



## The State of Sales in the UK, 2007

### Austin Benn Sales Survey Results

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Marketing & Sales Director

#### Headline Findings

- Almost half of all respondents admitted to lying at interview, with “reasons for leaving” and “earnings” being the most likely topic to embellish.
- Only 23% of female respondents were in senior management roles compared to 46% of male respondents.
- 76% of all respondents admitted to using the internet for personal use every day.
- 54% of female respondents earned over 25k. 81% of male respondents earned over 25k!
- 44% of sales professionals would stay in their current role if they won the lottery jackpot.
- 32% of respondents didn't receive any training throughout 2006.
- The major thing that sales professionals would look for in a new role is the opportunity to grow and develop.
- Female respondents were twice as likely to be satisfied with their career/role.
- Only 20% of all respondents had more than 5 years service with their current employer.
- 60% felt they could do their bosses job better!
- 43% did not take their full holiday entitlement last year.
- Being respected was the single biggest motivator in all respondents, far more than money!

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## Introduction

With nearly 25 years experience serving the sales sector, Austin Benn are proud to be one of the UK's best known specialist sales and marketing recruitment organisations. Responsible for placing over 40,000 sales and marketing professionals Austin Benn are a true pioneer and expert in the field of sales recruitment.

Since 1983, at Austin Benn we have always strived to be different and considered ourselves to be a pioneer, innovator and expert. This survey, the largest of its kind, gives a snapshot of life in sales in the UK in 2007. It is our intention to run this survey on an annual basis to note trends and differences.

## Objective and Overview

**Launch:** In mid April 2007 Austin Benn undertook a survey of sales professionals at all levels and from all industries across the UK. Inviting their own database of candidates and clients to participate the survey was also heavily advertised on sales specific websites, job boards, journals and also weblogs. The survey has its own dedicated website – [www.survey2007.co.uk](http://www.survey2007.co.uk). The survey was closed after one month on 14 May 2007.

**Purpose:** The aim of the survey was to gain a greater understanding of the 'state of sales' in the UK at this moment.

Austin Benn are fully aware that the sophistication of the 'sales industry' had dramatically increased in recent years and wanted to dispel myths such as 'sales people are only interested in the deals, not their clients', 'sales people are only motivated by money', 'sales people are lazy', 'sales people are mercenary', etc.

The data gleaned from the survey has allowed Austin Benn to finally apply data to prove these arguments are simply not true. In fact the data heavily demonstrates that sales people are highly influential, hard working and passionate about the contribution that they make to UK businesses. The results show that sales people are some of the most important, if not *the* most important employees within any business yet potentially are not being looked after as well as they could be.

**Who took part?** The survey was live for four weeks and attracted 878 completed responses. It is difficult to give precise figures but we estimate the response was roughly half from Austin Benn's own candidate and client base, a quarter attracted from job boards and career portals and a quarter from sales related websites and sales blogs.

**How will the information be used?** The information will be used by Austin Benn to understand how trends and perceptions have changed in recent years. The data will be used by Austin Benn for PR purposes and internal use. The survey response will ensure Austin Benn changes its style, service offering and most importantly the way in which it engages with the sales industry.

**How can I use this data?** As per the disclaimer at the bottom of each page you are free to utilise any of the data in your own work without permission from Austin Benn on the proviso that you cite Austin Benn as the author of the work together with the URL: [www.austinbenn.co.uk](http://www.austinbenn.co.uk)

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**How was the survey compiled and designed:** The survey was 70 questions long and encompassed all facets of a life and career in sales. The themes for the questions were:

- i) **General** – The questions asked were to give a snapshot of location, industry sector, level, longevity and experience in sales; their salary and education level. The information in the rest of the survey can then be cross related against these results to gauge regional, level and salary differentiators.
- ii) **Sales** – enjoyment levels, success levels, views on markets changing and changing styles
- iii) **Current Job** – How influential they are in the direction of their organisations, frustrations, targets, how they consider the training they receive, the package they receive, how they're managed and what they would like to change.
- iv) **Career** – how they view their career, why they embarked on a career in sales, what motivates them, how they self-develop, and their views on video CV's and photos on CVs.
- v) **Jobseeking** – their thoughts and feelings on the recruitment industry, how looking for a new opportunity has changed, the influence of technology.
- vi) **Life** - Lastly the survey finished on life in general gathering a snapshot of their work/life balance, how they judge their own success and motivate themselves.

The survey was designed by the management team of Austin Benn and whilst was very long we felt it imperative to cover a number of differing angles. The software that we used to capture the results ensured the anonymity of the respondents yet allowed us to manipulate the data in many different ways to create these results.



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## The State of Sales in the UK, 2007. The Response

### Location

We were delighted to have a good spread across the length and breadth of the UK yet as we somewhat expected the 'lions share' were living in London and the South East. The breakdown of where the respondents lived is as follows:

SOUTH EAST	27.0%
LONDON	13.0%
EAST MIDLANDS	11.0%
NORTH WEST	10.0%
WEST MIDLANDS	10.0%
SOUTH WEST	7.0%
YORKSHIRE	6.0%
EAST ANGLIA	5.0%
SCOTLAND	5.0%
WALES	3.0%
NORTH EAST	1.5%
NORTHERN IRELAND	1.5%

### Gender

Of the 878 respondents an amazing three in four of them were male! Of the 25% female respondents a disproportionate amount lived in London and the South East. 'Media Sales' and 'Pharmaceutical sales' had more female respondents than male.

There are still some unfortunate stark differences between the sexes as follows in terms of package and career progression:

- i) 54% of the total female response earned over £25K as a total package (yet 81% of the male respondents fell into this bracket)
- ii) 23% of the female respondents were Sales Managers, Sales Directors and Managing Directors (46% of the male respondents had the equivalent 'broad job title')
- iii) Only 5% of the female respondents worked in construction, engineering and broad 'technical sales' (in comparison to slightly over 19% of men). At Austin Benn this has always been our general 'gut feel'. However, women working in the construction sales industry are undoubtedly on the rise. It is also worth making the point that a significant number of our sales manager/sales director clients in construction, engineering and broad 'technical sales' are female.
- iv) 78% of the women that responded to the survey did not plan to have a career in sales (in comparison to 58% of men)

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The survey also drew out the following findings.

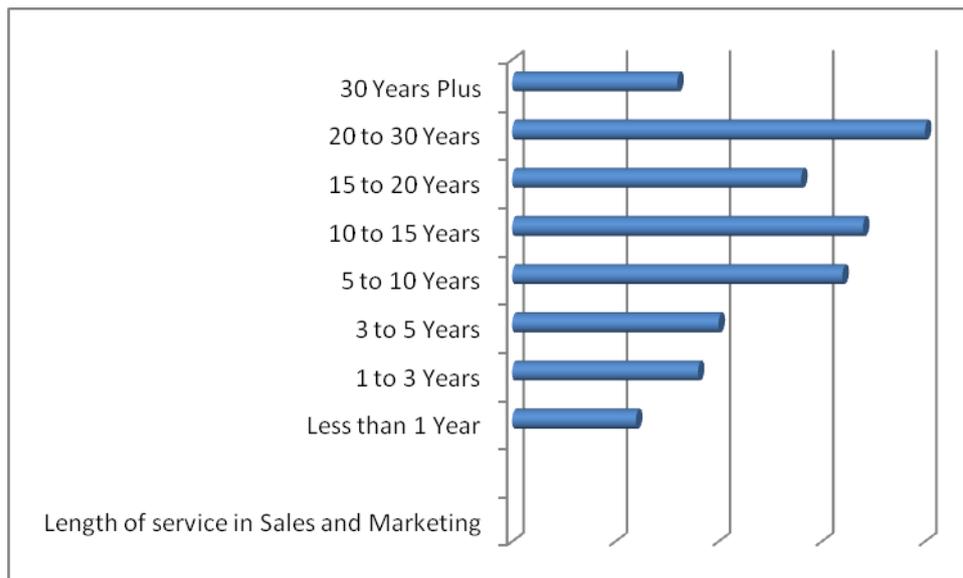
- i) The way that women rated their career out of ten was dramatically more positive than males. The way in which women felt their careers had progressed over the last 5 years was in total twice more positive than men!
- ii) Females felt more secure in their current role – 67% of women felt that their position was not under threat of redundancy in comparison to 57% of men.
- iii) And, female sales professionals eat more salad, placed greater value on their work/life balance and went to the gym more often than the equivalent males!

A greater proportion of women were in Account Management, Marketing, Telesales and Non-sales (sales support/sales administration) roles.

### Broad sectors

The respondents worked in the following broad sectors of sales: Business to Business, Media, IT & Communications, Engineering, FMCG, Construction, Pharmaceutical/Medical, Technical and Scientific. If they did not feel that they 'fitted' into any of these broad sectors they opted for 'Other'. The response was a good spread across all industry sectors and was broken down as 56% working in Business to Business and Commercial Sales, 16% Technical Sales, 8% IT and Telecommunications sales and 20% 'Other'.

### Length of service in Sales & Marketing of the respondents



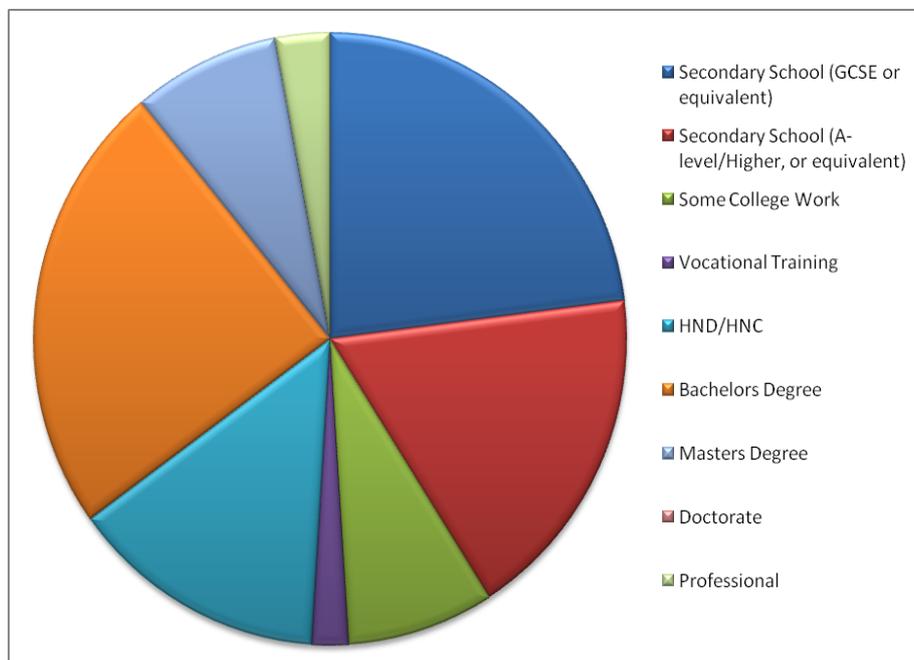
### Length of service with Current employer.

Of the respondents only 25% have been with their current employer for 4 years or more 36% were working their first year with their current employer. The response broke down as follows:

Less than 1 Year with current employer	36%
1 to 2 years	12%
2 year plus	18%
3 year plus	9%
4 year plus	6%
5 year plus	3%
6 year plus	2%
7 year plus	3%
8 year plus	1%
9 year plus	1%
10 year plus	1%
10 to 12 Years	2%
13 to 14 Years	1%
15 to 16 Years	1%
17 to 18 Years	1%
19 to 20 Years	1%
20 Years Plus	2%

### Education

When it comes to education what a clever bunch of people work in sales! 49% of the total respondents were educated to HNC/HND or higher:



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## The State of Sales in the UK, 2007. How happy is the UK salesforce?

Of the 898 sales professionals that responded to the survey a refreshing 95% enjoyed working in the sector.

When asked the question 'Have you ever considered re-training to get out of sales the response was as follows:

Yes	22%
Yes, if similar money was available	33%
Yes, if someone else paid for the training	11%
No, I enjoy sales	28%
No, never considered it	6%

Interestingly the majority (63%) of those questioned did not plan a career in sales. 38% described themselves as growing into a sales role and 25% 'fell into the role'!

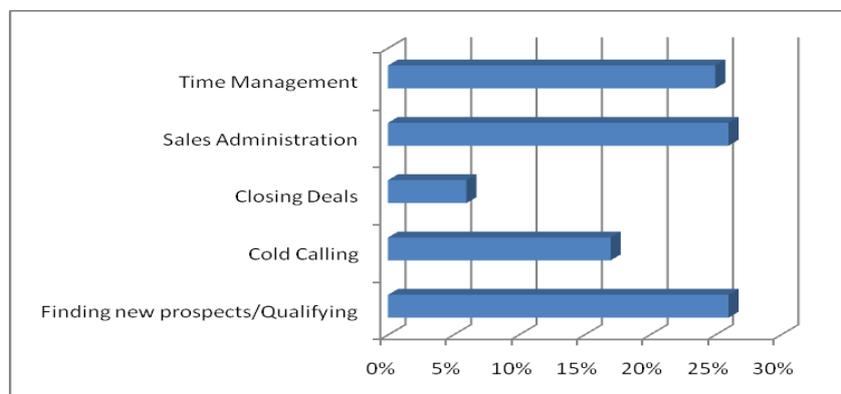
**Snapshot: Sales People are proud to be in sales!** A resounding 89% said 'NO' to the question 'have you ever denied being in sales'. This is a 'sea change' from a survey we conducted in 1999 where the response was nearer 50/50

### Quick Facts .....Threatened by Redundancy

- 81% were male
- 38% were in 'Business to Business' sales
- 76% had been with their current employer for 3 years or less
- 69% felt that they could do a better job than their line manager
- However of those under threat of redundancy only 79% were actively looking for a new opportunity

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

There was quite an even spread amongst what was deemed the most difficult aspect of the role and perhaps Time Management and Sales Administration scored highly – it's just not a sales persons thing!

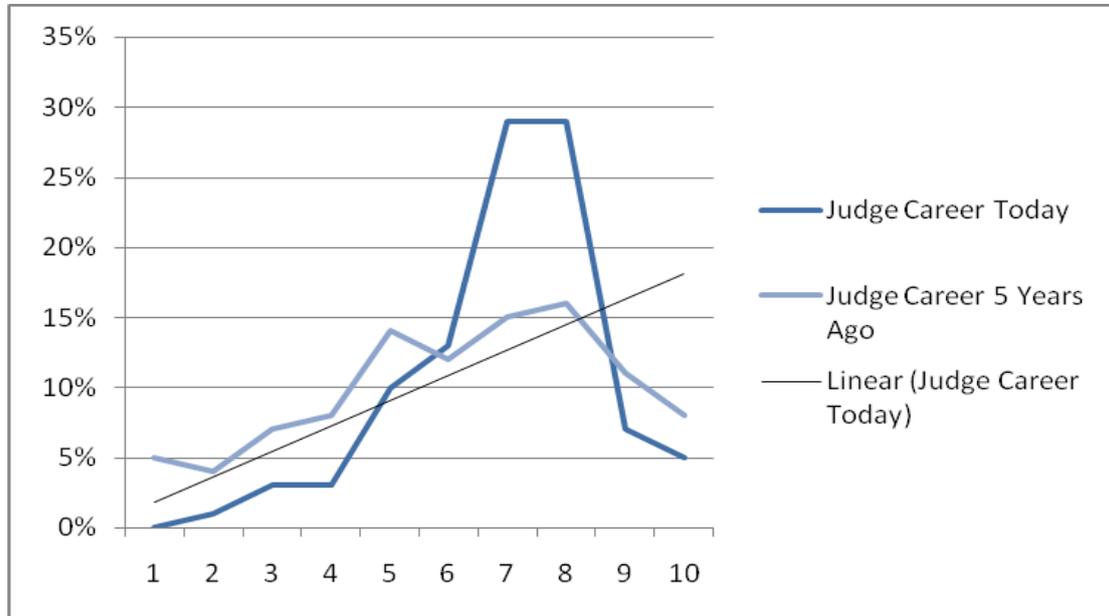


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## How do you judge your career to date?

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.



As a whole the sales industry is slightly happier with the direction in which their career is going though worryingly if we take the results purely on men there is only a very minor positive upturn – women are twice more positive than men in their career happiness.

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

- Of the 5% of respondents that didn't enjoy sales a disproportionate were in IT & Telecommunications sales.
- 97% were considering getting out of sales but 49% felt tied to a sales career as they couldn't get comparable money in other disciplines.
- 65% did not feel that their sales skills were recognised or respected within their organisation.
- Perhaps the most salient point, 84% did not choose to embark on a career in sales

**Snapshot: Sales people are committed!** When given the dream of winning the lottery jackpot a whopping 44% would remain with their existing employer (with only 15% on the proviso that they could buy equity and influence)

## The State of Sales in the UK, 2007. Industry Differences

### Engineering Sales

- In Engineering sales 95% of the respondents were male,
- 81% were educated to HNC/HND or above,
- 68% didn't plan to have a career in sales,
- 58% feel that they don't receive enough training,
- 56% feel that their position is under threat of redundancy.
- From a recruitment perspective only 65% of engineering sales professionals feel that it's important to meet face-to-face with their recruitment (compared to 70% overall) consultant yet 100% feel that it is imperative that the consultancy/recruitment consultant understands their industry and background!



### Construction Sales

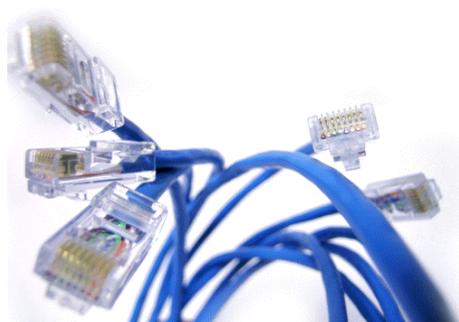
- Within construction 88% of the respondents were male
- 83% had ten years plus sales experience
- 19% were graduates
- 77% didn't plan to have a career in sales.



### Media Sales

- 56% of the respondents were female,
- 90% lived in the South East and London,
- 43% had less than one year with their current employer
- 80% had 3 years plus sales experience
- 38% were graduates
- 55% felt that sales was getting harder
- Of the targeted media sales professionals over 46% had a 'year on year target' increase in excess of 10% sales growth.

### IT & Telecommunications Sales



- 68% were educated to HNC or higher
- 65% consider the sales division to be the most influential part of their business
- 62% have had a pay rise since 01/01/2006
- 92% have an average or above relationship with their boss (with 68% considering the relationship to be 'good' or 'excellent')
- 41% earned more than £60K per annum
- 96% look online for new career opportunities
- 63% work over 50 hours per week
- 52% consider themselves to work at medium-high or high stress levels

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## Business to Business Sales



- 80% were male
- A whopping 98% enjoyed sales
- 59% didn't plan a career in sales
- 42% have been given a 2007 target in excess of 10% sales growth
- 70% feel that their sales skills are recognised and respected
- 55% do not feel that they receive enough training
- 39% feel that their position is under threat of redundancy (far less than the average)
- 48% earn in excess of £40K per annum

## Pharmaceutical and Medical Sales



- 66% were educated to HNC or higher
- 91% enjoyed sales yet 65% have at some point considered getting out of the sector
- 50% planned a career in pharmaceutical/medical sales
- 83% work at the weekend
- 56% consider themselves to work at medium-high or high stress levels.
- 47% feel that sales is becoming harder year-on-year

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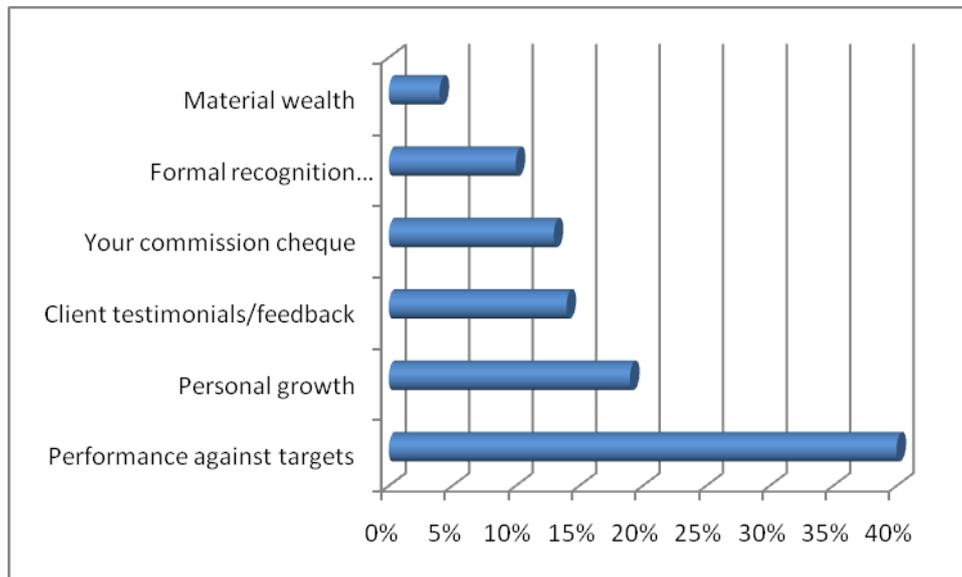
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## The State of Sales in the UK, 2007. What MOTIVATES sales people?

Sales people are not as 'mercenary' and 'materialistic' as their non-sales colleagues would often like to describe them. By far the largest way in which the respondents measured their own work success was performance against targets (40%).

Only 17% viewed material possessions and commission cheques as a symbol of their own success compared to personal Growth and Development (19%), Client Testimonials (14%) and Formal Recognition (awards, league tables, praise from peers/boss) at 10%.

### How do you measure your own success?



### Spotlight on ..... Sales Targets

- In terms of the expectations of the UK Sales Population some 38% had been given a target increase in excess of 10% year on year business growth.
- 29% have had a small increase or roughly the same targets as in 2006.
- 3% have seen a decrease in their targets
- The remaining 30% were not targeted.

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## Which one thing would you choose as your biggest motivation?

Being respected - by friends, boss and peers	26%
Loving relationships - partner, family, friends	18%
Peace of Mind - feeling fulfilled	17%
Material Wealth/Money	12%
Feeling challenged	8%
Learning - self improvement	8%
Status - how you're perceived, etc.	5%
Recognition - league tables, awards, etc.	3%
Your health/fitness	2%
Giving - community work, being altruistic	1%

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

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

Of those that gave their career to date top marks 87% were male. The spread was across all industry sectors, job titles and education levels. 65% of the '10/10's measure their personal success against targets and personal growth. The happiest of sales professionals found 'Sales Administration' and 'Time Management' to be the most frustrating parts of their role. 71% have had a pay rise since 01/01/06 and the same figure feel well managed/directed, 75% get 2 or more training days per year, 67% have read a self development book to improve their sales technique, 88% both work at weekends and regularly go to the gym!

58% felt that sales is becoming harder overall year on year with the major reason (30%) stating that it is becoming more competitive. There was parity on this issue across all industry sectors.

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

- Of the 24 respondents that were '£100K plus earners' a staggering 22 were male
- 48% worked within the broad 'business to business' sector,
- The majority (78%) had ten years plus sales experience,
- 69% were graduates,
- 85% viewed their career to date as 8 or more out of 10,
- 91% secure most sales face-to-face (in comparison to telesales, webinars, exhibitions),
- 48% would stay with their existing employer if they won the lottery,
- 62% have had a pay rise since 01 Jan '06,
- 70% have read a self-help book to improve their sales techniques,
- 91% work at weekends, 91% work more than 50 hours per week yet none of them felt that they lived with a stress level above medium!

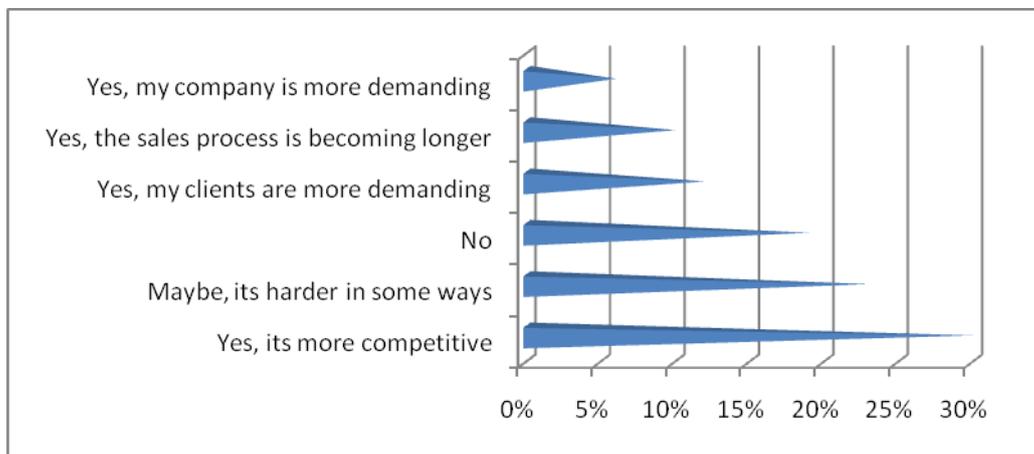
**Snapshot: Do you really want to earn your bonuses?** 84% of those who deem 'material wealth' and 'money' as their biggest motivator use the internet during work time for 30 minutes per day for personal use (with 10% of them using it for personal use in excess of 1 hour!)

## The State of Sales in the UK, 2007. 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-to-face sales is still deemed the most effective way to secure business. When asked the question a staggering 86% deemed face-to-face meetings to be most effective. This was followed by telesales at 7%. Direct marketing/e-mail marketing was a surprisingly low 3% together with exhibitions at 3% and online meetings/webinars at just 1%.

### Do you feel that selling is becoming harder?



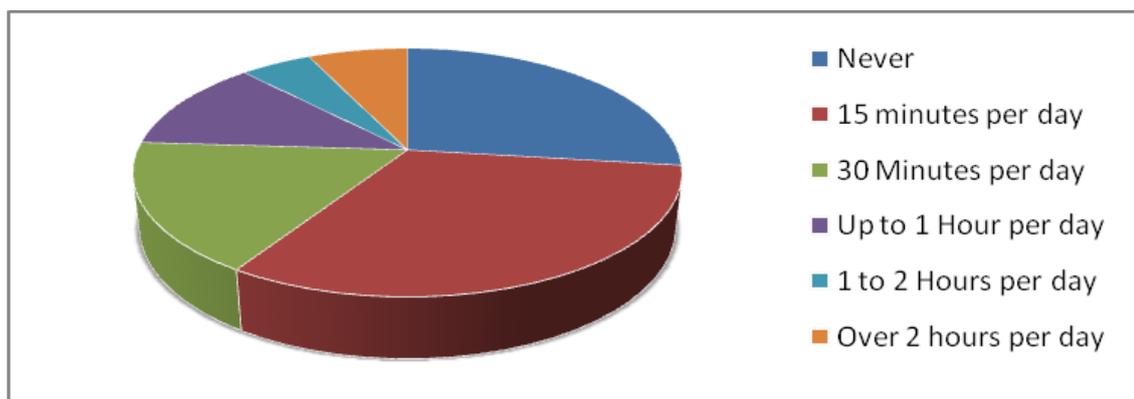
### How has technology (Internet, e-mail, blackberry, mobiles, etc.) impacted on your ability to sell?

It's helped massively	57%
No difference - it has neither helped or hindered	20%
I spend more time doing admin	17%
I used to have more freedom in years gone by	6%

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



## The State of Sales in the UK, 2007. How influential are salespeople in their business?

### How influential are Sales Professionals within UK Businesses?

- 68% felt that their sales skills were recognised and respected within their organisations
- 62% of the companies in which they were employed were sales led organisations
- The sales division was deemed to have the most influence on company direction followed by Accounts/Finance (21%), Marketing (11%) and others at 6%.
- Only 13% of the respondents felt that the sales division had become less influential in their business over the last 5 years.

### Spotlight on...Account Managers

- 74% are considering getting out of sales
- 64% feel that sales is getting harder year-on-year
- 65% do not feel well managed and directed with the majority describing the style of their line manager as 'Laissez-faire/Distant'

### Spotlight on....Sales Professionals who have worked for their current employer for less than one year

- 60% felt that they were not well managed/directed
- 57% were actively looking for a new job – with the most common reasons being a) an opportunity to grow and develop (27%) and 21% citing a better potential to earn (OTE)

**Snapshot: Finance & Credit Control Irritate Sales Professionals the Most!** It came as no surprise that Finance/Accounts/Credit control were the internal department that irritated most sales professionals securing 46% of vote, followed by Sales Administration at 21%, HR at 16%, Marketing at 12% and the MD's PA at 5%!

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## The State of Sales in the UK, 2007. How are our sales teams managed and directed?

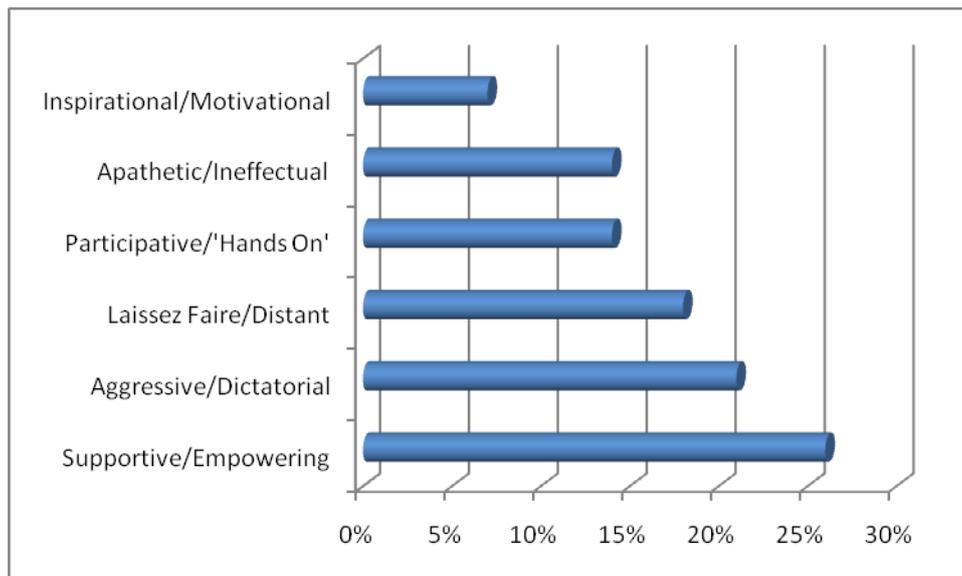
Do you feel that you could perform your line manager's role more effectively than them?

Yes	60%
No	40%

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

- 84% were male
- 77% had been with their current employer for less than 3 years
- 65% did not feel that they received enough training
- 65% would be more motivated by the opportunity to earn £10K extra 'On Target Earnings' than a £5K guaranteed basic increase.
- It came as no surprise that 73% did not feel well managed/directed (28% describing their line manager's style as 'aggressive/dictatorial', 24% as 'Laissez-faire/Distant' and 20% as apathetic/ineffectual)

**Describe the management style of your line manager?**



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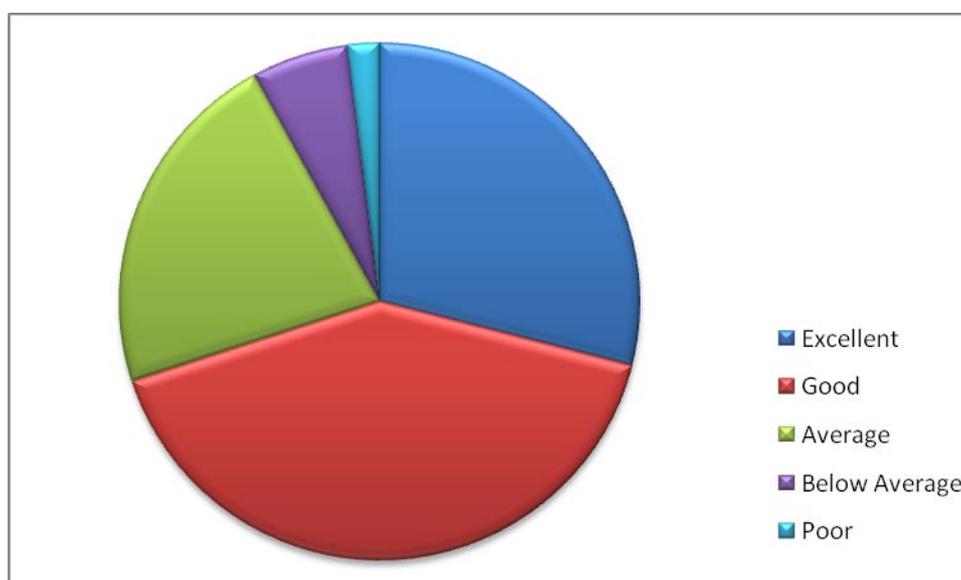
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### QuickFacts ..... those that had an excellent relationship with their line manager

- 29% of the overall response felt that they had an 'excellent' relationship with their line manager
- Of those, 89% were targeted
- 75% work in organisations where the sales division is the most influential one (with 94% feeling that the influence of their Sales Division has increased over the last five years)
- 77% feel that there is no threat of redundancy in their role
- 65% feel that their manager does a better job than they could do
- The most popular way to describe their boss was 'supportive and empowering' applying to 47% of this section.
- 83% described their manager in a positive light (compared to 47% of the overall response)

**Snapshot: Getting on with your boss!** 92% of sales professionals feel that they have an average or above relationship with their line manager.

### Describe your relationship with your line manager?



### Spotlight on ..... Sales Managers

- 80% of Sales Managers work weekends
- 46% work more than 50 hours per week
- 74% work whilst on annual leave with a staggering 36% of them having daily contact with the office either by phone or e-mail (together with 49% not taking the full holiday entitlement in 2006!)
- 58% rarely or never exercise
- The biggest motivator of Sales Managers is winning the respect of their colleagues at 30% of the total responses
- 69% have had a pay rise since 01/01/06
- 81% of the Sales Managers polled were male with 55% of them being educated to HNC/HND or above
- 62% of Sales Managers have considered getting out of sales
- 31% felt that they needed better direction to succeed and 66% felt that they could run their business better than their boss.

### Spotlight on ..... Sales Directors

- 89% had 10 years plus sales experience (52% with 20 years plus within sales)
- 46% were graduates
- 100% enjoyed sales!
- 47% had been given a target in 2007 in excess of 10% year-on-year business growth
- 50% would leave their organisation if they won the lottery jackpot (even if they could buy greater equity and influence)
- 47% felt that they were under the threat of redundancy
- 72% had a 'good' or 'excellent' relationship with their MD
- 72% work 50 hours per week (34% work 60 hours or more) yet few worked weekends – dramatically less than their Sales Manager colleagues
- A far greater number of SD's than the overall response had i) put their photograph on their CV, ii) Paid to have their CV professionally written and iii) Read self-development books to improve their sales technique.



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## The State of Sales in the UK, 2007. Pay, benefits and package

### Did you take your full holiday entitlement in 2006?

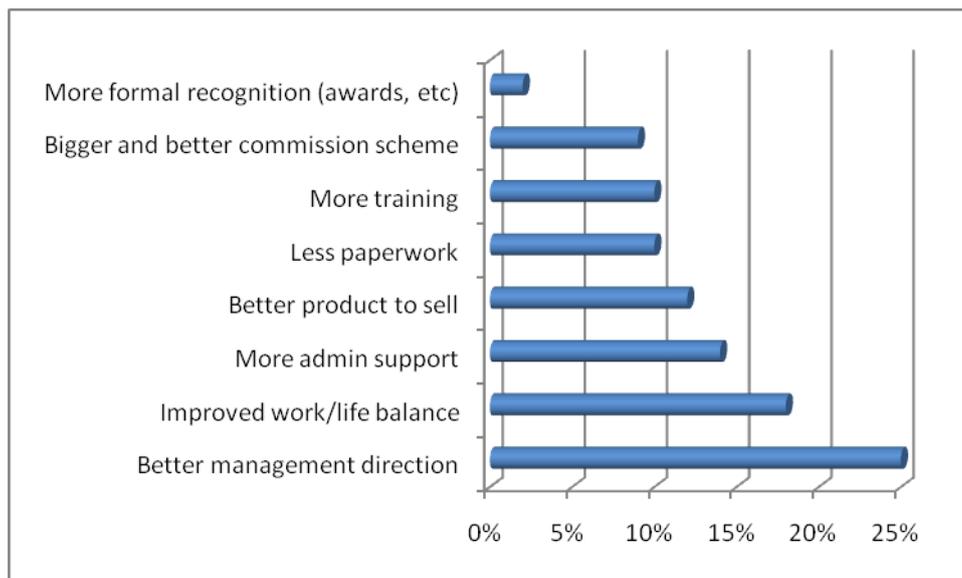
Yes	57%
No	43%

**Snapshot: The majority have had a pay rise in the last 18 months.** 63% of the sales professionals polled had earned a pay rise since January 2006.

**Snapshot: Sales People are not lazy and there to take the 'easy buck'!** 61% chose the option to earn £10K potential 'on target earnings' over a £5K guaranteed basic salary increase.

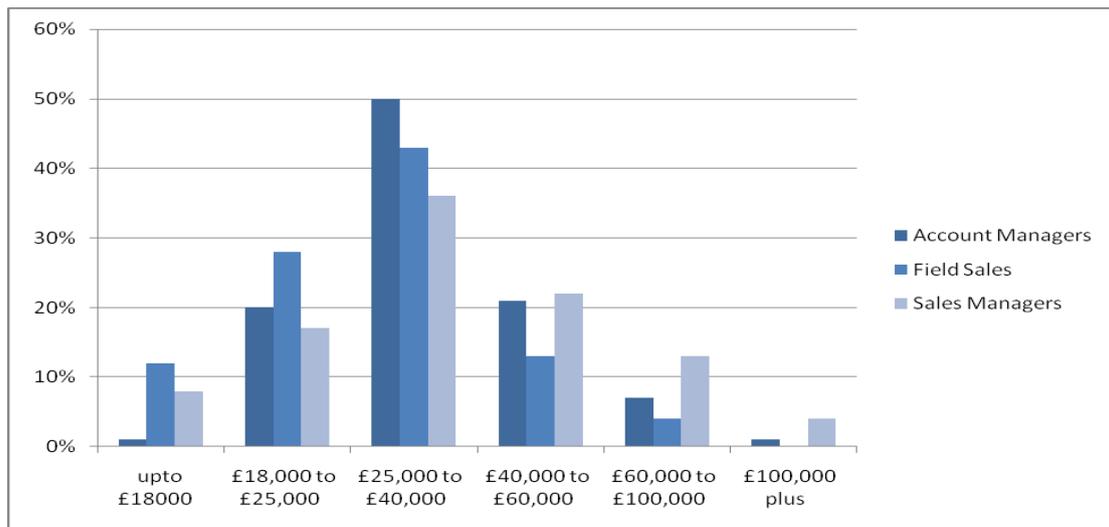
**Snapshot: Annual Leave.** 80% of sales professionals receive 21 or more days annual leave (48% getting more than 24 days) yet only 57% of the sales people polled took their full holiday entitlement in 2006.

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

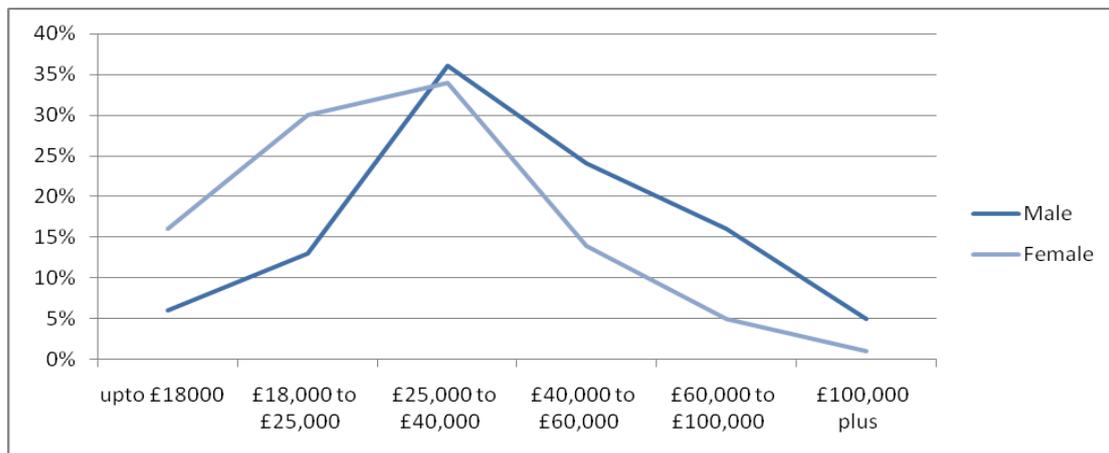


**Snapshot: Internet for Personal Use.** 76% of sales professionals spend less than 30 minutes per day using the internet at work for personal use (although this does leave the 24% who use it for more than 30 minutes including 61 respondents who used the internet for more than 2 hours per day on personal things!)

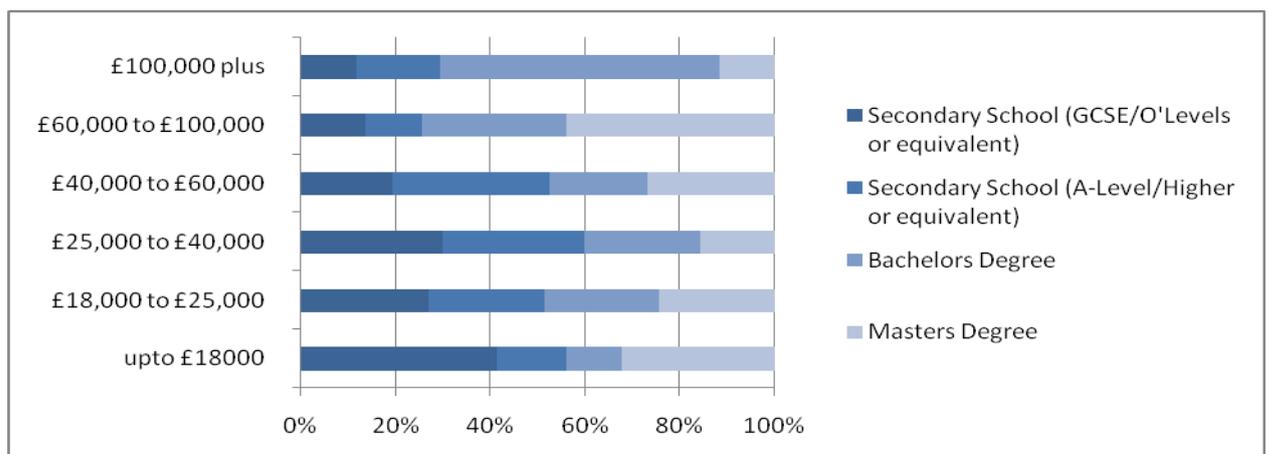
## Annual Earnings – Comparing Account Managers, Field Sales & Sales Managers



## Comparison – Total Annual Earnings – Men compared to Women



## Comparison – Highest Education Level

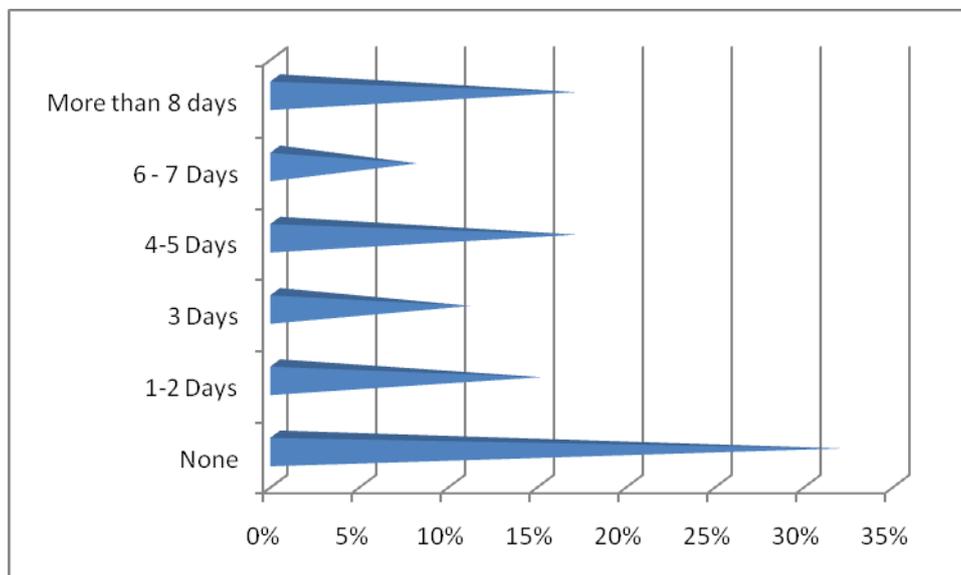


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## The State of Sales in the UK, 2007. Training & Development

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



**Snapshot: Lack of Training!** 32% of the sales professionals that responded to this survey had zero training days in 2006!

**Spotlight on.....Those that didn't feel that they received enough training.**

- 46% had zero training days, 18% had 1-2 days, 11% had 3 days, 15% had 4-5 days,
- 5% had 6-7 days, 5% had 8 days or more
- 72% were actively looking for a new job
- Yet 53% had never taken it upon themselves to read a self development book to improve their sales technique and 23% wouldn't be interested in a free newsletter dedicated to sales training and sales improvement!

**Snapshot: Self Development.** Only 53% of the total response had ever taken it upon themselves to read a self development book to aid their sales techniques and ability.

**Quick Facts ..... Those that did feel they received enough training**

- The majority were Account Managers, Field Sales and Sales Managers
- 96% enjoyed their career in sales
- 77% gave their careers a score of seven or more out of ten
- Over 80% felt that their sales skills were respected within their organisation
- 69% had had a payrise since 01/01/06
- 63% felt that they were well managed and directed
- The 'Business to Business' sector had the most respondents that felt they received adequate training.

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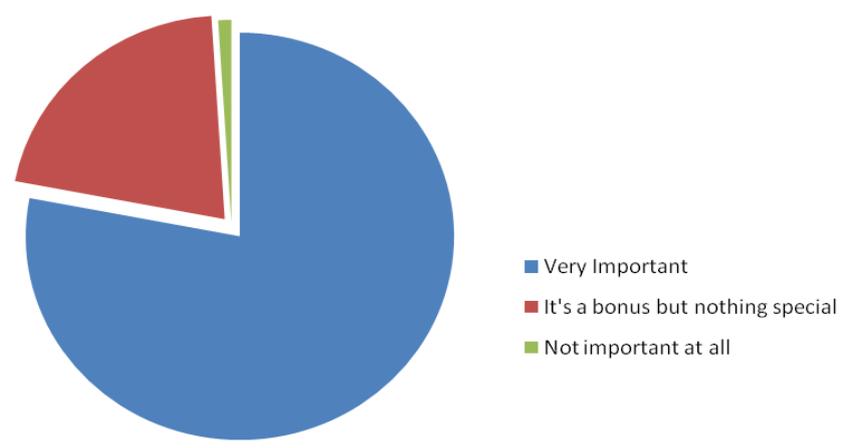
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# The State of Sales in the UK, 2007. The Recruitment Industry & Jobseeking

## Spotlight on..... The Sales Recruitment Industry

- 70% of the sales professionals polled like to build a relationship with their recruitment consultant/consultancy or return to a consultancy that they've used before
- 61% of jobseekers apply to 5 jobs or less at one time. Only 15% of jobseekers apply to more than 20 jobs (including 8% of the total that apply to more than 50 at a time)
- 99% want their consultant to understand their background and industry with 78% deeming this to be very important
- 70% feel that it is important to meet face-to-face the recruitment consultancy that are representing them

### How important to you is your recruitment consultant understanding your background/Industry?



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

Not getting back to you	24%
Wasting your time arranging unsuitable interviews	17%
Not meeting agreed expectation levels	13%
Consultants not listening/assuming	13%
Not understanding your requirements	11%
Lack of industry understanding	7%
Consultants being too pushy	5%
Over contact	2%

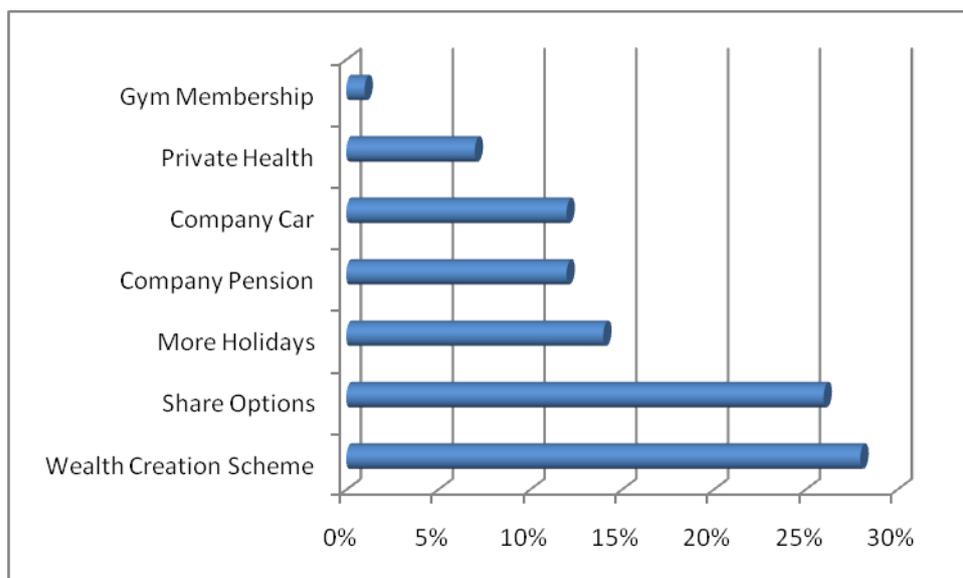
**Snapshot: The Majority of Sales Professionals are 100% honest at interview!** 53% of sales jobseekers have been 100% honest at all times at all interviews that they have attended throughout their career. The remainder have told 'mistruths' about one or more of the following: earnings (20%), Reasons for Leaving (18%), Employment Dates (7%), performance against targets (4%), job title/responsibilities (4%) and qualifications (3%).

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## What additional benefits could tempt you to a new job?



**Snapshot: Find your perfect job!** 39% of sales professionals found their current role via a recruitment consultancy, 36% by word of mouth and 25% by job boards, local/national newspapers and trade press/trade websites

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

Opportunity to grow/develop	27%
Better potential to earn (OTE)	24%
Improved work-life balance	12%
Greater challenge	10%
Company's Products/Reputation	9%
Greater Stability	7%
Better manager - 'a mentor'	5%
Smaller Patch/Closer to home	3%
More recognition	2%
Better company car	1%

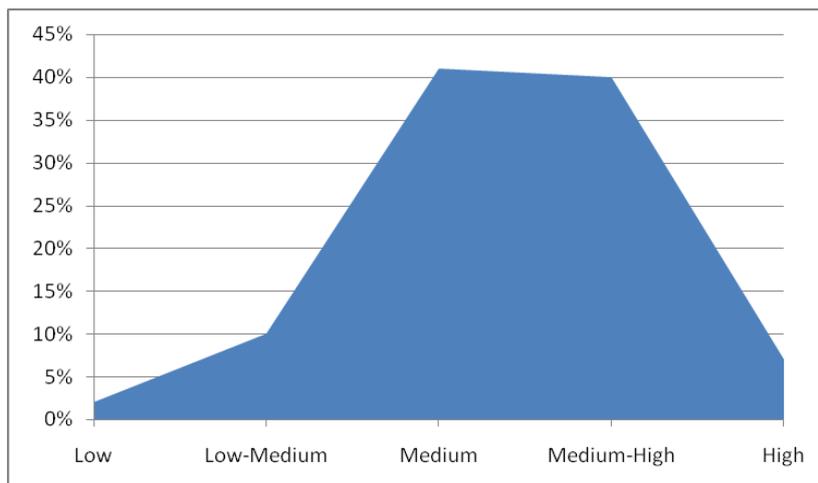
**Snapshot: Internet Jobseeking.** 91% felt that the internet had made it easier to source new career opportunities (funnily enough the same as a 2006 NORAS ([www.noras.co.uk](http://www.noras.co.uk)) statistic of 91% of ABC1's that use the internet as a portal to look for a new job)

**Snapshot: Video CVs.** 56% of sales professionals would consider making a 'video CV' to aid their job search (this is worryingly the next 'big development' in recruitment). However, only 21% had ever attached a photograph to their CV/Job application.

## The State of Sales in the UK, 2007. Life in General

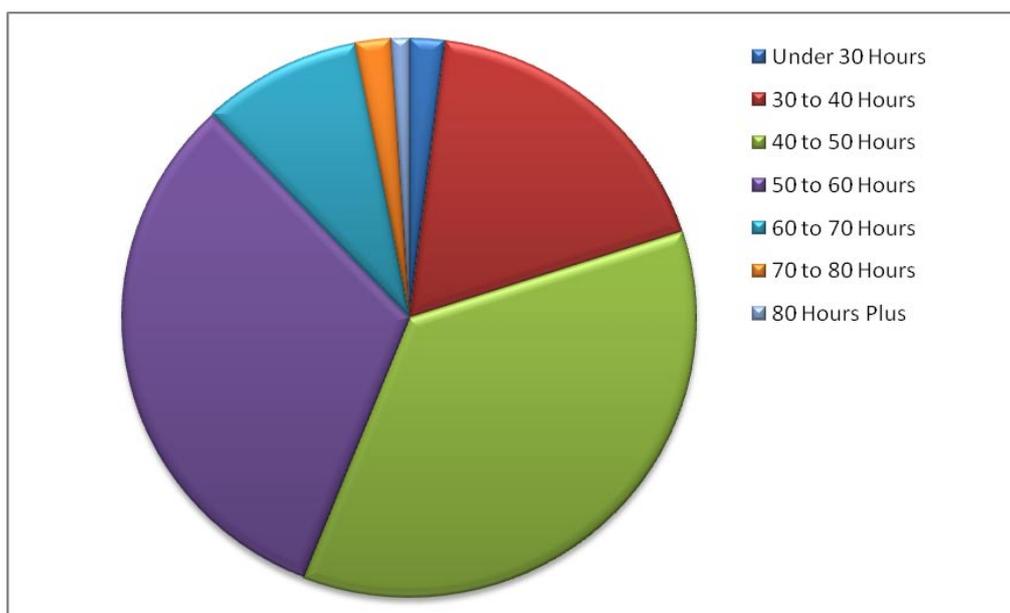
**Snapshot: Sales Professionals eat healthy lunches - dispelling the cliché of eating burgers, chips, crisps, pies and pasties!** 92% of sales professionals don't have this kind of lunch! 68% opt for shop bought and home made sandwiches, 9% choosing salad, 3% eat the previous night's leftovers and 12% never eat at lunchtime (half of them not having the time!)

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



**Snapshot: Sales People are Hard Working!** 80% of all sales professionals work in excess of 40 hours per week

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



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**Snapshot: Some Sales Professionals never switch off!** 35% of all sales professionals regularly check e-mails and take calls during their annual leave (and an additional 36% will take the occasional call!)

**Do you ever work/do your paperwork at the weekends?**

Yes	78%
No	22%

**Quick Facts....Those that work weekends**

- 97% enjoy sales
- 42% measure their success by performance against targets
- 89% are middle management or below!

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

When a non sales person thinks of a sales person they think of the fast, flash car with all the gadgets and the jacket on a hook in the rear. As we all knew though, we like the looks but comfort, practicality and fuel efficiency are also major considerations. Very solid point made by a few of the respondents was i) CO<sup>2</sup> emissions are also an important factor these days and ii) P11D value. Unfortunately both were omitted as options (note for 2008!)

Speed and gadgets were listed way down the list:

Looks	16%
Comfort	16%
Practicality (Family)	14%
Practicality (Business)	14%
Fuel efficiency	10%
Speed/Power	8%
Recommendation/Magazine ratings	8%
Safety	6%
What my company gives me	6%
Gadgets	2%



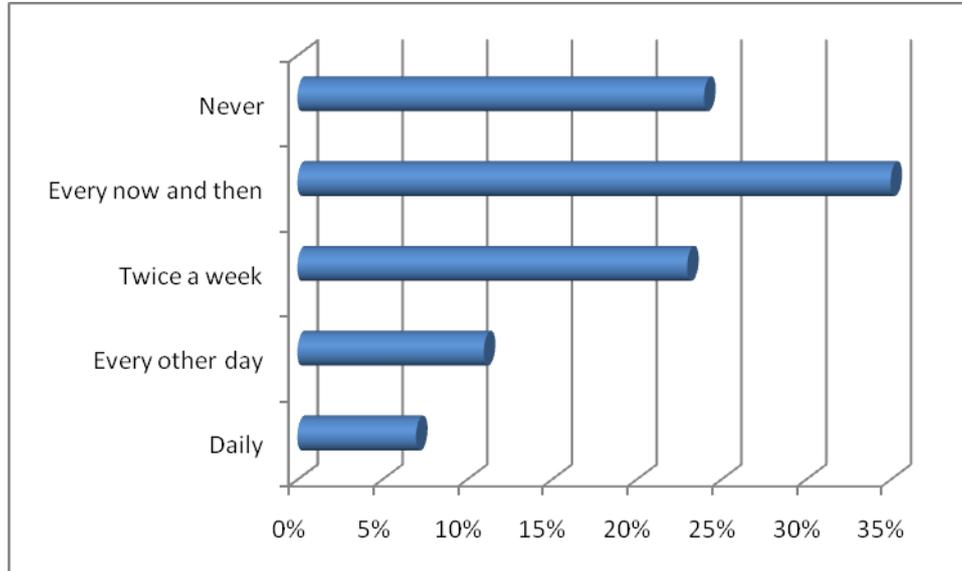
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## How often do you exercise/Go to the gym?

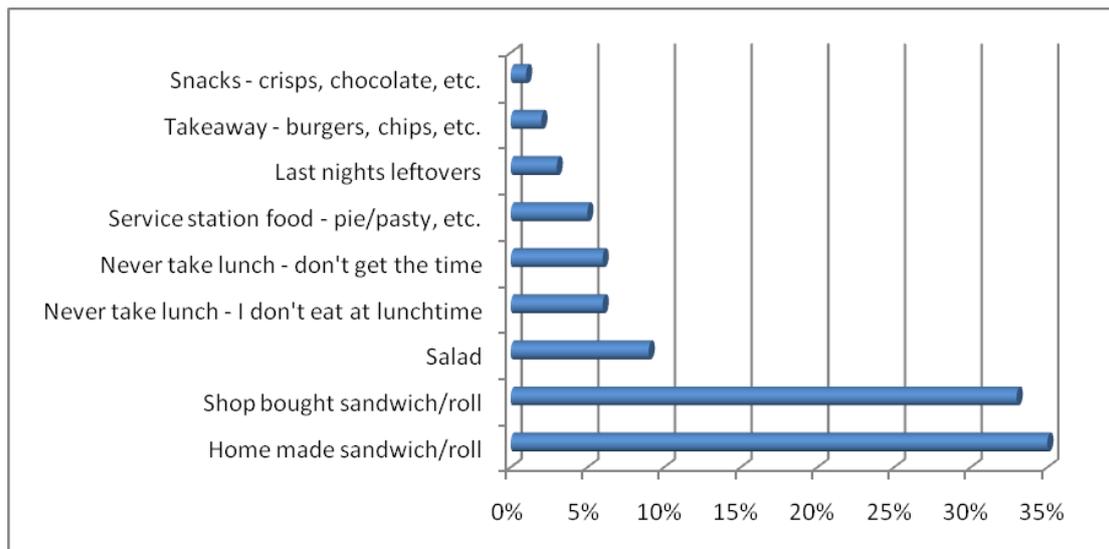
In our busy sales lives it's often hard to find the time. However, it was refreshing to see how fit and healthy in general the sales industry is. Unfortunately it was Sales Managers who let the side down with a large proportion in the 'never' or 'every now and then' categories:



**Snapshot: Exercise.** 41% of all sales professionals exercise more than twice a week (however, 24% never exercise)

**Snapshot: Sales People Value their Work-Life Balance (or do they?)** Only 50% of sales professionals would accept a 50% pay rise if it severely impacted upon their work life balance.

## Describe your typical lunch



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## The State of Sales in the UK, 2007. Conclusion

### What does this survey conclude?

We'd like you to make your own conclusions based on the information that the survey has provided. However, the salient points that this survey has really drawn to our attention are:

- Sales is becoming tougher, mainly through increased competition
- Sales professionals have more sophisticated needs than simply the opportunity to earn big bonuses.
- Sales professionals are tremendously hard working, passionate and influential on business direction (However, an astonishing amount use the internet every day for personal use!)
- Sales people enjoy sales and are proud to be in the sales industry
- The recognition of sales skills has dramatically increased since our 'Changing Face of Salesmanship' survey of 1999. It's fair to say that 'sales' as a distinct, recognised 'skill' has finally been recognised by UK industry.
- Sales People are looking for the long term in their next career move with the majority motivated by the potential of share options and wealth creation schemes
- Sales people are not as 'mercenary' and 'materialistic' as their non-sales colleagues would often like to describe them
- The sales industry needs more women, particularly in technical sales
- We need to nurture and develop talent that is new into the sales industry
- Sales professionals want more training
- Face to face selling remains the most effective
- Sales professionals want to meet the recruitment companies that represent them and expect consultants to understand their industry.
- Sales people are still more motivated by the potential to *earn more* than guaranteed basic salary.
- Expectations on sales people to deliver is high
- Salaries paid have dramatically increased in the last 5 years across all industry sectors
- Sales professionals want to be respected and recognised for their contribution - the single biggest motivator in all respondents and far more than money!

### Charming Getaway

On 23 April the draw for a luxury weekend was made and Ramani Langley of Surrey was announced the winner. Apologies to the 200 or so of those who completed the survey after this closing date.

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## Comments on the 2007 Sales Survey

Nearly a third of the respondents were kind enough to leave a comment on their thoughts on this survey. This response will allow us to improve the survey in 2008 as some hugely valid points were made. Here is a selection of these comments:

- Not sure if it will give a truly accurate representation of what sales people are
- It is diverse and interesting in it's content
- Thinking - it was a bit restrictive around the answers you could give. e.g it is virtually impossible to answer 'what defines success' in one of the multiple choice answers because they are all so random. To say that I choose learning over my relationship with my wife or my health doesn't seem right - I would normally balance/prioritise things. That would have been more helpful - to have been able to grade 1st 2nd & 3rd on some choices.
- A very in-depth survey with a few interesting mousetraps to check if you are telling the truth.
- Recruitment agencies in general will not help you when you have had several short length jobs. The question on whether they understand needs to include 'helpful/unhelpful when you explained about redundancy, why you quit job(s)'. One Manchester agency said 'come back in 10 years when you have 2 periods of 5 years working!' I am 46 - I haven't got 10 years to wait!!
- Interesting questions
- Greater Manchester was missing from the county list!
- realised a lot about myself, great survey
- There is no provision for people who are self-employed. Too many Yes/No questions - life isn't black & white.
- Some questions need more options
- p11d value on company vehicle might be a more relevant question
- Pointless if you do not listen.
- It is an interesting survey; it would have been good to expand on some of the subjects and given answers.
- Many questions not relevant to my position as small business owner
- Having been a field sales rep for around 40 years, although I lost my job due to the company folding last September, I have tried to answer as though I was still employed. I hope this is acceptable.
- Ageism sadly exists in recruitment. This must be eradicated as it is as bad as every other form of prejudice and quite unnecessary.
- Good survey but I feel that there should have been options for other typed answers to improve the results accuracy and also the ability to select more than one choice on certain questions - but good questions and well put together - thanks
- the questions are very broad - a single salesperson will have a different outlook to a married one
- Very impressive, intensive and targeted.
- Fair, but could have included more questions, perhaps the next time you should ask people 'like me' what the questions should be?
- No questions on being part of a team. In any job it has always been important for me to be part of a team which get on... have a good laugh and have become friends
- Some of the answers are not black or white and I have not been able to answer them fully as it could have been two answers and not just one, I am the sales director of my own sales and marketing company.
- I hope there is a point to doing this.
- I am a sales manager heading up a team of 4 and some of the questions do not accommodate this aspect of my role. Easy to fill in.
- ENJOYABLE, INFORMATIVE, THOUGHTFUL.
- Ability to choose more options for what I don't like about recruiters. There is more than one.
- Great survey. Well worth the time

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- Comprehensive and admirable; however, I feel that there are different types of sales (as with, for example, engineering), calling for different qualities/techniques, and it's very difficult to generalise as a category. Thanks for making the effort!
- Assumptive questions based on everyone currently having a line manager. Difficult to answer some questions if you are self employed.
- It's very thorough. There were questions where the choice of answers didn't quite my opinion or circumstances. I would have liked free text. I am most interested in seeing the results of a cross section of sales personnel.
- Very thought provoking questions, definitely makes you think.
- Need to add operations vs. sales into the question re which dept you clash with most. Ops will always top the list for most product based sales organisations.
- I am lucky enough to get a proper cooked meal for my lunch! (That option wasn't there)
- Interesting but some questions should have had more than one option to choose, as not everything is simply black or white. The questions about other departments at work should have included IT and management as choices.
- It's too restrictive in the questions. You assume that I am one of the other, a true survey that is industry focused and not targeted like yours allows you to say no. Your questions are closed.
- You missed a great opportunity here to be relevant to your industry and your peers and your clients.
- Many of the questions did not have answers relating to being self-employed in sales... Sales is a very important part of what I do, but only a part of it. e.g., I would have liked to have answered as 'having the luxury of independence in attaining targets'
- Well structured, but consultants need to communicate better than they do. I have to repeatedly go to be interviewed for each application, even if I have previously met the consultant. This makes the process a waste of time, then they do not inform of the outcome. Disappointing.
- I think the survey is very good and the first I have seen of its kind and will be interested in the overall results.
- A good survey, but tends to make a distinction between sales and marketing which is not always true. It has been developed with an older more hierarchical organisation rather than matrix management model in mind.
- Not enough questions about the abilities and attitudes of recruitment consultants.
- No mention about how production affects the organisation. A little short sighted in survey planning.
- "I'm interested to see the results for the industry on a whole.
- I think the questions are fantastic and yes they really do make you think.."
- Now that I'm in my late fifties, I find that my priorities have changed and I'm less motivated by money and incentives. I still exceed my targets, but I'm no longer a 'high flyer'.
- Useful and slightly thought provoking. I will be interested to see the results if only to streamline my own approach when applying for future posts
- I hope the comments are read and published
- Do you really trust the replies given by a sales person? Or is this to determine our ability to be flexible with the truth?
- It was not written by a sales person
- Like a lot of these things, it doesn't quite fit my profile. Drifted into sales, am good at it, but hate it.
- Although well constructed and thought through, it's not written by a true sales person who has made that extra canvass call, late on a cold, wet Friday afternoon with a hole in their shoe. It would be nice to have a survey that understands the effort it takes to make sales from a standing start. But - this is getting there!
- Made me think about my career and why I am in this industry

**THANKS TO ALL WHO PARTICIPATED IN THE SURVEY AND WE HOPE THAT YOU FIND THE RESULTS AS ENJOYABLE, INFORMATIVE AND REVEALING AS WE HAVE.**

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## About Austin Benn

# austinbenn

Sales People Solutions

With nearly 25 years experience serving the sales sector, Austin Benn are proud to be one of the UK's best known specialist sales and marketing recruitment organisations. Responsible for placing over 40,000 sales and marketing professionals Austin Benn are a true pioneer and expert in the field of sales recruitment.

Since our inception in 1983, Austin Benn has always strived to be different and we have always considered ourselves to be a pioneer. This pioneering spirit remains today and Austin Benn is continuously developing new delivery methods and added value services to meet the sophisticated needs of our client and candidate base. To our clients and candidates, we like to be perceived as a 'profit centre' rather than a 'cost centre' as the talent that we supply helps to take businesses forward. We hope that our services add true value and welcome the opportunity to work with you.

We offer a myriad of service offerings to suit all levels and budget and we like to believe that we do things differently. We like to do things with more care, more dedication and more expertise. We hope that you will agree and strive to become your preferred choice when requiring a sales recruitment service.

Austin Benn Consultants Limited is a member of the REC (the industry regulatory body) and as an equal opportunities organisation we actively monitor diversity. Austin Benn are a member of the FTSE listed Corporate Services Group Plc, a major UK owned recruitment group, [www.corporateservicesgroup.com](http://www.corporateservicesgroup.com).

Austin Benn consultants are focussed on defined vertical markets, supported by dedicated resourcers. This ensures our people develop the in-depth knowledge and familiarity with their dedicated markets which is the cornerstone of our success. Our specialist vertical markets are as follows:

- Business Services
- Media and New Media
- Exhibitions and Conferences
- Office Hardware, Equipment & Consumables
- FMCG
- IT and Telecommunications
- Instrumentation & Controls
- Science & Scientific
- Mechanical, Industrial, Engineering and Manufacturing
- Construction, M&E
- Financial Services
- Packaging & Print
- Insurance
- Pharmaceutical
- Medical Equipment and Devices
- Electronics

We offer a wide range of solutions, the brochures for which are available for download in the 'employers' section of [www.austinbenn.co.uk](http://www.austinbenn.co.uk). These are:

### Our recruitment service offering

- Total Managed Service™
- Contingency/ Database Recruitment Solutions
- Assessment Centre Solutions
- Resourcer Services
- Exclusive Recruitment Partnership
- Search & Selection Services
- Managed Advertising Services
- Contract Sales Solutions
- Response Management Services
- Interim Services
- Dedicated Onsite Solutions
- Supply Chain Management

### Added value services

- Results Based Recruitment
- Personality Profiling
- Independent CV Verification
- Aptitude and Skills Testing
- Staged Payment Recruitment
- Occupational Psychologists
- Career Coaching
- Sales Training and Sales Training Analysis
- Business Consultancy
- Market intelligence - up to date salary and market trends, virtual salary surveys, annual sales survey
- Outsourcing Services
- Payrolling Services

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