

3RD 2022 CHALLENGER PULSE SURVEY

March 24, 2022

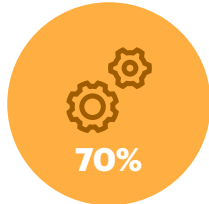
March 2022's Challenger Pulse Survey takes a closer look at the state of sales management while also continuing to report on sentiment.

The sales sentiment can be described as "wary"—wary of where 2022 might lead economically and socio-politically and how that will affect the market.

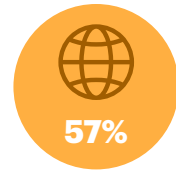
Percent Strongly Agreeing or Agreeing



I am optimistic about **my professional future**
(-3% over the last 6-month average)



I am optimistic about **my organization's future**
(no change over the last 6-month average)



I am optimistic about the **future business environment**
(-4% over the last 6-month average)

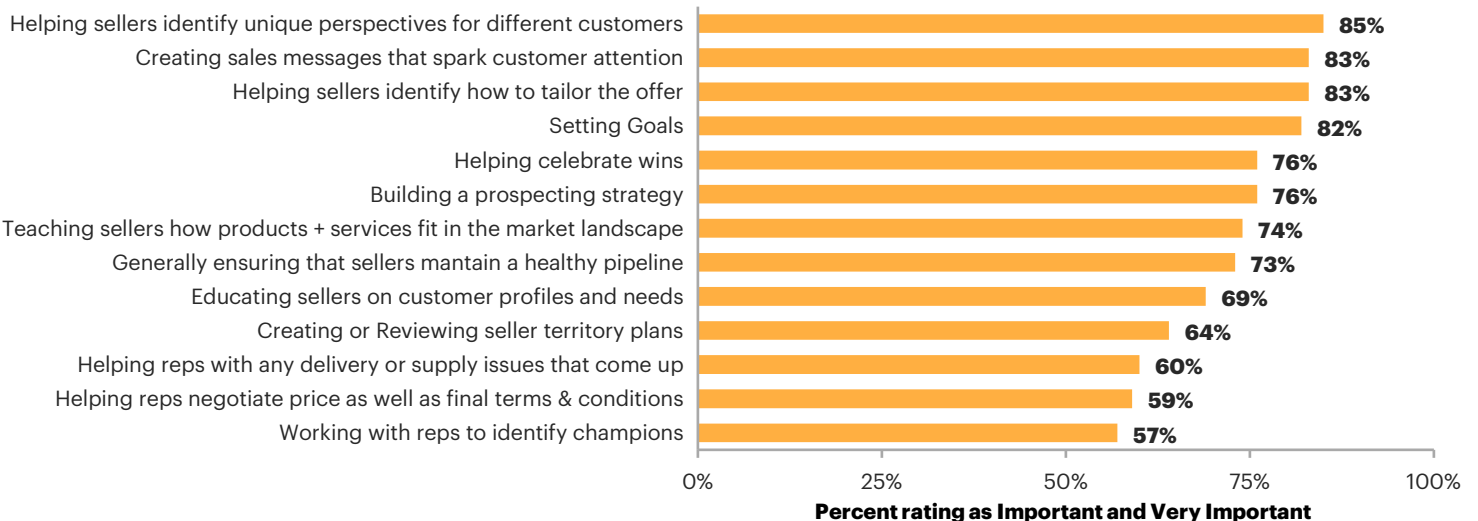
Sentiment is lower than it has been but is holding reasonably steady.

Trend Since April 2021



The pressures sales managers face are many. In order to best support them, we asked what our respondents feel are the greatest support needs for managers. Creating sales messages and helping reps identify a unique perspective for customers ranked the highest.

Perspective on Where in the Sales Process Sales Managers Need Support



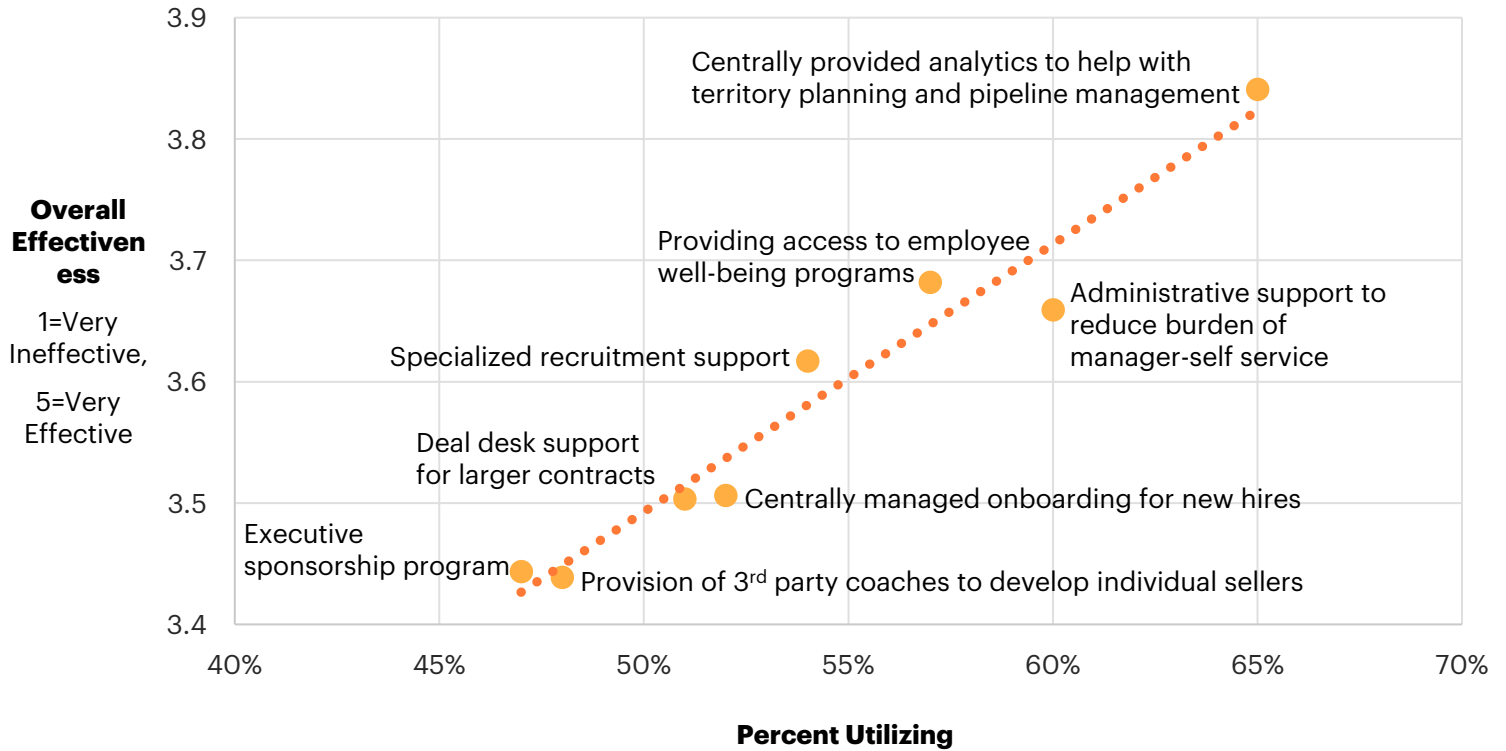
(This 3rd Pulse Survey of 2022 collected 186 responses, March 9-16. Respondents represent a cross-section of commercial leaders)

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Centrally-provided resources are remarkably effective at taking the general burden off the shoulders of sales managers. Providing access to employee well-being programs help reps feel personally supported.

Resources Deemed Effective for Improving Sales Manager Productivity



Specialized forecasting dashboards, Win/Loss Tools and prospecting tools stand out when it comes to technology that boosts manager productivity. Sales Managers deem these particularly effective when compared to other respondents. We are excited to see how win/loss tools and prospecting tools evolve to support this demand.

Tools and Technology Deemed Effective for Improving Sales Manager Productivity

Specialized forecasting dashboards	66%
Win/Loss analysis tools	60%
Prospecting tools	59%
Engagement platforms to manage customer/prospect outreach	57%
Contract management and proposal tools	54%
Content management systems or enablement programs	47%
Video outreach tools	44%
Call analysis software	36%

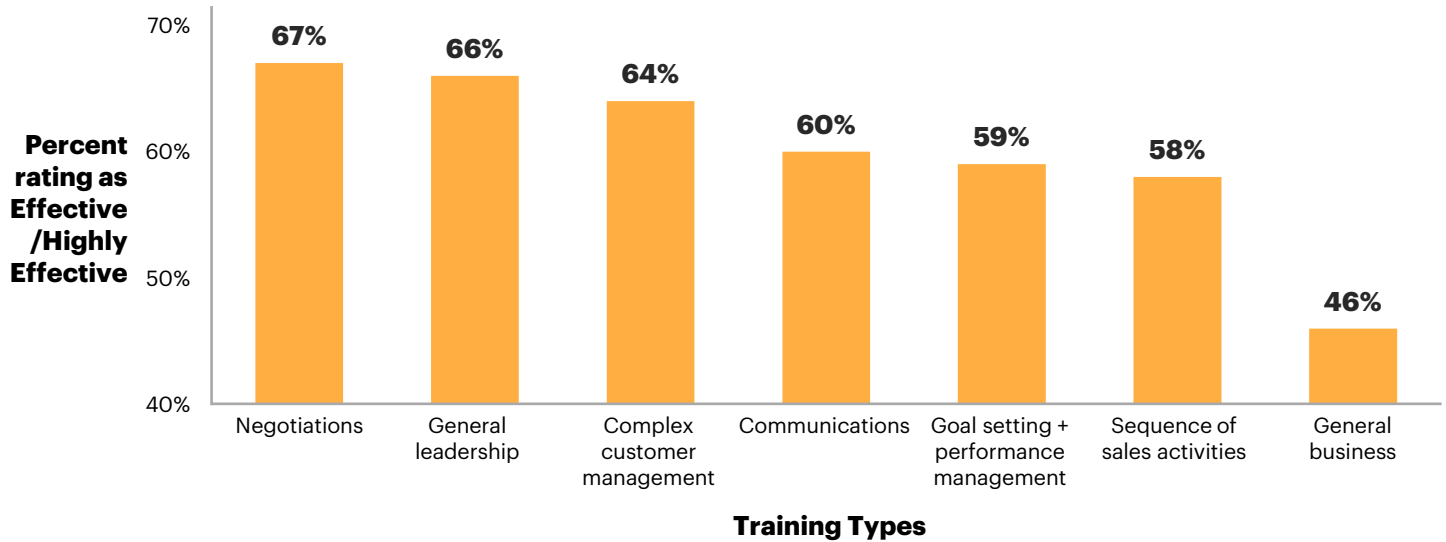


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Managers place great value on training. This is no surprise given the scope of the role. Managers want to improve at each task they are asked to accomplish.

What types of training help sales managers become more productive?



Managers are struggling with vague expectations. Consistently, sales managers report a desire for more consistent support. Each organization would do well to evaluate the scope of a sales manager's job and create enablement plans around their specific needs.

What Kind of Support Does the Average Sales Manager Need at Your Organization?

Time to focus on developing sales opportunities & long-term pursuits. Often sales managers are pulled into client disputes, internal reporting etc.

Being a coach, teacher and leader is as important as being a sales manager. We need to continue to invest in each other.

Less admin, focus on lighting a fire in employees rather than under them. Focus on sales rather than contracts, logistics, or finance.

Realistic and clear expectations associated with the role, and the appropriate capacity to fulfill those expectations.

A framework and tools to be effective coaches and "own" their business with reps.

Managers need strong leadership that: 1) eliminates barriers to sales and pipeline development 2) monitors and inspects deals at a high level and empowers me to do the same 3) works closely with marketing and product to position products in the marketplace to the right people.

Better tools, better CRM, ability to analyze data to drive reframes/rational drowning, better lead generating resource

