LinkedIn

# 7 Eye-Opening Stats
# Illuminating the Future of Sales

In **LinkedIn's Global State of Sales report**, one of the most telling findings is that leading through change is now a required skill for sales managers. Fully **76% of sales managers** agreed that a manager's capacity to navigate change is more important than it was five years ago.

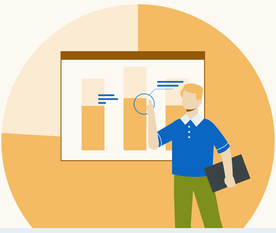
COVID-19 has only accelerated change in the sales profession. It has forced sales organizations to embrace virtual selling, to ramp their use of sales technology, and to boost the role of customer satisfaction—as opposed to quota—as the leading metric for measuring sales performance.

**Here are seven eye-opening stats from the State of Sales report that shine a light on the fast-changing profession of sales:**

**77%** That's the percentage of salespeople who say they are holding more virtual meetings in the wake of COVID-19. With limited face-to-face meetings, virtual selling is becoming essential.

**#1** That's the rank of customer satisfaction among salespeople's most effective metrics to measure sales performance. The metric of customer satisfaction outranked both individual quota and team quota.

**32%** That's the percentage of decision makers who describe the sales profession as "trustworthy." Interestingly, while buyers may distrust the sales profession in the aggregate; they do trust some salespeople—**88% of buyers** agree that the salespeople they do business with are "trusted advisors."



**76%** That's the percentage of sales intelligence tool users who say the tool is critical or extremely critical to closing deals. Additionally, more than three-quarters of salespeople say they use sales technology of all kinds at least once a week.

**84%** That's the percentage of salespeople who are active on LinkedIn. That's up from **70% in 2018**. LinkedIn's role in the sales process continues to expand.

**49%** That's the percentage of salespeople who say they use data to assess sales performance. The same percentage uses data to prospect. Data is becoming central to the sales process and will only become more crucial in the future.

**10K** Surveyed more than **10,000 buyers and sellers in 10 countries**: Australia, Brazil, Canada, France, Germany, India, Mexico, Singapore, United Kingdom, and United States. The scope of the global State of Sales is comprehensive.

For more eye-opening stats from LinkedIn's State of Sales report, download the global edition today.

Download now ›

LinkedIn