

Summary of Results from Selling Skills Survey

Chart 1 – Location of respondent.

A total of 391 respondents completed an online survey form at the Marketing Nous web site. Australasian and UK respondents were sought via a link to the survey in online newsletters targeting owners of small and medium sized businesses.

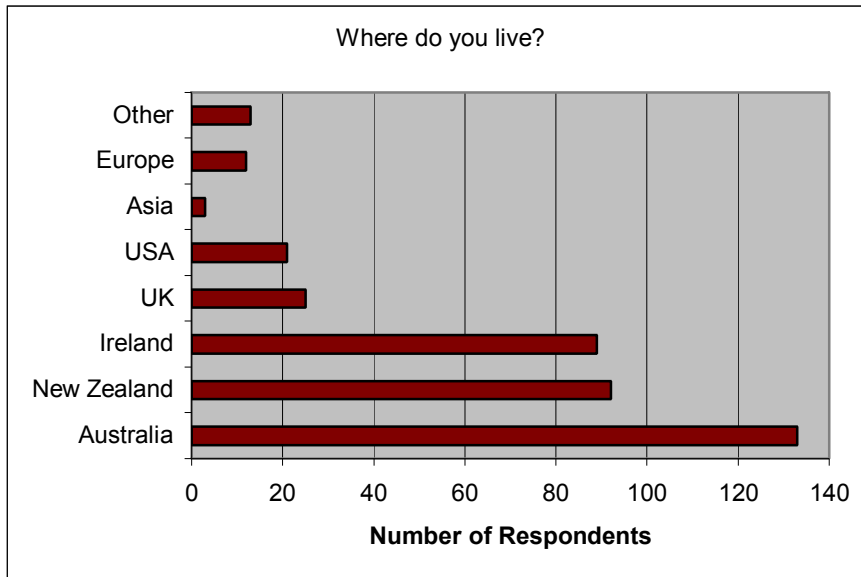


Chart 2 – Role of respondent.

Respondents self-selected their role from a range of options, either: Owner, Manager, Sales person, or Other (Note: 'Other' category may include consultants, independent professionals, and non-sales roles). The target audience for the survey was owners and managers, with 76% of all respondents being in these categories.

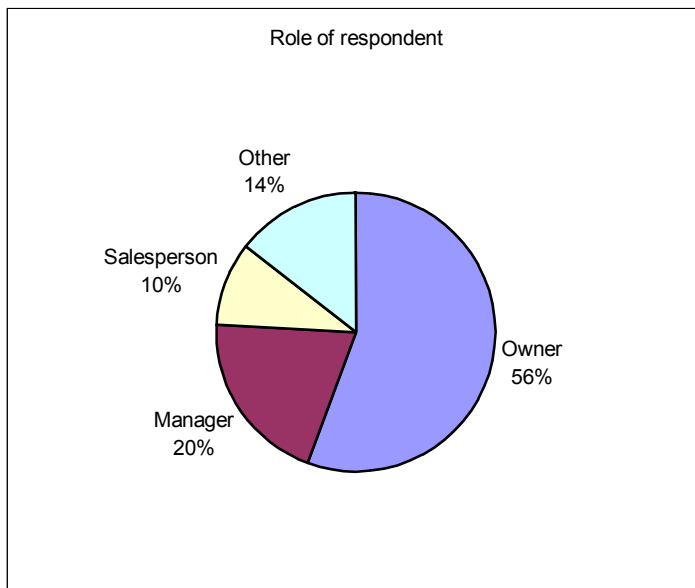


Chart 3 – Feelings about selling.

Surprisingly, most respondents felt happy about the task of selling. Those who selected the “I hate it” response seemed to dislike the unfavourable connotations attached to selling, and felt uncomfortable when doing so.

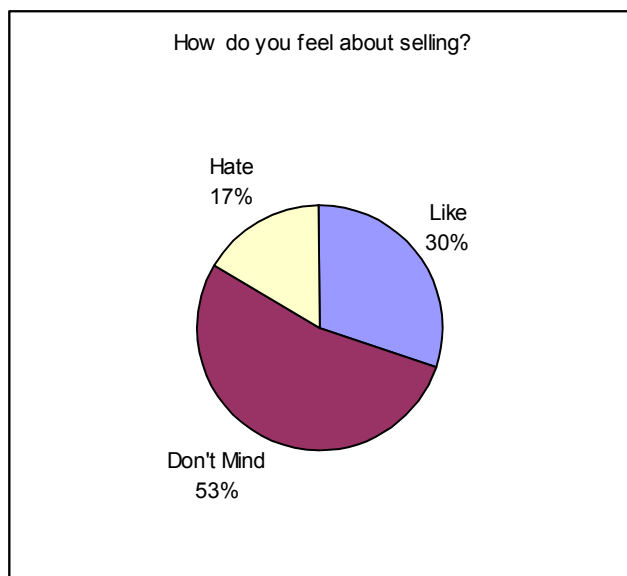


Chart 4 - Previous attendance at sales training.

Respondents were asked if they had previously attended any sales training courses. Of the 49% who had attended training, 45% of them had attended more than one course. Results indicate there is a large pool of business owners and managers who are untrained in sales techniques, and who probably suffer poor sales as a consequence of their low level of technical sales skills. Conversely, about one-in-five business owners and managers have attended multiple training sessions.



Chart 5 – Duration of previous sales course.

Of those respondents who had previously attended sales training, they also indicated the duration of the “main” training course. Of the 194 respondents to this question 50% said the main course they had attended lasted more than one day. 27% said the course was only for a part-day, whilst 23% had experienced a full-day course.

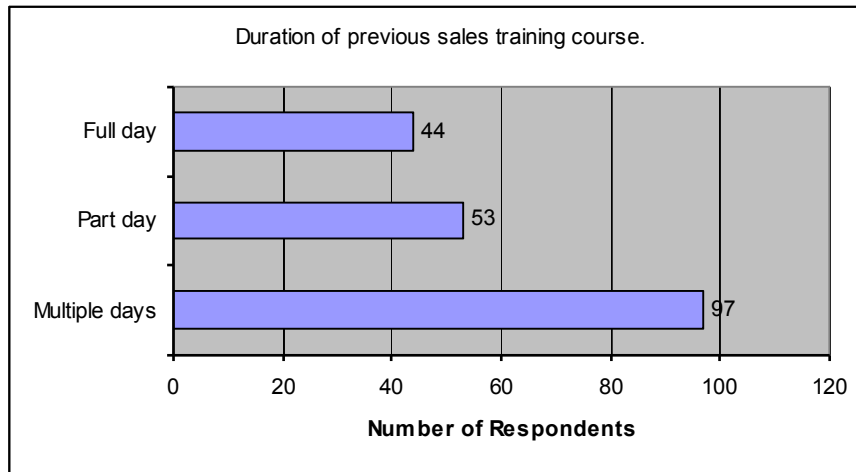


Chart 6 – Problem areas when selling.

Respondents were asked to select from a set of 9 possible “problems” they face when selling (multiple selections were allowed). The most commonly selected item here relates to business people not knowing how they should communicate with potential clients. In other words, they are unsure of which communication channels or marketing techniques to use. Of equal ranking is the fact that clients often “stall” the sale after the initial contact and presentation. It is felt this may relate to the lack of sales skills and the inability of the ‘sales person’ to identify critical areas of interest to the buyer.

