United Kingdom

Deep Sellers Crush Their Quotas and Highlights from the Deep Sales Playbook

- **22% of sellers in the UK are classified as deep sellers**, while 49% are shallow sellers. Deep sellers in the UK are 1.5x more likely to exceed their quota compared to shallow sellers, which is lower than the global data of 1.9x.

- **54% of deep sellers in the UK spend their time learning more about a customer's industry** compared to shallow sellers who spend 15% of their time focused on industry research. Globally, 62% of deep sellers and 20% of shallow sellers conduct industry research.

- **Deep sellers in the UK are more likely than shallow sellers to have seven or more contacts across key personnel within accounts** (purchase influencer 69% vs. 17%, buying committee members 65% vs. 13% and decision makers 69% vs 8%).

- **Over 9 in 10 deep sellers in the UK. seek buyer feedback following an interaction** (57% all the time; 41% most of the time) compared to just under half of shallow sellers (10% all the time; 36% most of the time).

Note: These are small base sizes and should be used with caution.

* Regional and country-level data is on par (with 1%-3%) with global data.

Deep Sellers Use AI and Sales Intelligence Technologies

- **78% of sellers in the UK agree that those who use AI to research prospects/customers will excel in the future**, while 84% say they want training on how to best use AI technology.*

- **In the UK, 62% of salespeople who exceeded quota use AI**, while only 39% of those who exceeded their quota do not use AI. Impact of AI on quotas lower than the global average.

- **In the U.K, over 6 in 10 deep sellers utilize sales intelligence tools to identify high potential accounts**, which is significantly higher than shallow sellers (12%).*

Demystifying the Buyer-Seller Relationship

- **Sellers (94%) in the UK place more importance than buyers (58%) on in-person meetings prior to closing a deal.** UK sellers value the importance of an in-person meeting more than sellers globally (87%) while buyers view the importance less than buyers globally (67%).

- **44% of UK buyers say they have bought from the same sales professional**, even after they switched companies. Additionally, 46% of buyers who have moved companies have bought from the same sales professional, highlighting the importance of relationships.

- **In the UK, sellers are more optimistic than buyers regarding budgets.** 73% of sellers expect purchasing budgets to increase (16% substantially 25%+ and 58% somewhat <25%) in the next 12 months compared to 54% of buyers (6% substantially 25%+ and 38% somewhat <25%). Buyer data in the UK is lower than perceptions globally.

What is deep sales?

Deep sales is a category of software within the sales intelligence space. It was established by the LinkedIn Sales Solutions team in Spring of 2022, solidifying the notion that Sales Navigator is highly differentiated from other sales tools because of its capabilities, fueled by the powerful data and signals provided by the unique LinkedIn platform.

The deep sales is also an approach consisting of 3 habits that are directly and quantifiably correlated to a higher chance of a seller beating their quota. The 3 habits are 1) prioritize high potential accounts, 2) identify and build key buyer relationships, and 3) find hidden allies and timely intel for relevant outreach.

Sellers who exhibit most, if not all, of these behaviors routinely excel within their sales organizations as top performers, or what we call deep sellers. The sellers who do the least of these behaviors are low performers, or shallow sellers.

EMEA Region

Deep Sellers Crush Their Quotas and Highlights from the Deep Sales Playbook

- **17% of sellers in EMEA are classified as deep sellers**, while 48% are shallow sellers. Deep sellers in EMEA are 2.1x more likely to exceed their quota compared to shallow sellers, which is slightly above the global data of 1.9x.

- **62% of deep sellers in EMEA spend their time learning more about a customer's industry** compared to shallow sellers who only spend 19% of their time focused on industry research. Globally, 62% of deep sellers and 20% of shallow sellers conduct industry research.

- **Deep sellers in EMEA are more likely than shallow sellers to have seven or more contacts across key personnel within accounts** (purchase influencer 49% vs. 16%, buying committee members 43% vs. 11% and decision makers 48% vs 10%).

- **Over 1 in 2 deep sellers in EMEA (55%) seek feedback following an interaction all the time** compared to just 13% shallow sellers.

Deep Sellers Use AI and Sales Intelligence Technologies

- **78% of sellers in EMEA agree that those who use AI to research prospects and customers will excel in the future,** while 80% say they want training on how to best use AI technology.*

- **80% of salespeople who exceeded quota use AI,** while only 21% of those who exceeded their quota do not use AI.

- **Over 6 in 10 deep sellers utilize sales intelligence tools to identify high potential accounts,** which is significantly higher than shallow sellers (16%).

Demystifying the Buyer-Seller Relationship

- **Sellers (87%) and buyers (65%) agree it is important to meet in-person meetings prior to closing a deal.**

- **51% of buyers in EMEA say they have bought from the same sales professional,** even after they switched companies. Additionally, 51% of buyers who have moved companies have bought from the same sales professional, highlighting the importance of relationships.*

- **EMEA sellers are more optimistic than buyers regarding budgets.** 76% of sellers expect purchasing budgets to increase (13% substantially 25%+ and 63% somewhat <25%) in the next 12 months compared to 54% of buyers (8% substantially 25%+ and 46% somewhat <25%). Buyer data in the EMEA is lower than budget perceptions globally (64% increase).

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