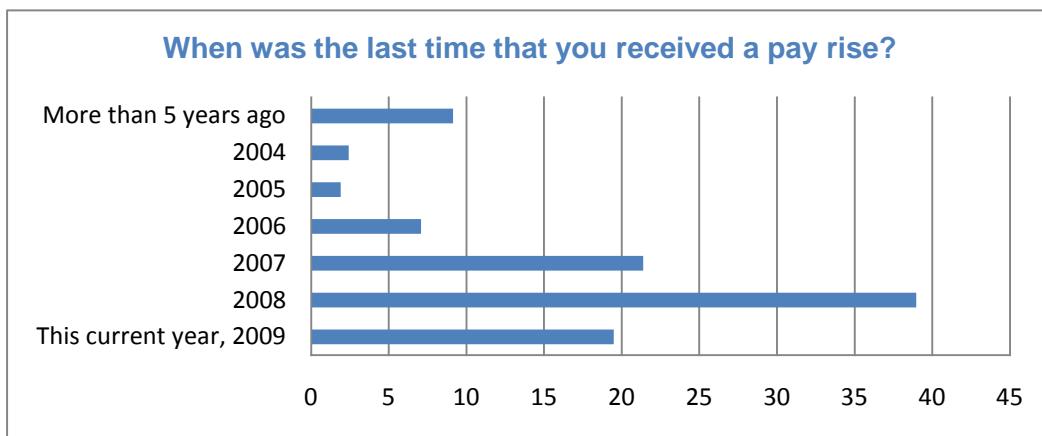
## Snapshot: Sales People are not lazy and there to take the 'easy buck'!

Given the option of earning a potential 10K 'target related bonus' or a £5K guaranteed basic salary increase it was great to see that the vast majority (63%) opted for greater reward and risk.

## Snapshot: Sales people would sacrifice their work/life balance for a 50% pay rise.

When we asked sales people whether they would accept a 50% pay rise even if it meant that it would severely impact on your work life balance an overwhelming 70% answered yes!!

This percentage is vastly up on the 2007 results when only half answered that they would sacrifice their work life balance for the huge pay rise!!



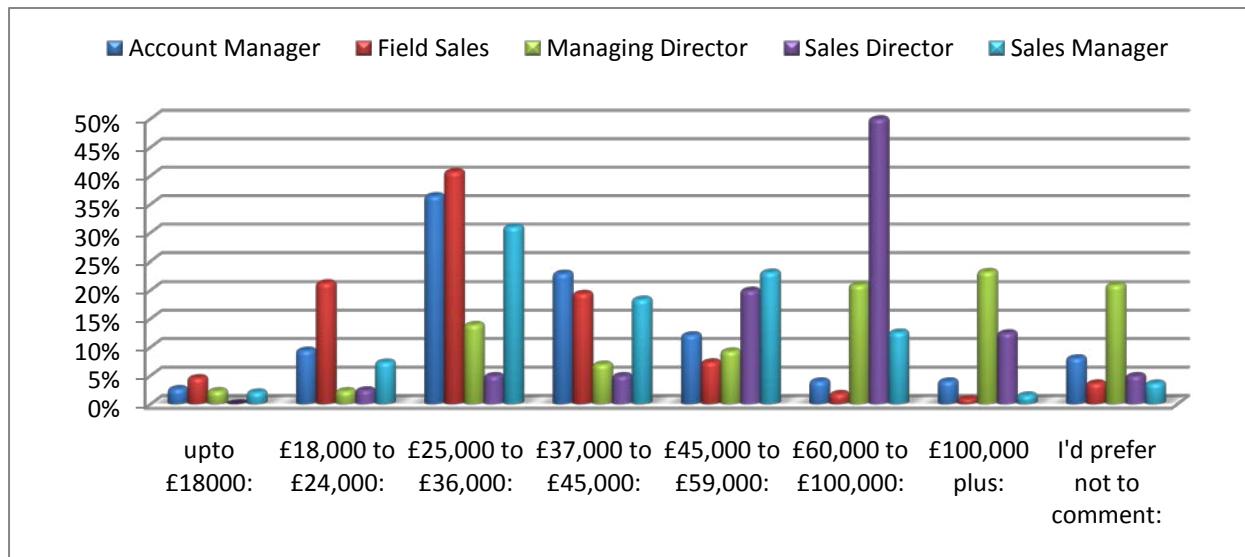
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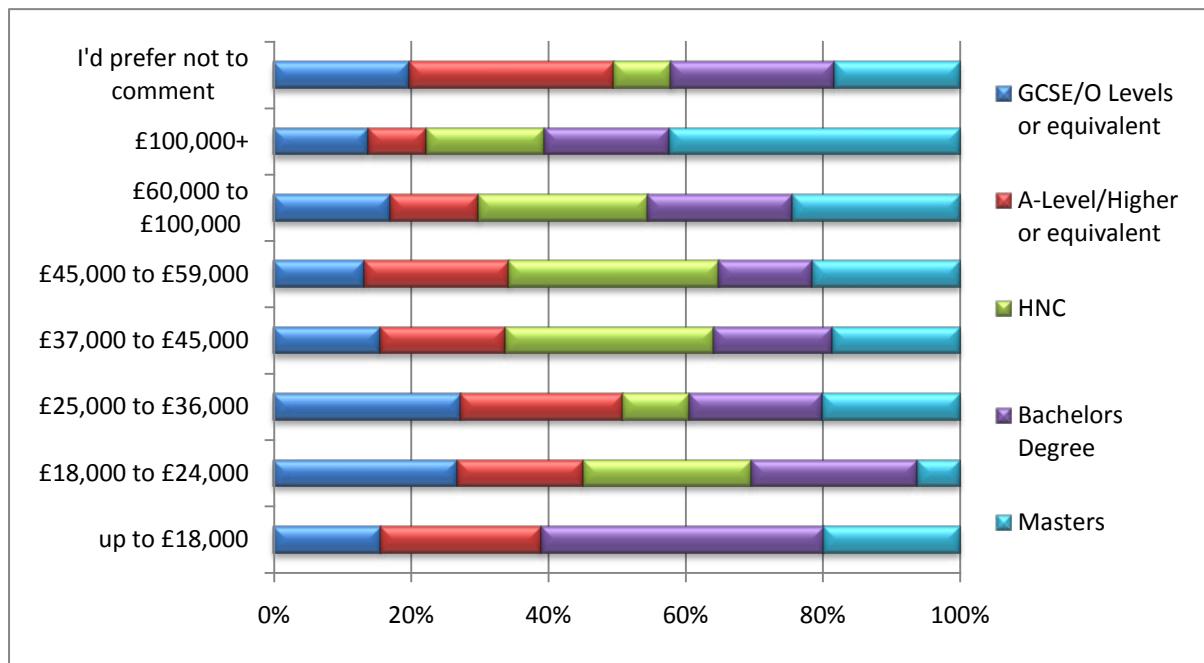
## Think back to 2007. Are you now earning....

More	38%
Less	41%
About the same	21%

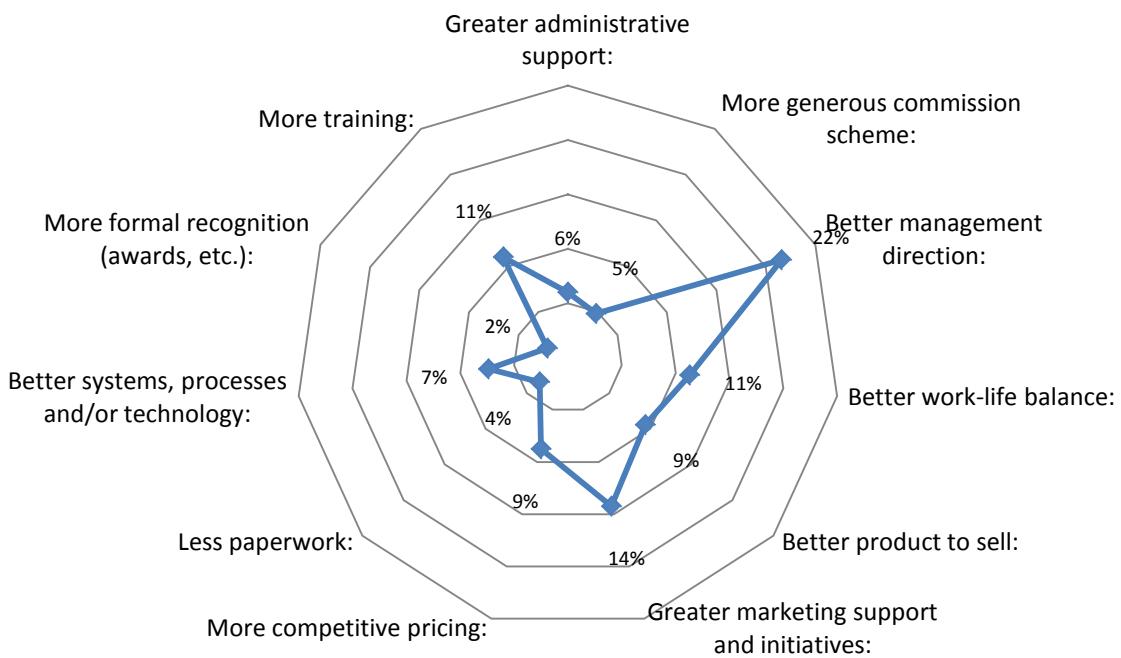
## Annual Earnings – Comparing Job Titles



## Comparison – Highest Education Level



# What would make the UK's Sales Professionals more successful?



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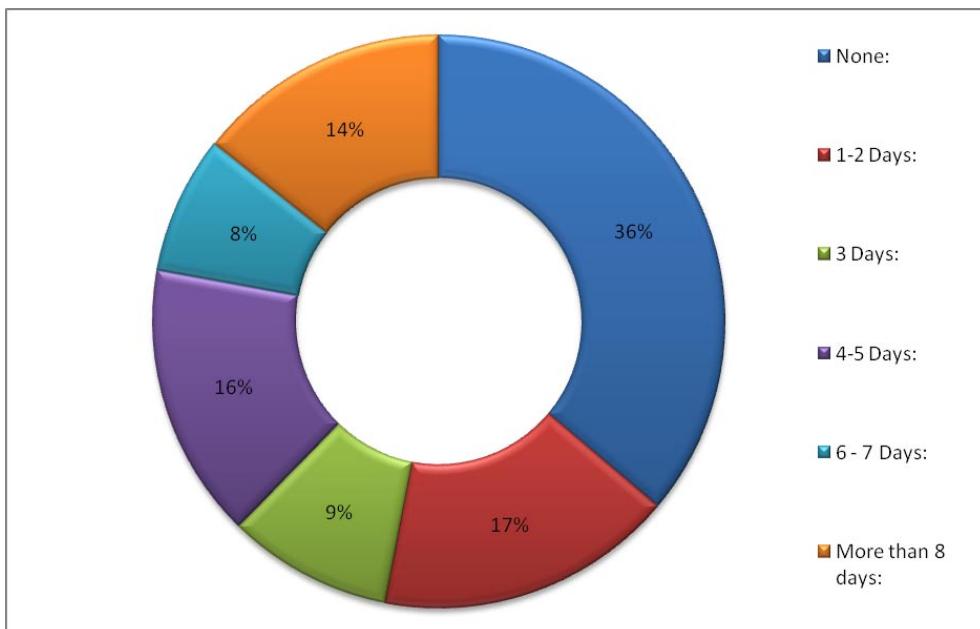
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# Training and Development

## Are you happy with the amount of training you receive in a year?

Yes	42%
No	58%

## In your current role, how many 'training days' do you get per year?



## Snapshot: Lack of Training!

- 58% of people feel that they don't get enough training in their current role.
- All the comments given in 'additional comments' noted how vital it was for performance.
- 36% answered that they received ZERO training days in the last year. This is an increase from 2007 when 32% answered that they didn't receive any training days in the previous year.
- 14% answered that they received more than 8 days of training last year. This is decreased from 2007 when 17% answered that they received more than 8 days in the previous year.
- However 42% of respondents were happy with the amount of training they get in a year (and many of these received zero training!)

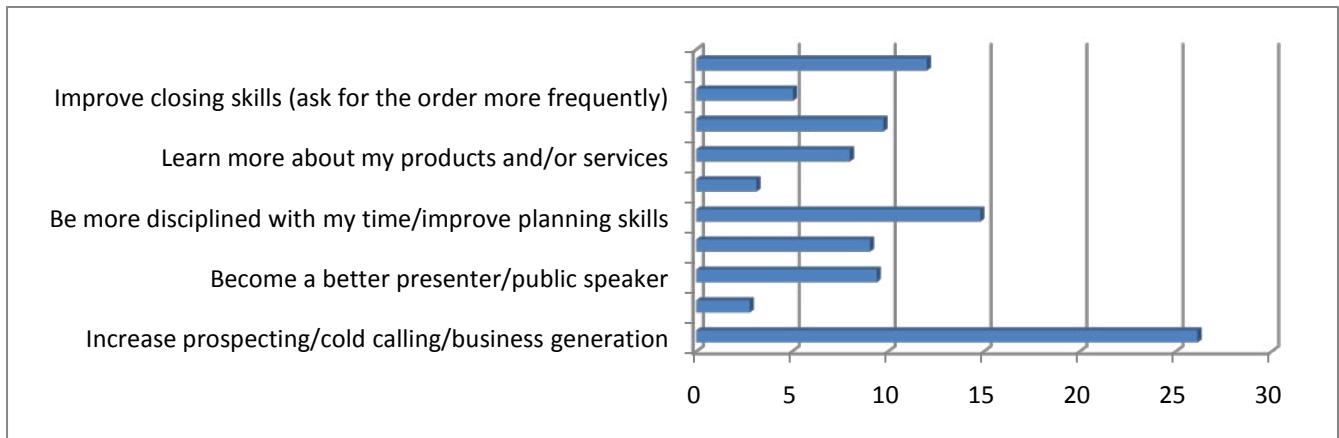
The survey highlights that the best way to motivate and retain your sales staff is to offer training and development together with opportunities for career enhancement. There is an undeniable and obvious link between 'training days received' and 'performance against target' yet it's incredible that over half of the sales professionals surveyed had less than two training days over the last year.

This is particularly poor bearing in mind the various government initiatives available to most employers to fund training. The top three training requirements cited were 'new business generation/cold calling' (26%), 'Time Management and Planning' (15%) and 'Motivational Training' (12%).

## Quick facts ... Those that didn't feel that they received enough training

- 51% received zero training days last year!
- 22% answered that they received 1-2 days, 19% answered that they received 3 days, 11% received 4-5 days, 3% got 6-7 days, and 4% got 8 or more days training last year.
- 77% are actively looking for a new role.
- 91% of people believe that sales is getting harder. This is up from the general trend.
- BUT 73% would judge their career to date 8 or above out of 10.
- 58% have received a pay rise since the beginning of 2008 and, 96% still enjoy working in sales!

## If you could improve your sales performance in just one of the following areas, what would it be?



## The Recruitment Industry and Job seeking

### Spotlight on ... Respondents Applying for jobs

Perhaps as expected in the Internet era, people are applying for more jobs at once than they claimed that they were doing back in 2007.

73% of jobseekers apply for 4 or more jobs at a time. This is considerably up from 2007 when 39% stated that they apply to 5 jobs or less at one time.

In 2007, only 15% claimed that they applied for more than twenty jobs at a time, and 8% that they apply for more than 50. This year, these figures have risen to 36% and 26% respectively.

### Spotlight on ... Online Job searching

- 79% of people found that the internet has made it easier to find a new job.

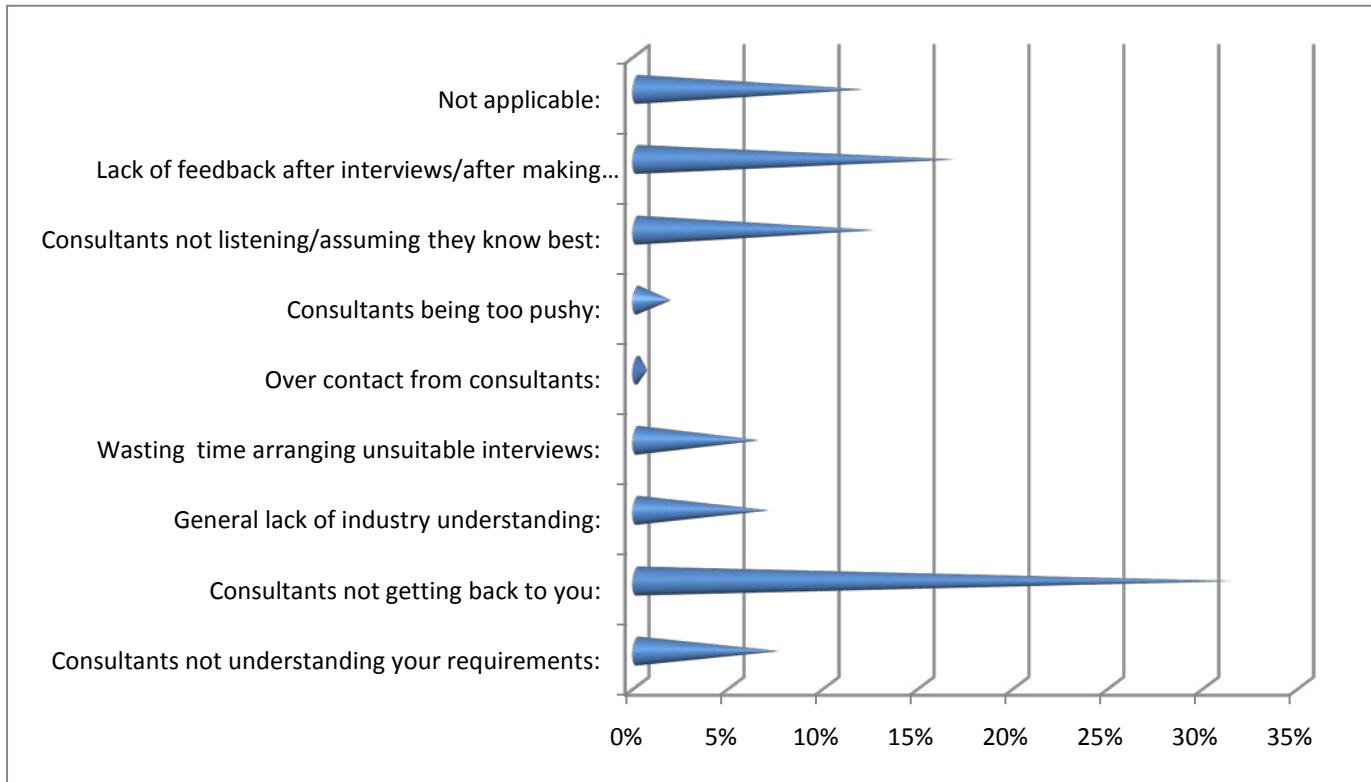
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## Quick facts ... How do sales professionals find career opportunities?

- Being 'headhunted' and 'word of mouth' are the most common ways that people have found their current role. 32% sourced their job through being 'headhunted' and 18% due to 'word of mouth'.
- Specialist recruitment agencies was the third most effective way with 12% stating that they sourced their current role in this way.
- This vastly beats generalist job boards (non sales and marketing specific) through which only 4% found a job, specialist job boards (accounting for 3% of success) and generalist recruitment agencies (4%).
- 7% sourced their job through national or local newspapers.
- 3% sourced their job through Trade press/Industry websites.

## What is your biggest complaint about the recruitment industry?

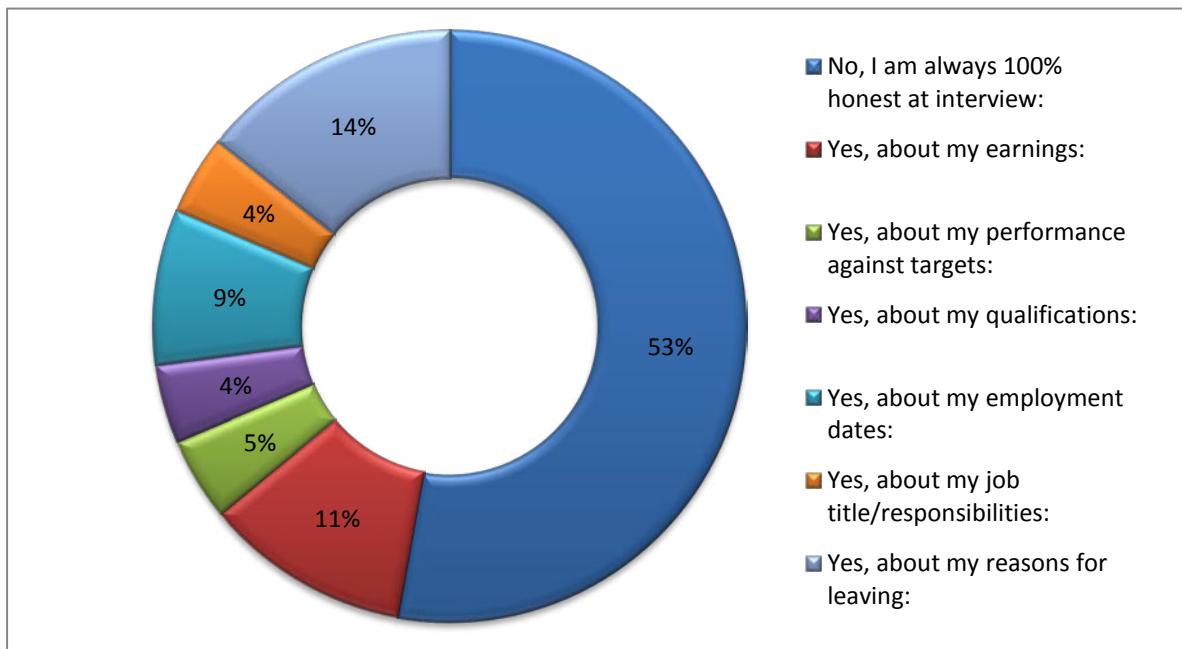


The amount of people who claim that recruitment consultants 'waste time arranging unsuitable interviews' is down this year. In 2007, 17% stated that their biggest complaint about the recruitment industry was that their time was being wasted. This is down to 6% this year.

However, the number of people who complained about 'consultants not getting back to them' is up this year. In 2007 24% of people cited this reason compared to 31% who expressed dissatisfaction at consultants not reverting to them in this years' survey.

## Snapshot: The Majority of Sales Professionals are 100% honest in an interview

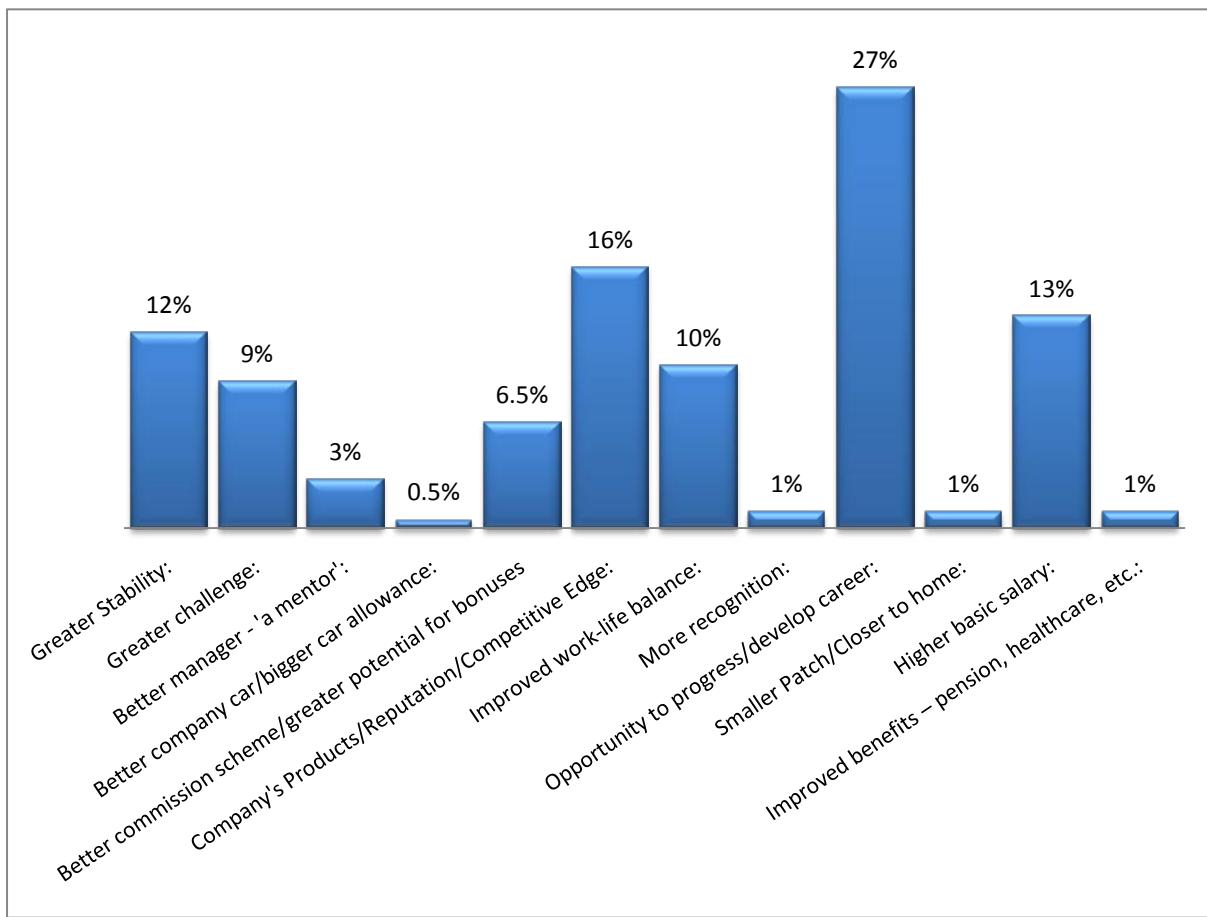
- 53% of people have been 100% honest in all interviews that they have attended throughout their career. This is exactly the same figure that claimed that they were honest in 2007.
- Fewer people are lying about their earning this year. In 2007 20% cited this as something that they had lied about during interview. This figure has dropped to 11% this year.
- 2% more people, however, are lying about employment dates and one percent more about qualifications, and performance against targets.



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## What one thing would you look for in a new job?



The number of people who are looking for stability in the work place has almost doubled from 2007 and stands at 12% (this is in spite of the fact that this year we have added 4 more categories for people to choose from).

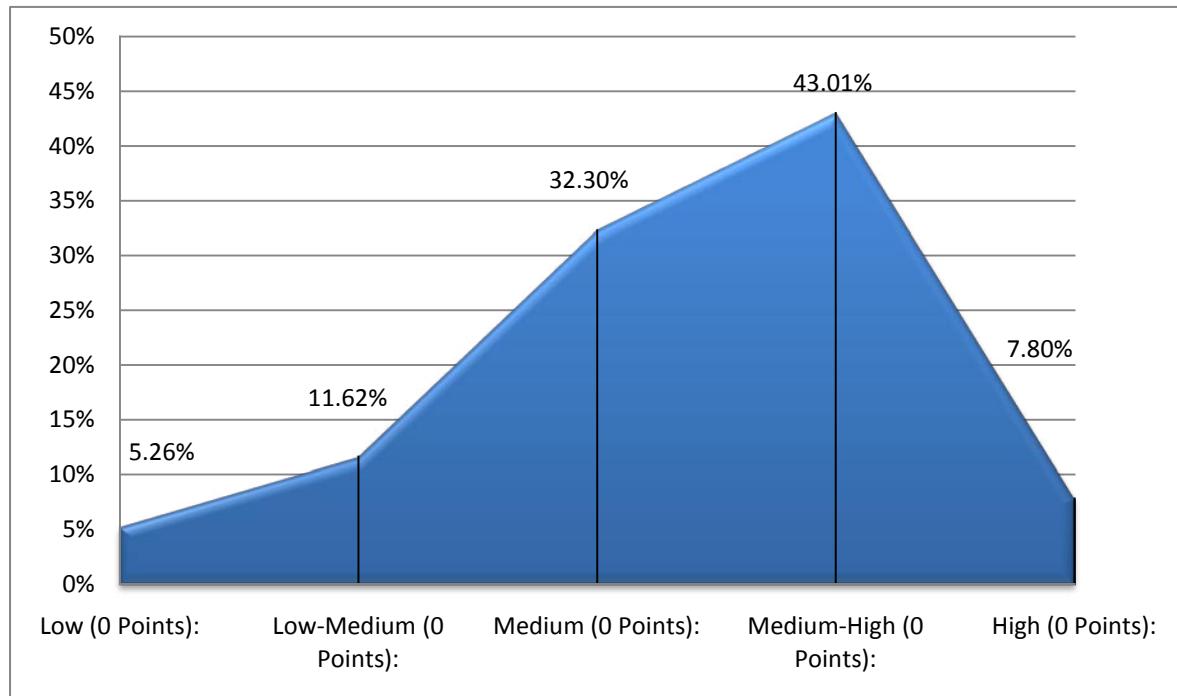
**How to retain your Top sales talent:** The survey highlights that the best way to motivate and retain your sales staff is to offer training and development together with opportunities for career enhancement. There is an undeniable and obvious link between 'training days received' and 'performance against target' yet it's incredible that over half of the sales professionals surveyed had less than two training days over the last year. This is particularly poor bearing in mind the various government initiatives available to most employers to fund training. The top three training requirements cited were 'new business generation/cold calling' (26%), 'Time Management and Planning' (15%) and 'Motivational Training' (12%).

Having met thousands of sales professionals looking to leave their employer the most commonly cited reasons for leaving are 'not being recognised' or 'not being respected for the contribution that they make'. This is once again corroborated by the 2009 Survey and backed up by other similar surveys that I commissioned in 2007 and 1999. A little recognition and the occasional 'thank you' go a long way to ensure your sales team upbeat and engaged with your business!

# Life in general

## What level of stress do you consider yourself to regularly work under?

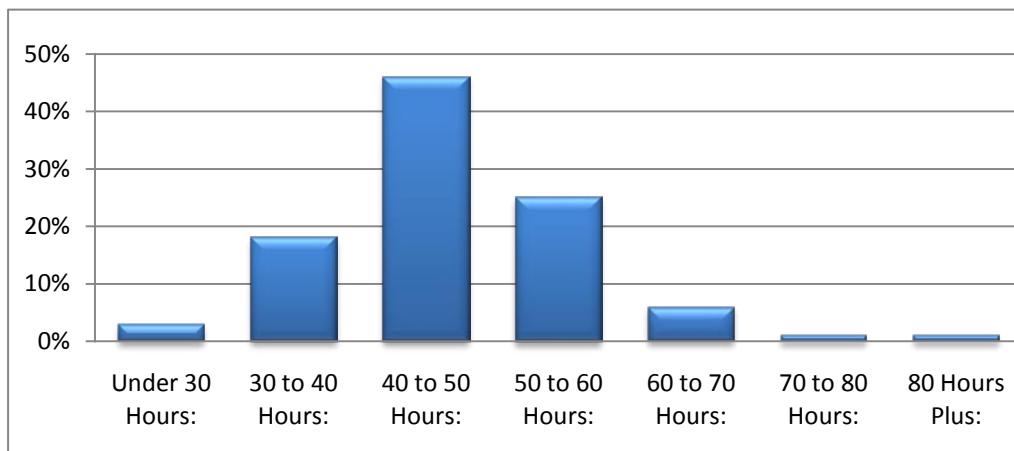
It seems that sales people would consider themselves under more stress this year than they did in 2007.



## Snapshot: Sales People are hard working!

79% of all sales professionals work in excess of 40 hours per week. The same results were found in 2007 demonstrating that the UK sales force is not slacking!

## How many hours a week do you typically work?



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## Did you take your full holiday entitlement in 2008?

Yes	48%
No	52%

The amount of people who took full holiday entitlement last year is dramatically down from the results gained in the 2007 survey when only 43% said that they had not taken their full holiday entitlement in 2006.

## Snapshot: Some sales professionals never switch off!

16% of all sales professionals 'check e-mails and take calls' daily during their annual leave. A further 13% 'check emails every day but rarely call the office', and 7% 'call the office and access emails most days'.

The majority, 43% answered that they will take the odd urgent mobile call and occasionally check my emails.

Only 21% of people have answered that they never work weekends.

## Do you ever work/do your paperwork at weekends?

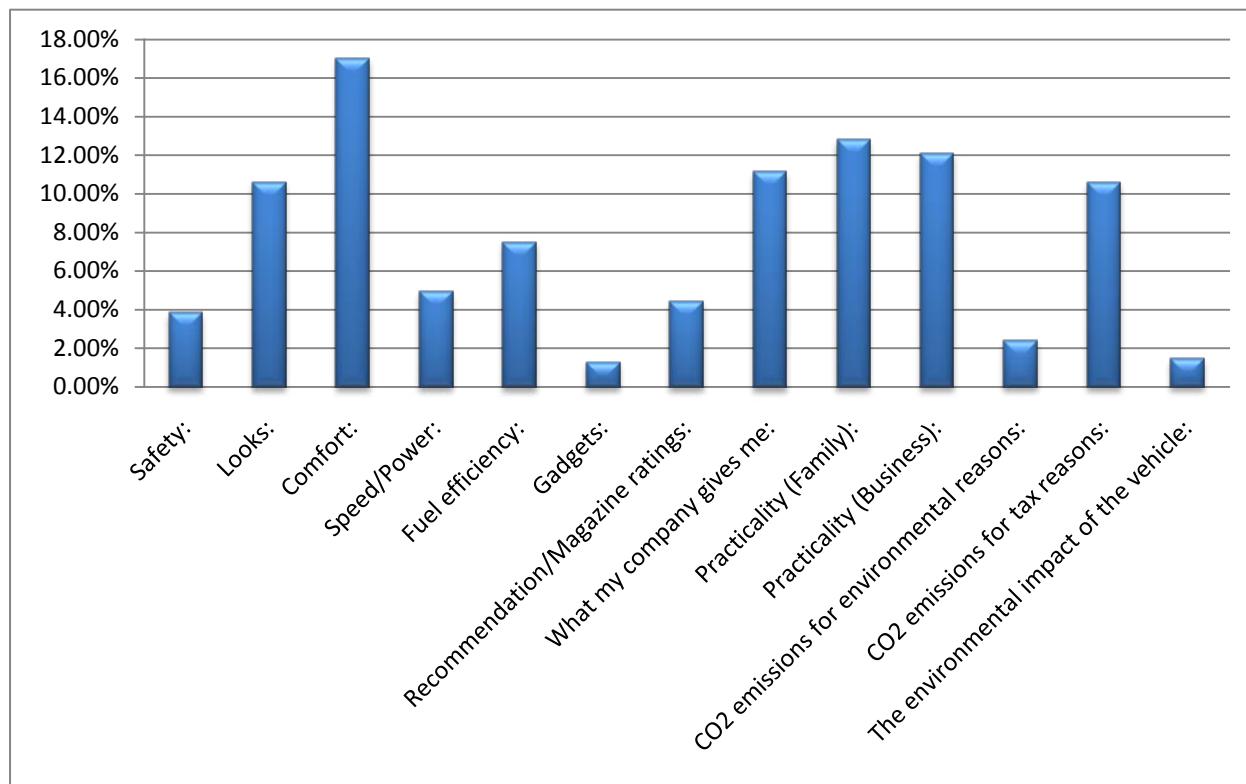
36% of all sales professionals regularly check e-mails and take calls at the weekends (and an additional 46% will take the occasional call.)

Only 10% of people have answered that they never work weekends.

This demonstrates a huge increase from 2007 when 22% answered that they NEVER work weekends.

## What criteria/features do you look for when selecting a car?

When you think of the archetypal field sales 'road warrior' whose car is his castle what do you think they look for when selecting a new company car – surprising results:

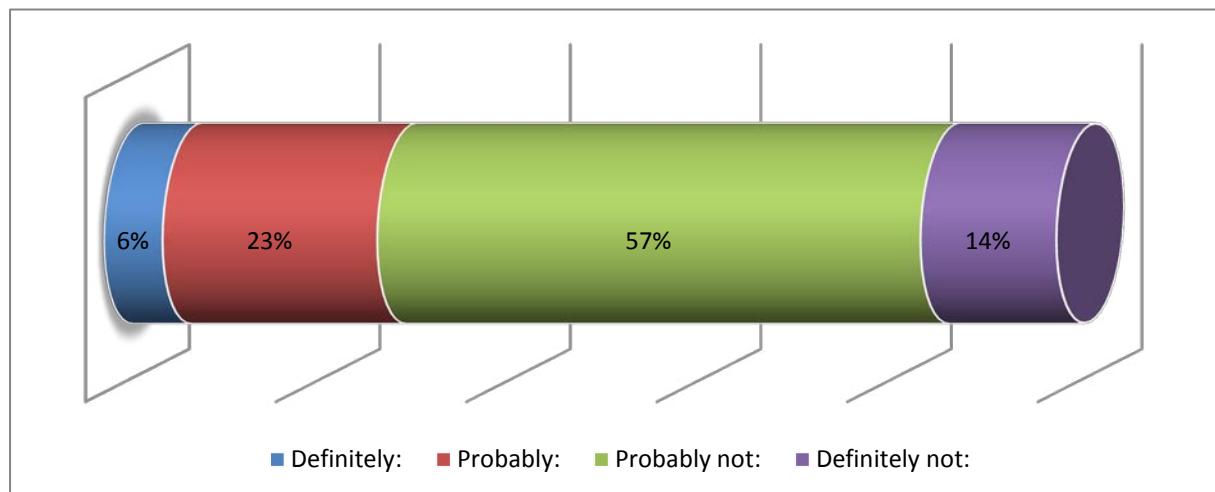


## Environmental Consciousness

As is evident in the previous graph, only 2% of respondents would look at the environmental impact of the vehicle first and foremost when choosing a car. Furthermore, only 2% would look at the CO2 emissions of the car for environmental reasons compared to the 11% of people who would consider the CO2 emissions of the car for financial and reasons.

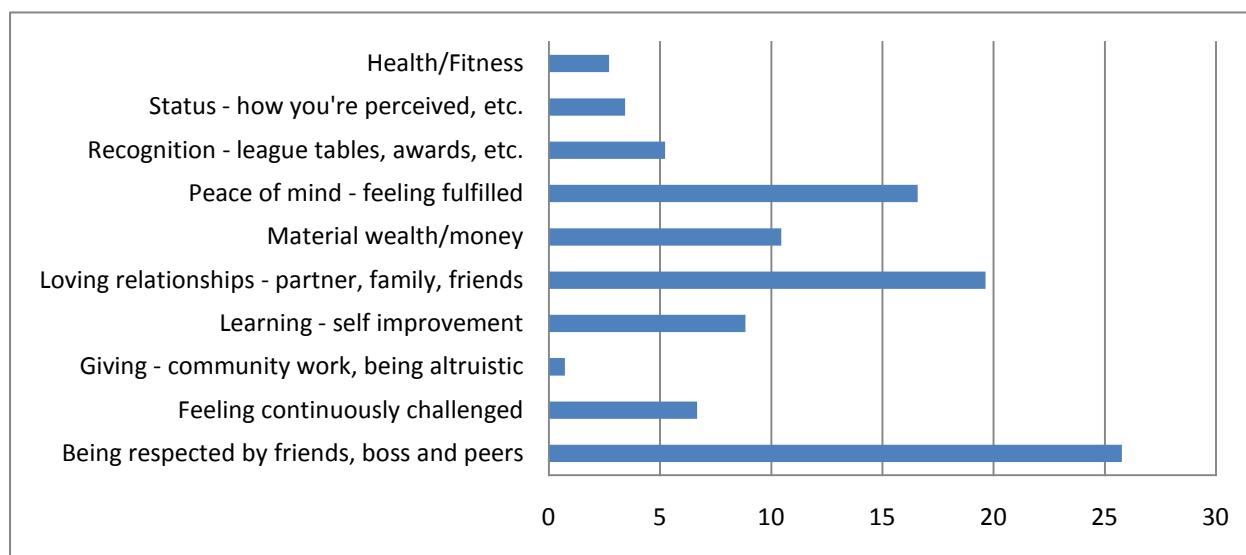
We also asked sales professionals: 'If your company increased their commitment to reduce its impact on the environment do you think it would help you increase sales?' As demonstrated in the following graph, it seems that sales professionals are fairly cynical!

### If your company increased their commitment to reduce its impact on the environment do you think it would help you increase sales?



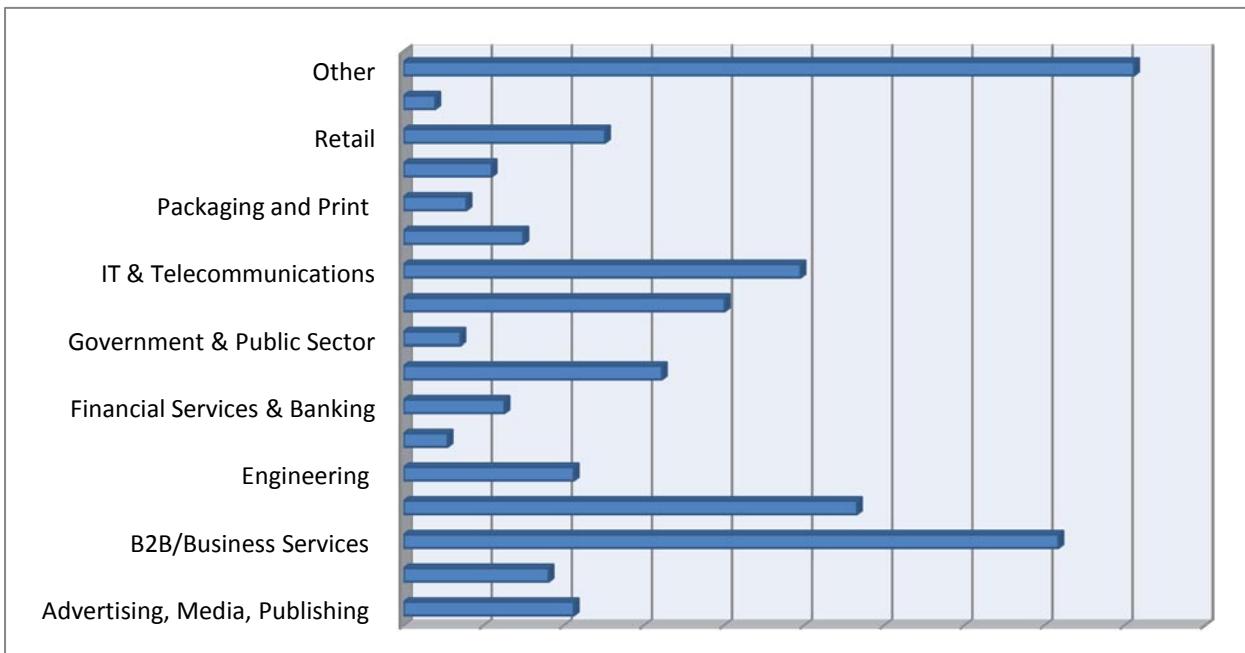
**Green Issues:** We were really surprised that so few sales professionals considered CO2 emissions for environmental reasons as the main criteria when selecting a new vehicle (and indeed that 5 times more chose their car based upon CO2 emissions for tax rather than environmental reasons!). We were also surprised that over 7 out of 10 did not feel that their company increasing their commitments to green issues would have any positive increase on sales.

### Which of the following defines success to you (which of these would you say is your single most biggest motivator)



# Industry Sector Variations

The survey had participation across a wide range of industry sectors as follows:



## Engineering Sales



- In engineering sales, 96% of the respondents were male (this correlates with our candidate registration statistics of around 1 in 20 in technical sales being female)
- 63% were educated to HNC/HND level or above
- 68% did not plan to have a career in sales
- 75% feel that they do not receive enough training. This figure is an increase from 2007, when only 58% felt that they didn't receive enough training.
- 44% felt that their position is under threat of redundancy.
- 64% rated their career 8, 9 or 10 out of ten – The highest rating given to careers out of all the industry sectors.

For the latest jobs and industry news within engineering visit [www.thesalesengineer.co.uk](http://www.thesalesengineer.co.uk)

## Construction Sales

- Within construction, 90% of the respondents were male.
- 79% had ten years plus sales experience
- 18% were graduates
- 54% didn't plan to have a career in sales. This figure is significantly down from 2007 when as many as 77% didn't plan to work in sales.

For the latest jobs and industry news within construction visit  
[www.constructionsalesrecruitment.com](http://www.constructionsalesrecruitment.com)



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### IT and Telecommunication Sales

- 59% were educated to HNC or higher
- 42% believe that the sales division to be the most influential part of their business.
- Over half of people (57%) consider themselves to work at medium-high or high stress levels.
- 62% stated that they did not take their full holiday entitlements last year.
- IT and Telecoms have the best paid respondents – 14% earn more than 100K a year. Indeed, almost half (47%) earn £45,000 or more a year.

For the latest jobs and industry news within IT and Telecommunications visit [www.itsalesjobs.eu](http://www.itsalesjobs.eu)

### Business to Business Sales

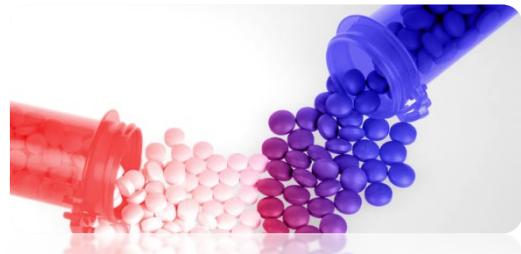
- 53% were educated to HNC or higher
- A huge 96% enjoyed sales
- 58% didn't plan a career in sales
- 52% do not feel that they receive enough training
- 37% fell that their position is under threat of redundancy. This figure is far lower than the average. Interestingly, it is also lower than the figure in 2007 which revealed that 39% believed that their role was under threat of redundancy.
- 40% of people believe that sales is getting harder because it was more competitive— the highest proportion people of all industry sectors who cited this reason.



For the latest jobs and industry news within B2B and Business Services visit [www.B2Bsalesjobs.co.uk](http://www.B2Bsalesjobs.co.uk)

## Pharmaceutical and Medical Sales

- 36% were educated to HNC or higher
- 64% planned a career in pharmaceutical/medical sales. That is vastly increased from the 50% of respondents in 2007 who answered that they had planned to work in sales.
- A vast 100% answered that they worked at weekends. This is again increased from 2007, when 83% answered that they worked at weekends.
- 45% consider themselves to work at medium-high or high stress level.



For the latest jobs and industry news within Pharmaceutical and Medical visit  
[www.pharmaceuticalsalesrecruitment.co.uk](http://www.pharmaceuticalsalesrecruitment.co.uk) and [www.jobsinmedicalseales.co.uk](http://www.jobsinmedicalseales.co.uk)

## Advertising, Media, Publishing

- Had the highest number of people who scored their career 10 out of 10 with 8% giving this answer. Not a single respondent scored their career lower than 5 out of 10.
  - Only 4% of people have been asked to take a pay cut since the economic downturn – much lower than the general trend.
  - 74% of people are earning more or the same than they were in 2006. 48% of those are earning more.
  - 35% of people use the internet for less than half an hour a day at work for personal use.



For the latest jobs and industry news within Media visit  
[www.jobsinmediasales.co.uk](http://www.jobsinmediasales.co.uk)

## Banking and Financial Services

- 64% of people said that they were happy with the amount of training that they receive a year.
- An amazing 27% received more than 8 days of training a year. This makes banking and financial services one of the best industries for training (was it sales training or compliance training though?)
- 68% said that their most recent pay rise was within the last 18 months.
- 73% answered that they didn't take their full holiday entitlements last year.
- People working in Banking and financial services are the highest paid respondents. 32% of people earn between £60,000 and £100,000.
- People working in financial services were the most satisfied with the amount of training that they receive. Only 13% said that they weren't satisfied with the amount of training that they get.



For the latest sales jobs in banking visit [www.financialservicessales.co.uk](http://www.financialservicessales.co.uk)

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## Insurance

- People working in Insurance scored their career extremely highly – 59% scored their career 8, 9, or 10 out of ten.
- 73% answered that they didn't take the economy into account when setting targets – this makes this industry the least intimidated by the economic downturn.
- 60% saw an increase in their sales targets, out of which 47% saw a big increase in targets. Only 20% saw a decrease.
- 33% of respondents stated that they were UP on target and a further 17% said that they were on target for this year.

For the latest insurance sales jobs and industry news visit [www.insurancesalesjobs.co.uk](http://www.insurancesalesjobs.co.uk)

## FMCG

- 95% of people stated that sales is getting harder (the highest of all industries)
- 59% stated that their employers didn't take the current economic climate into account when setting this year's targets. In fact, 45% saw an increase in this year's targets (32% saw a big increase) only 11% saw a decrease.
- 45% of people working in FMCG planned to have a career in sales. Perhaps unsurprising when many FMCG employers offer excellent graduate intake schemes.
- 26% of people find getting clients to make decisions the hardest aspect of their job, followed by 23% who find meeting employers expectations the hardest. Only 15% find cold calling the hardest aspect of sales, which is far lower than the general trend.



For the latest FMCG sales jobs and industry news visit [www.fmccsales.co.uk](http://www.fmccsales.co.uk)



## Industrial/Manufacturing

- Only 28% of people feel threatened by redundancy (lower than the general trend)
- 73% of respondents do not think that they receive enough training in their current role.
  - 71% of people have received a pay rise in the last 18 months.
  - When asked if they are earning more or less than they were in 2007, 69% of people answered that they were earning more or the same.

For the latest Industrial and manufacturing sales jobs together with industry news visit [www.industrialsales.co.uk](http://www.industrialsales.co.uk) and [www.technicalsalesjobs.co.uk](http://www.technicalsalesjobs.co.uk)

## Retail Sales

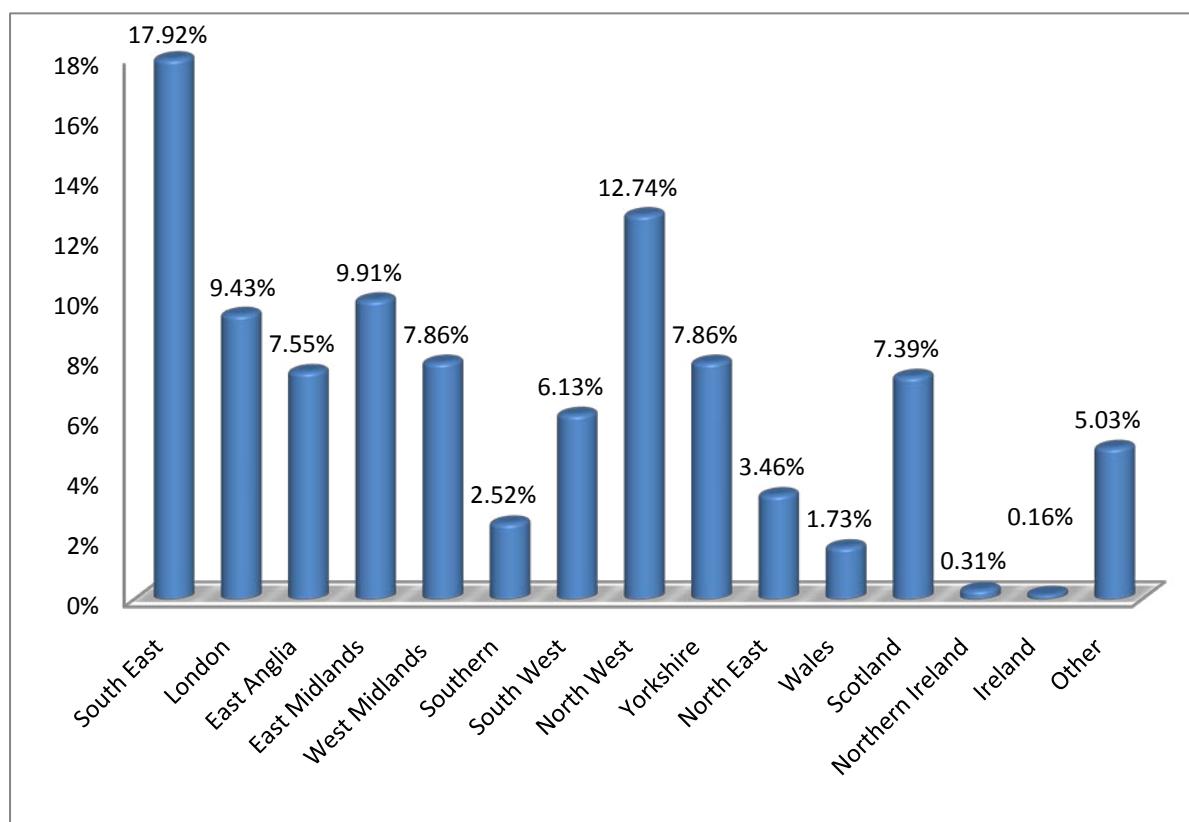
- 63% of people say that their targets were increased this year (30% saw a big increase.)
- 43% of people said that their employers took the economy into account when setting targets.
- 50% of people working in retail planned to have a career in sales.
- 67% of people do not think that sales as a division have become less influential since the beginning of the economic crisis.
- 53% of people would take on more responsibilities for no extra pay to help their company through the current economic crisis.



For the latest retail sales jobs together with retail industry news visit [www.retailsalesrecruitment.co.uk](http://www.retailsalesrecruitment.co.uk)

## Location – Geographic Variations

We have had responses from a very broad spectrum of areas across the UK. The responses by location are vastly more evenly distributed than that of the 2007 survey. This is particularly evident in the increase of respondents from the North of England – In 2007 only 17.5% were from the North. This year, that figure has increased to 24%. Yet, as we expected over one in four were living in London and the South East. The breakdown of where the respondents lived is as follows:



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## Spotlight on ... South East

- Fewer respondents are unemployed in the South East than is seen in other areas of the UK and 58% were in permanent full time employment.
- Only 28% had left their last job due to unemployment, far less than the national average across this survey.
- The respondents also had the highest feeling of 'job security' as only one in three felt that their position was under threat of redundancy.
- Of all the regions in the UK, fewer people living in the south east took their full holiday entitlement than generally throughout the UK. Only 44% took their full holiday entitlement.
- The South East has the highest number of people in England who do *not* work on annual leave. 28% answered that they never work whilst on holiday. Yet, it had a high proportion of people who answered that they work every weekend at 39%.
- The South East boasts the second highest proportion of people earning over 100K with 9%.

For the latest sales jobs in the South East of England together with regional sales industry news visit  
[www.southeastsalesjobs.co.uk](http://www.southeastsalesjobs.co.uk)



## Spotlight on ... London

- London boasts the best educated sales professionals in the UK. One in Two is educated to a degree level or above, and a whopping 82% were educated to A-Levels and above.
- London had the highest proportion of people in permanent full time employment and the lowest number of unemployed.
- Londoners were feeling the most bullish about the current economic situation with 11% stating that the wider economy had not impacted on their sales figures in any way.
- The highest proportion of people who answered that they are earning more in 2009 than last year live in London. 51% answered that they are earning more from last year, and 75% answered that they were earning more or the same.
- People living in London are the most likely to work whilst on annual leave. 20% answered that they check emails and phone calls at least every other day.

For the latest sales jobs in London together with regional sales industry news visit  
[www.londonsalesrecruitment.co.uk](http://www.londonsalesrecruitment.co.uk)

## Spotlight on ... East Anglia

- People living in East Anglia were found to be one of the hardest working regions in the UK. The highest proportion of people, (62%) answered that they work whilst on holiday.
- Respondents from East Anglia were the most chilled sales professionals in the UK with 45% of respondents answering that they regularly worked under 'medium to high' or 'high' levels of stress.
- 36% of people claim that they are earning less than they were this time last year.

## Spotlight on ... East Midlands

- Respondents from the East Midlands were extremely well educated. 31% were educated to degree level or higher and a huge 81% had A-Levels or above. This is much higher than the national trend and only surpassed by London.
- 20% of people living in the East Midlands were earning more than 60K a year, higher than the general trend.
- 54% of respondents were in full time permanent employment (one of the lowest levels of employment in our survey)
- A higher proportion of people believe that their current role is under threat of redundancy. Only 27% feel that they are secure in their role which is lower than the national average which stands at 34%.
- Respondents from the East Midlands had the highest proportion of professionals who answered that they felt that the economy had impacted on sales. Only 7% answered that the economic climate had not had an impact, and a huge 47% said that it had.
- People from the East Midlands report that they suffer higher levels of stress than sales professionals from most other regions. 87% suffer from Medium, Medium high, or high levels of stress!
- Over half of respondents from the East Midlands answered that they were earning less than this time last year. 53% said they were earning less – much higher than the general trend, and only 27% said that they were earning more.

For the latest sales jobs in the Midlands together with regional sales industry news visit  
[www.midlandssalesjobs.co.uk](http://www.midlandssalesjobs.co.uk)

## Spotlight on ... West Midlands

- The Unemployment rate in the West Midlands was on par with the national trend with 38% of respondents detailing that they were unemployed.
- Only 13% of respondents were educated to a degree level, and only 35% had a HNC Diploma or above. This was lower than the national average.
- The West Midlands has the highest proportion of people who earn less than 18K. 9% of people stated that they earn this figure. The majority of people, however, fall within the 25-36K income bracket.
- The general trend reflects that only 8% of people work under high levels of stress. In the West Midlands, however, a huge 21% answered that they work under high levels of stress. A further 43% of people stated that they work under medium to high levels of stress.
- Of all the regions questioned, the West Midlands had the second highest proportion of people who stated that they work every day while on holiday. 12% answered that they work answer calls and emails daily, and a further 13% answered that they check 'emails every day, but rarely call the office'.
- The West Midlands among the highest proportions of people who answered that they work every weekend. 40% answered that they work every weekend, and a further 45% answered that they work occasionally at the weekend.

For the latest sales jobs in the Midlands together with regional sales industry news visit  
[www.midlandssalesjobs.co.uk](http://www.midlandssalesjobs.co.uk)

## Spotlight on ... Southern (South Central)

- Only 31% of people who live in southern England believe that the economy has impacted on their sales performance. This is the lowest proportion of people by region who gave this answer. 44% answered that it had not impacted on their sales performance, or that it had remained the same.
- The South has the highest proportion of self-employed sales professionals in the UK. 19% of respondents stated that they were self-employed.
- The South of England boasts the highest earners in the UK!! An enormous 15% of respondents answered that they earn over 100K a year!! In total almost half (46%) stated that they earned over 45K a year! None of those questioned who live in the south earned less than £18,000 per annum.
- Yet, when asked the reason why they left their last job, 54% of people living in the south answered that they left due to redundancy. This makes the south the region with the highest redundancy rates in the UK. It is also far higher than the national average where 35% of all respondents answered that they left their previous role due to unemployment.
- 54% of people in the south work longer than 50 hours per week! People in the South work the longest hours in the UK.
- A further 54% of people work every weekend! A huge 60% of people stated that they work every day while on holiday – either just checking emails, or checking emails AND calling the office
- A huge 92% of people answered that they work under medium, medium to high or high levels of stress. None of the respondents answered that they worked under low levels of stress. This makes the South by far the most stressed region in the UK!
- Only 18% of people answered that they never or rarely work weekends!

For the latest sales jobs in the South of England together with regional sales industry news visit  
[www.southernsalesjobs.co.uk](http://www.southernsalesjobs.co.uk)

## Spotlight on ... South West

- Only 35% of people living in the South West answered that they work in permanent full time employment. This is considerably lower than the general national trend. A huge 40% of people answered that they were currently unemployed.
- The South West did, however, have a high proportion of respondents who stated that they were self employed. 18%, only slightly less than in the south gave this answer.
- People in the South West are among the least threatened by redundancy. Only 32% answered that they felt threatened – the lowest proportion by region.
- Annual income in the South West is below the general national trend. Only 39% of people earned more than 37K per annum. 17% answered that they earned less than 24K.
- The South West has the highest proportion of people who work under 30 hours a week. 11% said they worked less than this amount – 3% is the regional national average. Indeed, only 6% answered that they worked 60 hours a week or more.
- People living in the South West are among the least stressed in the UK. 8% of people answered that they work under low levels of stress.
- 58% are earning more or the same amount as they were last year.

## Spotlight on ... North West

- 76% are educated to A-Level standard or above.
- The North West is in line with the national levels of employment. 60% of people living in the North West are either in full time or part time employment, or are self employed.
- 42% of people living in the North West answered that they felt under threat of redundancy in their current role.
- 36% of people earn 45K or more per annum.
- 58% are earning more or the same than this time last year.

For the latest sales jobs in the North of England together with regional sales industry news visit  
[www.northernsalesjobs.co.uk](http://www.northernsalesjobs.co.uk)

## Spotlight on ... Yorkshire

- 59% of people living in Yorkshire took their full holiday entitlement last year.
- Only 9.3% of people living in Yorkshire work longer than 50 hours per week.
- 58% of respondents living in Yorkshire stated that they regularly work under medium high or high levels of stress.
- People living in Yorkshire are amongst the most likely in the UK to work weekends. 40% answered that they work every weekend, and a further 47% answered that they work occasionally at weekends.
- 40% answered that they work every weekend, and a further 47% answered that they work occasionally at weekends. This brings people in Yorkshire among the hardest working in the UK.
- 17% of people living in Yorkshire are earning over 60K a year.

For the latest sales jobs in the North of England together with regional sales industry news visit  
[www.northernsalesjobs.co.uk](http://www.northernsalesjobs.co.uk)

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## Spotlight on ... North East

- 55% were in permanent full time employment, 9% in contracted full time employment, 5% work part time, and 9% are self employed.
- 23% of respondents living in the North East are educated to degree level or above. 50% are have a Diploma, HNC or above.
- People in the North East are the most threatened by redundancy out of any area in the UK. 60% feel that their current role is under threat of redundancy!
- 67% of people living in the North East took their full holiday entitlement last year. This is the highest percentage of people by region in England who took their full holiday entitlement last year.
- Respondents from the North East are among the least likely regions in the UK to work weekends. The largest proportion of people who answered that they never worked weekends, (21%)

For the latest sales jobs in the North of England together with regional sales industry news visit [www.northernsalesjobs.co.uk](http://www.northernsalesjobs.co.uk)

## Spotlight on ... Wales

- With the exception of London, Wales boasts the most educated sales professionals by region in the UK. 36% have a degree or above, 55% are have an HNC or diploma or above and a huge 82% have A-Levels or above.
- Only 20% of people in Wales answered that the economic downturn has impacted on their sales performance. In all other regions of the UK almost double the proportion of respondents gave the same answer.

For the latest sales jobs in Wales together with regional sales industry news visit [www.SalesWales.co.uk](http://www.SalesWales.co.uk)

## Spotlight on ... Scotland

- Only 31% of people living in Scotland took their full holiday entitlement last year. This means that a huge 69% did not take their full holiday entitlement, and makes Scotland the most likely region to work through their holidays in the UK!
- A huge 43% of people answered that they have no contact with work while they are on holiday. They neither respond to emails no answer calls. Only 10% answered that they check emails and respond to phone calls daily.
- 36% answered that they work every weekend and a further 54% answered that they work occasionally at weekends. This places Scotland amongst the hardest working regions in the UK.
- When asked whether the respondents were asking more, less or the same as this time last year, the largest proportion of people that answered that they were earning less lived Scotland. 60% answered that they were earning less. Only 32% answered that they were earning more, and a further 8% answered that they were earning the same.

## Spotlight on ... Northern Ireland

Considering the fact that less than 1% of respondent were from Northern Ireland, we decided that compiling a list of results would be inaccurate and biased.

## Spotlight on ... Ireland

Considering the fact that less than 1% of respondent were from Ireland, we decided that compiling a list of results would be inaccurate and biased.

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# What Questions do you feel that this survey should have asked?

Perhaps some questions for 2011! 128 respondents were kind enough to detail questions which they felt the 2009 Sales Survey should have posed.

You can view these questions [here](http://www.survey2009.info/sales_survey_additional_questions.php): [http://www.survey2009.info/sales\\_survey\\_additional\\_questions.php](http://www.survey2009.info/sales_survey_additional_questions.php)

## Additional Comments

An additional 80 comments were made about the survey.

You can view these comments [here](http://www.survey2009.info/additional_comments.php): [http://www.survey2009.info/additional\\_comments.php](http://www.survey2009.info/additional_comments.php)

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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, 2005*

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You can contact Gavin by calling **0845 838 5958** or visiting [www.gaviningham.com](http://www.gaviningham.com)

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## Simply Sales Jobs

[www.simplysalesjobs.co.uk](http://www.simplysalesjobs.co.uk) is the leading UK based job board and recognised by Hitwise as the top performing site for the term 'sales jobs'.

Simply Jobs Boards, previously known has '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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## Positive Momentum

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Positive Momentum was formed in January 2003 by [Matt Crabtree](#). Since then they have worked with over 20,000 professionals from some of the worlds largest businesses. Positive Momentum deliver bespoke training workshops, coaching, facilitation, speeches in the areas of leadership, sales, communication and motivation. Positive Momentum also help with the design and management of conferences, very specific recruitment projects and all types of employee survey.

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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.
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- 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](http://www.peoplealchemy.co.uk)



## THE INTELLIGENT<sup>®</sup> SALES CLUB

In order to address the massive changes that have rendered the traditional Sales and Marketing model obsolete, Grant Leboff formalised his own Sales and Marketing philosophy; Sales Therapy®.

It was these ideas and principles that helped Leboff build his own successful telemarketing company. After starting the business in 2002 Leboff sold out earlier this year.

Leboff is Principal of The Intelligent Sales Club Ltd which concentrates on putting together effective Sales and Marketing strategies, mentoring Owners and Directors in their Sales and Marketing and providing Sales and Marketing training. The ethos of the Company is finding cost effective ways of encouraging customers to approach you, thus creating a solid Sales Pipeline.

Leboff spends a significant amount of time giving talks about Sales and Marketing for a variety of business groups. He is a regular contributor to many business magazines and newspapers and has been featured in the Daily Telegraph, The Independent, The Daily Mirror and has appeared on BBC Radio.

His first book, Sales Therapy®, was in the top 10 Amazon bestseller list when it was published in October last year and was one of the top selling books on Sales in the UK in 2007. It has now been published worldwide.

- [Tell me more about Grant Leboff speaking](#)
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- [Tell me more about a Bespoke Sales Therapy® Strategy Day for our business with Grant Leboff](#)
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For more information visit [www.intelligentsalesclub.com](http://www.intelligentsalesclub.com) or call 0844 478 0044

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## AaronWallis Sales Recruitment

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### For sales employers

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](#)

### For sales candidates

For sales candidates looking for new employment Aaron Wallis offers the most comprehensive career advice tools of any sales recruiter that are written with the sales professional in mind. These are available free of charge by registering for the monthly news letter, [SalesPeak](#).

For more information visit [www.aaronwallis.co.uk](http://www.aaronwallis.co.uk) or call 01908 764280

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# 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 stock broking 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 happy years with very little money, Rob joined the recruitment industry. Over the next ten years he rapidly progressed through the ranks of a specialist division of a £0.5BN recruitment group before departing as Sales Director. In 2007 he established Aaron Wallis, a leading sales recruitment agency.

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 expert in both recruitment and sales and has had articles published in the Guardian, FT 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 is available for comment on any aspect of this survey and can be contacted on 01908 764280 or at [robert.scott@aaronwallis.co.uk](mailto:robert.scott@aaronwallis.co.uk)**



[Link to Rob Scott](#)



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## Thanks

With thanks to all of our survey partners, Austin Benn ([www.austinbenn.co.uk](http://www.austinbenn.co.uk)) for commissioning the 2007 survey and Charlotte Chelsom-Pill for her ability to assimilate huge volumes of survey information and helping to 'find the stories'. Great thanks must also go to my wife and family for putting up with me hunched over my laptop typing this report over several weekends!

See you in 2011 (maybe 2012!). In the meantime, happy selling, Rob

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