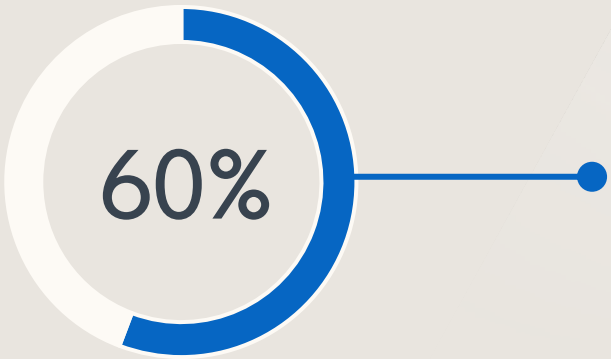
LinkedIn

State of sales

2021 Australia Highlights

Trend #1

Virtual selling is good for sellers; it's even better for buyers.



60% of Australian buyers say working remotely has **made the purchasing process easier.**

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Trend #2

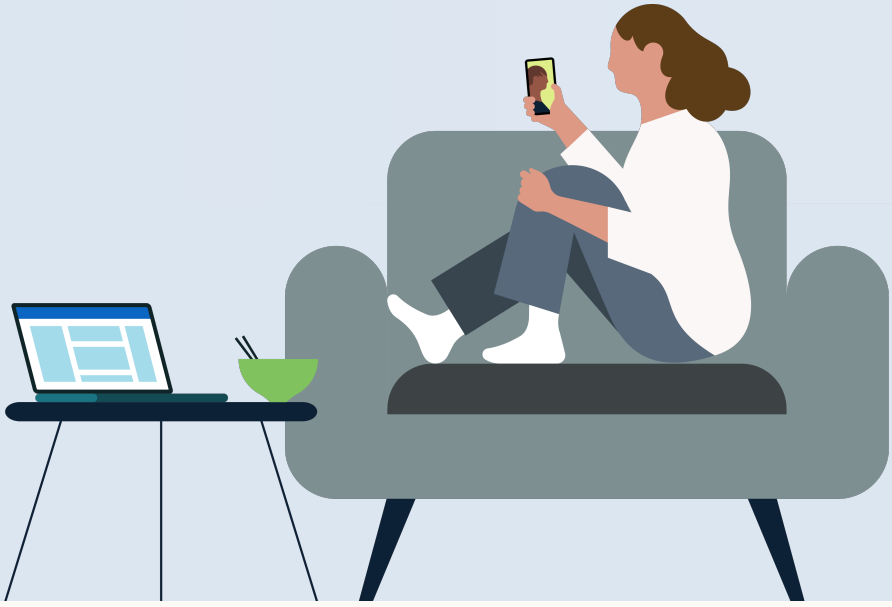
Sales organisations are preventing sellers from **putting buyers first.**

55%

of sellers say they "always" put the buyer first.

But, only... **25%**

of buyers agree.



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Trend #3

Sales organisations and sales managers **must prepare for an ongoing hybrid working world.**

72%

of sales managers in Australia agree that **the ability to cope with change** is more important than it was five years ago.

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Trend #4

These are the sales behaviours **blocking deals** in Australia.

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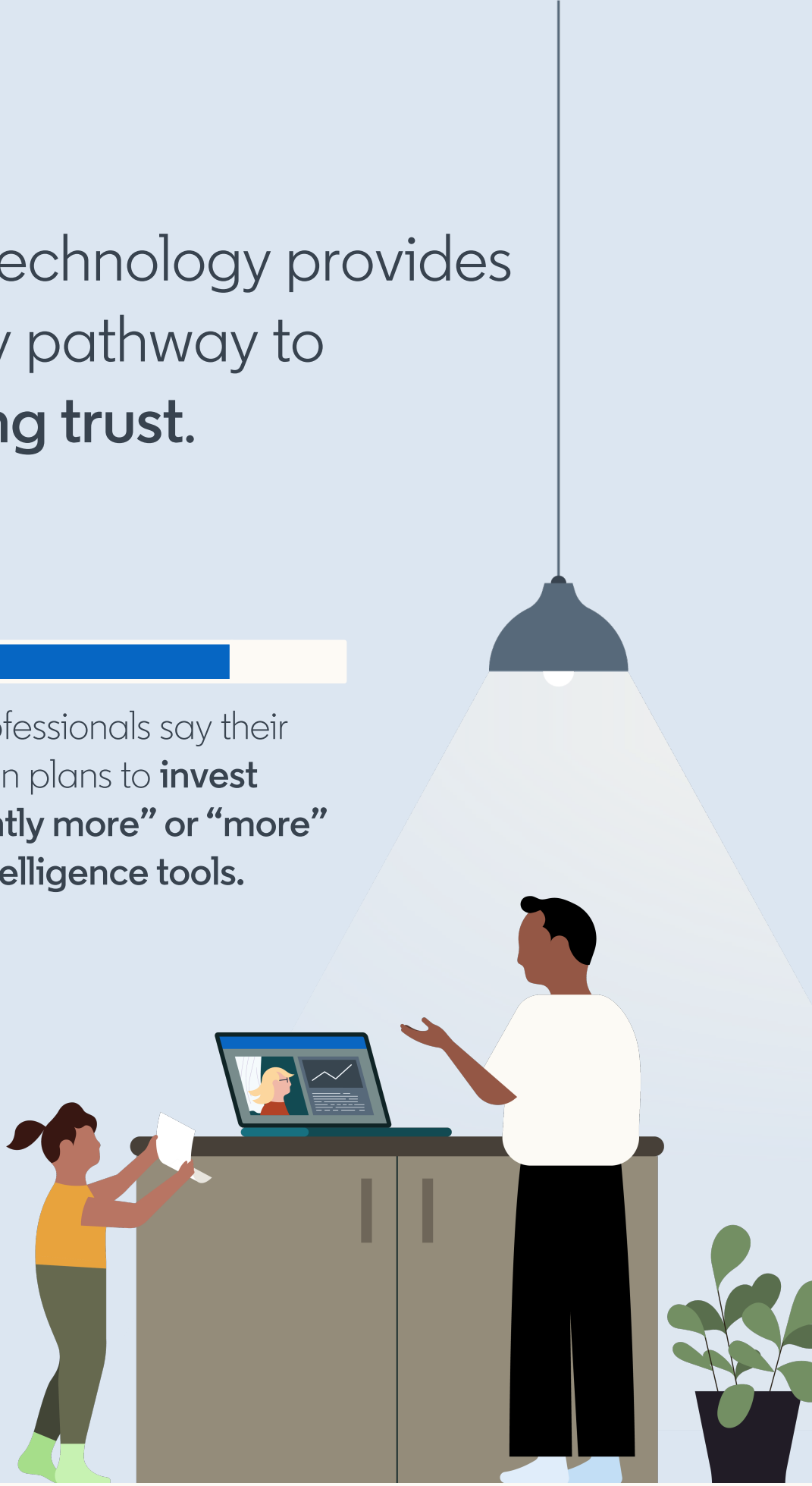
Trend #5

Sales technology provides the key pathway to **building trust.**

83%

of sales professionals say their organisation plans to **invest "significantly more" or "more" in sales intelligence tools.**



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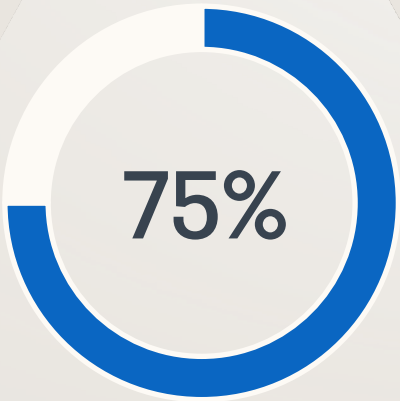
Trend #6

Evolving Sales Operations roles are reinforcing **data-driven strategies** in sales organisations.



of Australian sellers say they lost/delayed at least one deal in the past year because **a key prospect changed jobs**

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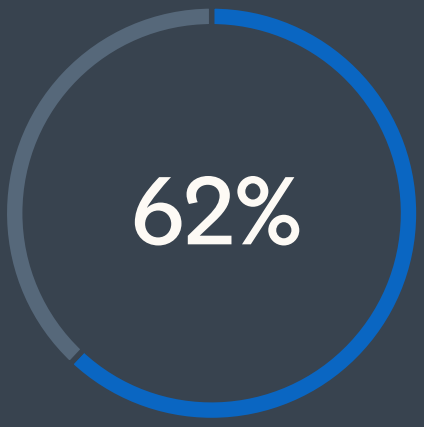
Trend #7

Buyers and sellers are finding **greater connection on** LinkedIn.



of Australian sellers say they are committed to **expanding their LinkedIn** network in 2021.

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