



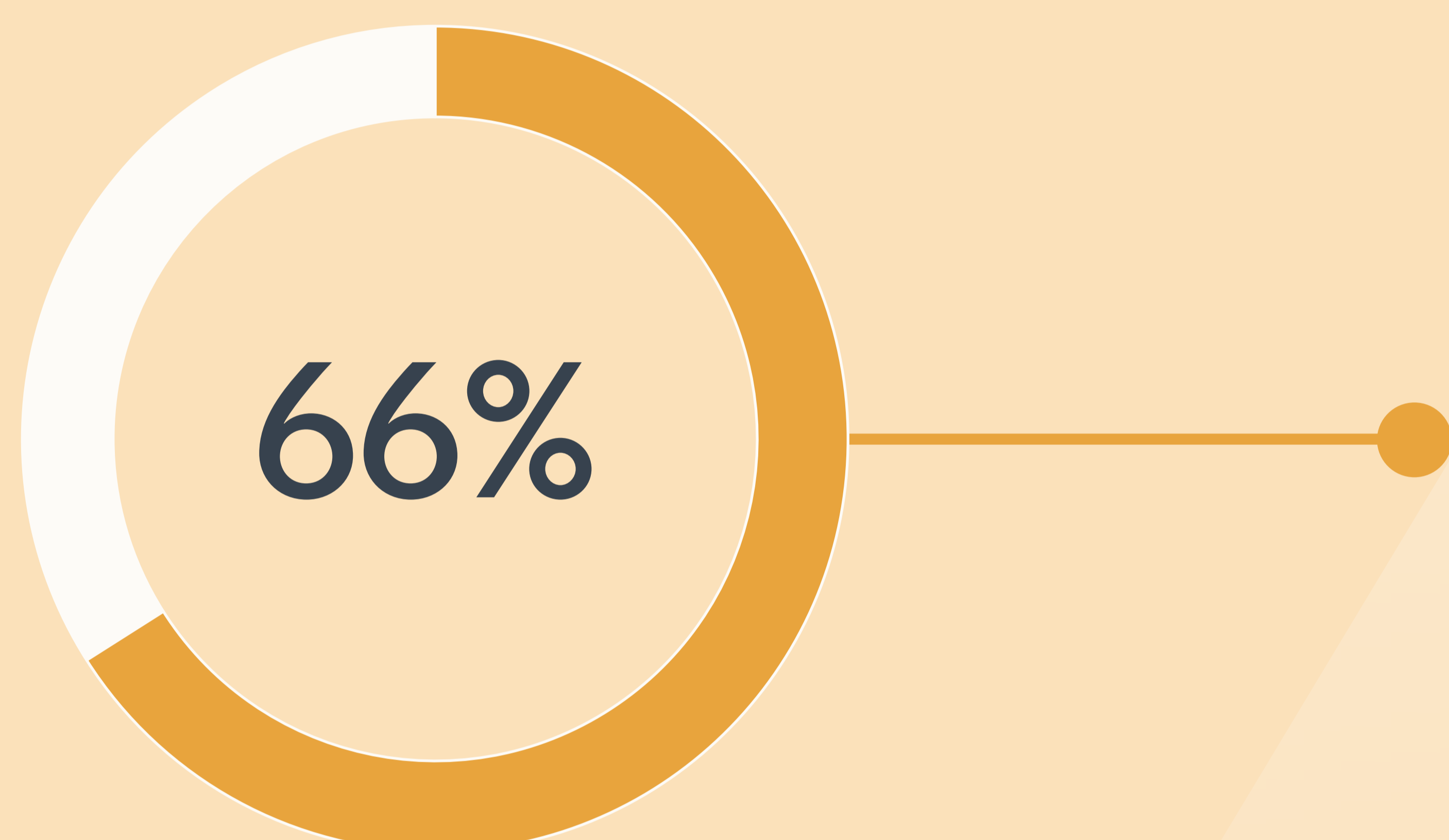
State of sales

2022 Australia Highlights



Key Theme #1

The pandemic disrupted the sales process — permanently and positively.



of Australian buyers say that working remotely has made buying easier.

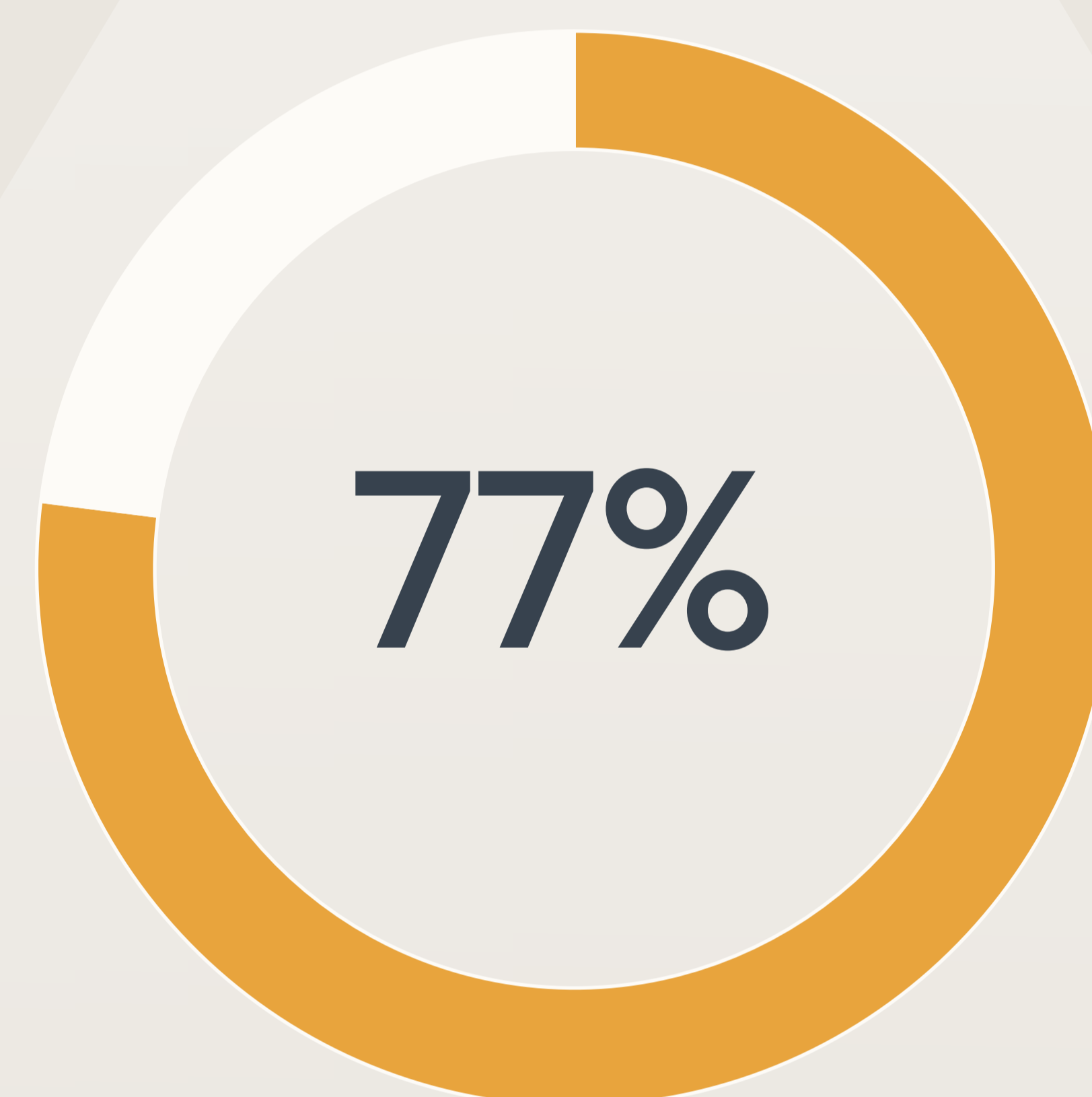


What this means for you

As more buyers work remotely, virtual selling has become a necessity. And you can't sell virtually without sales technology. In addition to investing in your sales tech stack, make time to ensure your tools integrate with your sales teams' workflow.

Key Theme #2

The continued rise of sales technology and data-driven selling in a rapidly shifting job market.



of Australian sellers say they have seen a deal lost or delayed in the past year by a decision maker changing roles.

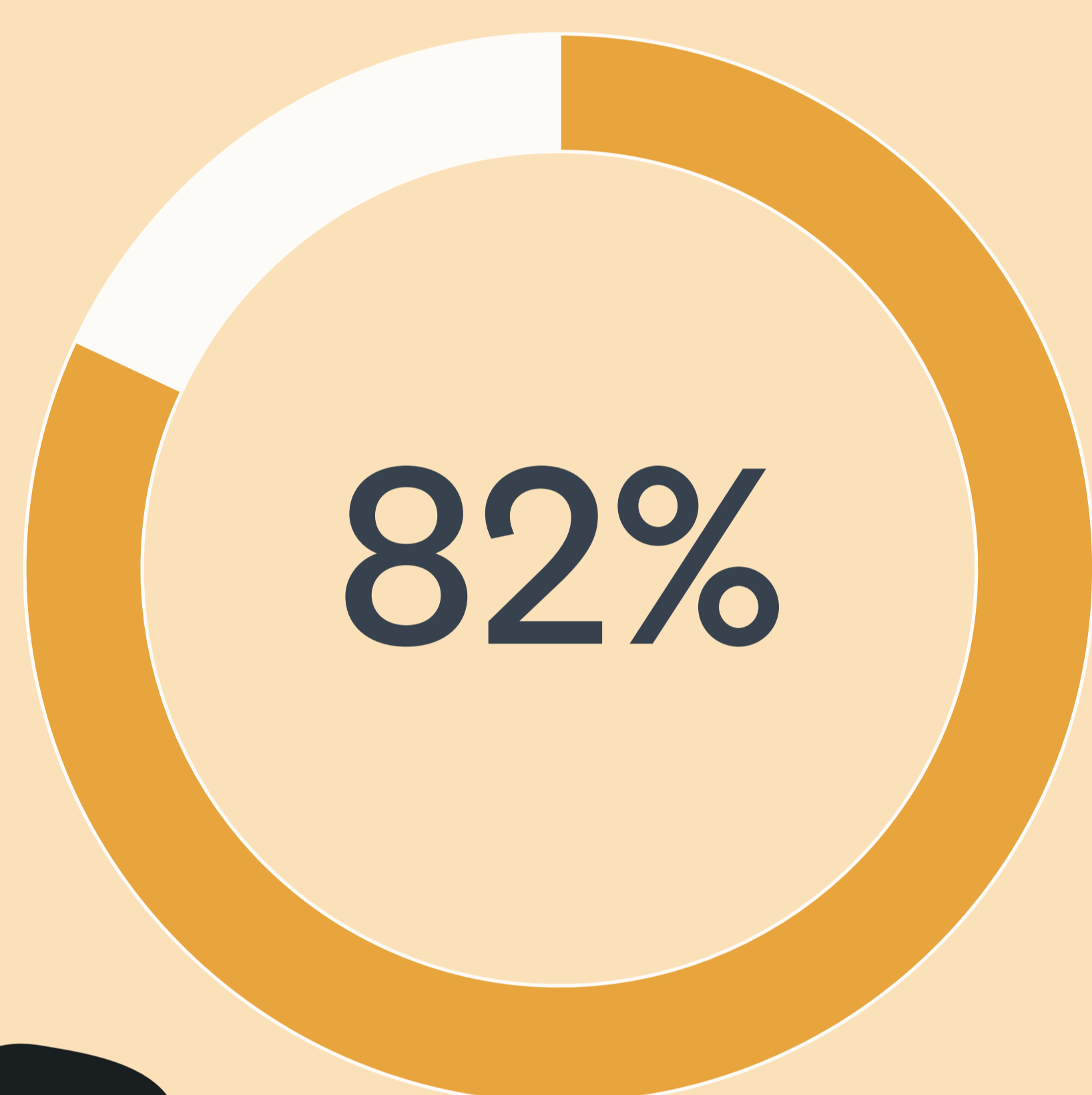


What this means for you

In the current Great Reshuffle, sales tools can supply the data to know when buyers are shifting roles and when a deal or a customer may be in danger. The most effective sellers are using CRM systems and other sales technology to see the latest movements of their customers and prospects.

Key Theme #3

Top performers are thriving due to their intelligent use of technology.



of Australian top performers do research “all the time” before reaching out to prospects, compared to 76% of other sellers.



* Top performers are defined as sellers who exceed 150% of quota

What this means for you

Top performers spend more time using technology and data to research their buyers and prepare for sales calls. They're spending less time on the unproductive blind outreach and instead leveraging the tech stack to zero in on the prospects that the data say are most likely to buy.

LinkedIn Sales Solutions

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