

## 15 Sales Stats That Will Have You Questioning Your Selling Skills

You've heard it many times: B2B selling is getting harder. Between more sophisticated buyers and complex buying teams, as well as the sudden shift from in-person to remote sales, today's reps must be armed with knowledge, skills, and behaviors that help them stand out against competitors.

And while you think you've got all you need to succeed as a salesperson, the data below may give you second thoughts.



### The sales evolution

1. Sales reps who use technology and automation tools for pipeline generation were 14 percentage points more likely to have reached their annual sales target. [\[Pipedrive\]](#)
2. Over 80% of sellers reported an increased importance of building customer trust. [\[Salesforce\]](#)

### The buyer/seller relationship

3. 71% of salespeople say that 50% or fewer of their initial prospects are a good fit for what they're selling [\[Sales Insights Lab\]](#)
4. Only 46% of sales reps have data insights on customers' likeliness to buy. [\[Salesforce\]](#)
5. 79% of buyers say it's absolutely critical or very important to interact with a salesperson who is a trusted advisor that adds value to their business. [\[Salesforce\]](#)
6. Only 3% of buyers trust sales reps. [\[HubSpot\]](#)
7. While 65% of sellers say they "always" put the buyer first, less than a quarter (23%) of buyers agree. [\[LinkedIn\]](#)

### Selling activities

8. Only 23.9% of sales emails are opened. [\[Gartner\]](#)
9. 20% of buyers want to talk to a salesperson once they've already decided what product they are going to buy [\[Zippia\]](#)
10. According to buyers, the top ways to create a positive sales experience are: listening to buyer needs (69%), not being pushy (61%), providing relevant information (61%), and responding in a timely manner (51%). [\[Zippia\]](#)

### Where and how sellers fall short

11. The top three deal killers, according to buyers, are when sellers: deliver misleading information about a product (48%), don't understand the buyer's company and needs (44%), and don't understand their own product or service (43%). [\[LinkedIn\]](#)
12. 55% of the people making their living in sales don't have the right skills to succeed. [\[Zippia\]](#)
13. 85% of sellers only engage with learning and content for fewer than 10 minutes at a time [\[Mindtickle\]](#)
14. 57% of sales leaders were only partially prepared or unprepared to pivot to virtual sales. [\[Gartner\]](#)
15. Less than half (43%) of sellers meet their quotas [\[Mindtickle\]](#)

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