



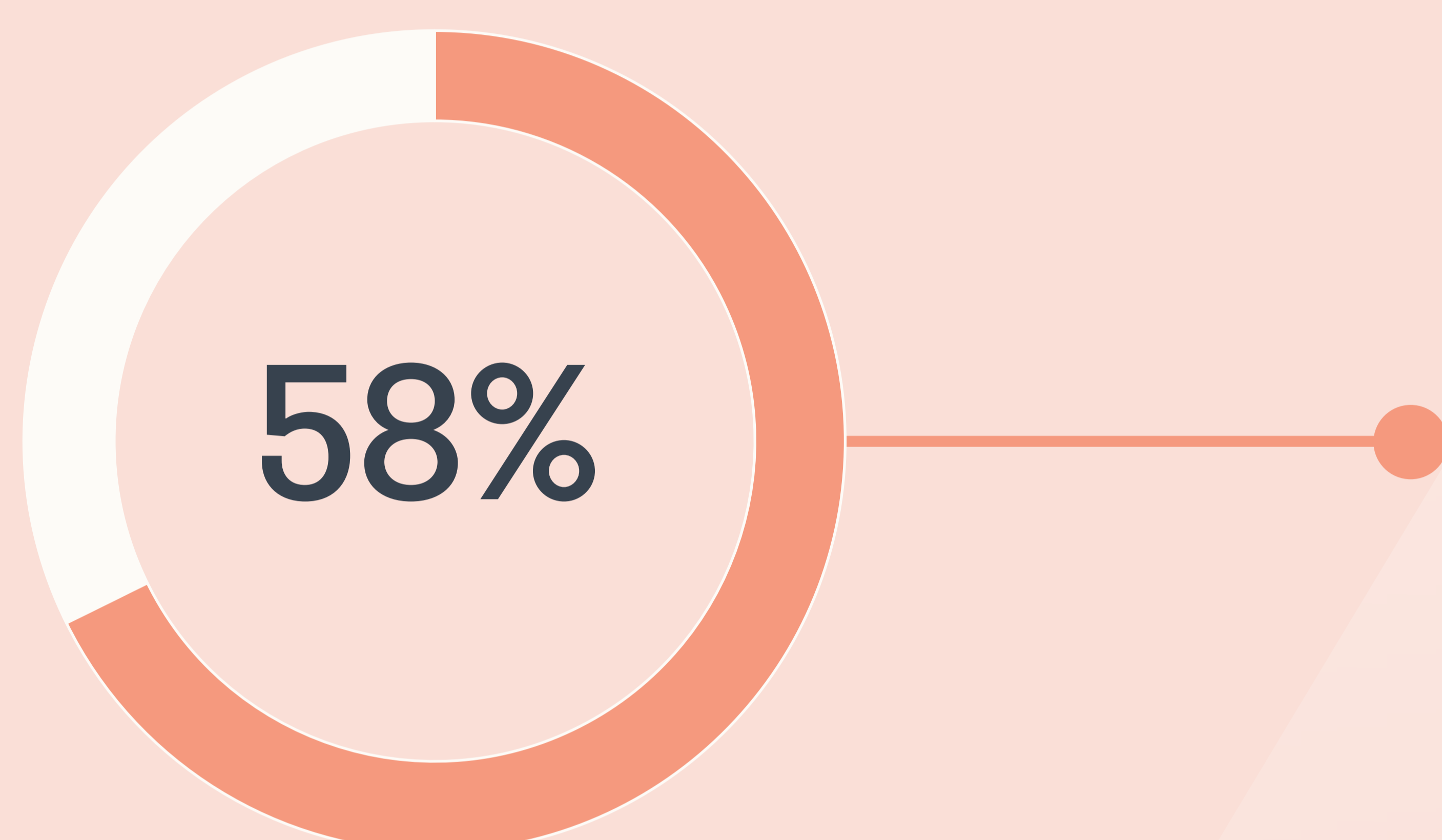
State of sales

2022 Singapore Highlights



Key Theme #1

The pandemic disrupted the sales process — permanently and positively.



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

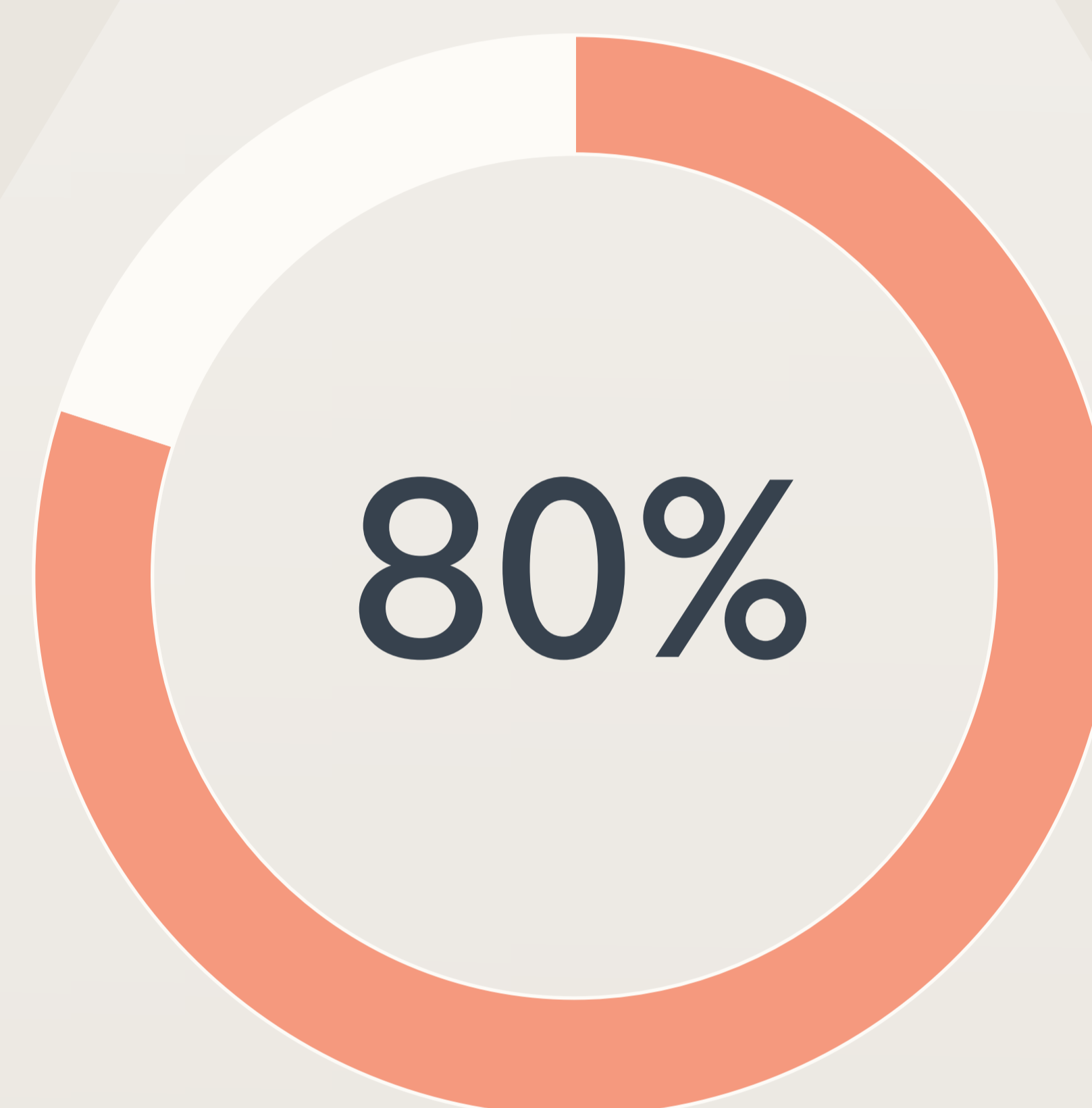


What this means for you

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.



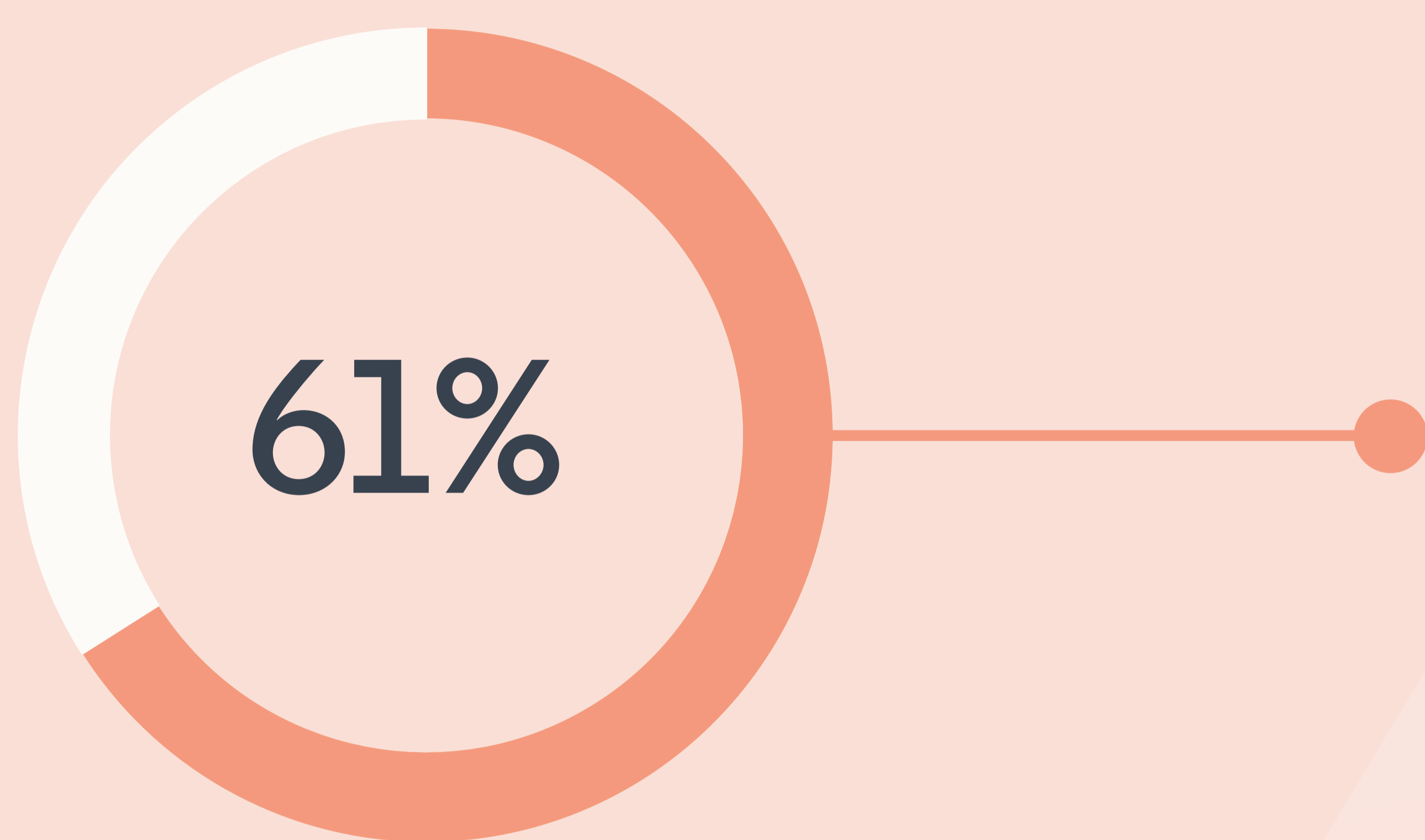
of Singaporean sellers say they have seen a deal lost or delayed in the past year by a decision maker changing roles.

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.



An illustration of a person with short black hair and glasses, wearing a yellow cardigan and blue pants, sitting at a desk. On the desk is a laptop, a blue mug, and a stack of books. A green monstera plant is on the floor next to the desk. A blue pendant lamp hangs above the desk, casting a light on the scene.

61% of Singaporean top performers do research “all the time” before reaching out to prospects, compared to 33% 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

For more insights into the State of Sales 2022,
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