

State of sales

2022 Asia Pacific Edition



Introduction

Top sellers use the tech stack to humanise interactions with buyers. That's why they're thriving.

Throughout history, technology has transformed the sales process.

But not always for the better.

At the dawn of the 20th century, new technologies like the automobile and the telephone allowed sellers to knock on exponentially more doors and speak with more potential customers. As the century drew to a close, the advent of the internet and email enabled sellers to reach buyers at scale from their laptops and mobile phones.

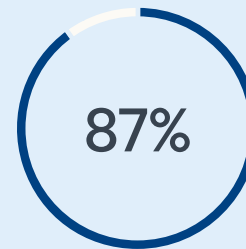
These technological advances, however, brought downsides for buyers. The rise of telemarketers made the do-not-call list a necessity. The proliferation of spam forced the creation of legislation around the world, such as the Spam Act of 2003 in Australia.

The growth of the sales tech stack is a further reflection of this trend. The pandemic and the rise of remote work accelerated the proliferation of sales technology: 87% of sellers at large companies

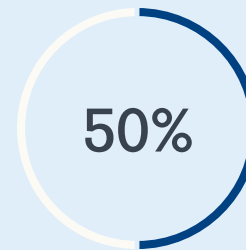
(with 1,000+ employees) in Asia Pacific use sales tech once a week, according to LinkedIn's 2022 State of Sales data.

That's a good thing — or at least it could be. In too many cases, the rise of sales technology is frustrating for buyers. Sales tech often leads to sellers simply becoming more efficient at spamming potential buyers with messaging for products that they don't need or aren't in the market for at that time.

Many sellers are engaging in ill-advised outreach simply because they can. For instance, early in the pandemic, HubSpot data found that sales teams boosted number of email sends by 50%. At the same time, response rates from buyers dropped to an all-time low.



of sellers at large companies (with 1,000+ employees) in Asia Pacific use sales tech once a week, according to LinkedIn's 2022 State of Sales data.



During the start of the pandemic, HubSpot found that sales teams boosted number of email sends. At the same time, response rates plunged to record lows.

Introduction

So, the State of Sales in 2022 is a paradox: The adoption of sales technology is at an all-time high, accelerated by the pandemic, yet the most successful sellers* use technology to make themselves more human and connected to buyers.

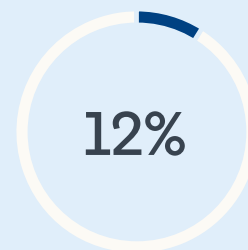
Data gathered for LinkedIn's 2022 State of Sales report shows that the actions of top-performing sellers show a better pathway to selling the way buyers want to buy. Here are three key ways that top performers outperform:

1. Better Targeting

Like any tool, sales technology is only as good as the person who's using it. The most successful sellers are using technology such as sales intelligence tools in the right way. Top performers use technology, yes, but they don't use it to simply knock on more doors. Instead they use it to knock on the right doors, finding the welcoming buyers and delivering the right message at the right time.

2. Better Organisational Data

Top performers have uncovered the secrets of successful virtual selling. In a typical week, the most effective sellers spend about 12% more time than average sellers updating their CRM systems to ensure they fully understand the buying committee and the complexities of the organisations they are selling to.



Top Performers spend more time than average sellers updating their CRM systems to ensure they fully understand the buying committee and the complexities of the organisations they are selling to.

3. Better Time Management

Top performers say they spend less time selling than average performers, which sounds counterintuitive. But as we dig into this data, we find effective sellers spend more time using technology and data to research their buyers and to prepare for sales calls. So, in effect, they're spending less time on the unproductive and potentially damaging blind outreach to buyers and instead leveraging the tech stack to zero in on the prospects most likely to buy. Ultimately, the most effective sellers put their effort into the deals that data shows are the most likely to close.

In the end, top performers may spend less time knocking on doors — but they spend more time winning.

* We define "Top Performers" as the most successful sellers — those reaching more than 150% of quota.

Introduction

Welcome to LinkedIn's 2022 State of Sales report, Asia Pacific edition. In this report, we'll demonstrate how the past two years accelerated the rise of virtual selling and sales technology across Asia Pacific. Our data will also show that the sellers who are embracing these changes and deploying sales tech are the ones thriving in this new data-driven world. The findings from our survey of 2,250 buyers and 2,250 sellers – 750 buyers and 750 sellers in each of Australia, India, and Singapore – prove this beyond doubt.

Here are the three key themes we uncovered:

1. The pandemic disrupted the sales process — permanently and positively.

For both buyers and sellers in Asia Pacific, remote work has gone from rarity to commonplace in the past two years. Buyers, in particular, love it. Nearly three quarters of buyers (68%) say that working remotely has made buying easier. Sellers have also adjusted to this new reality of limited travel, cancelled conferences, and rare face-to-face meetings. In response, they've honed their outreach skills, with our data showing that 87% of sellers are far more likely to do warm calling than cold calling (13%).

68% of buyers say that working remotely has made buying easier.

2. The continued rise of sales technology and data-driven selling.

Sales technology permeates the modern sales organisation in Asia Pacific. With CRM systems and sales intelligence tools leading the way, technology is at the centre of the virtual selling process. Winning sales organisations are also embracing data in all its forms. With 81% of sellers saying they have seen a deal lost or delayed in the past year by a decision maker changing roles, using sales intelligence tools to keep tabs on your buyers is crucial. But sales organisations still crave cleaner, more effective data, with 47% of sellers identifying incomplete data as their largest data challenge.

81% of sellers say they have seen a deal lost or delayed in the past year by a decision maker changing roles.

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

Top performers in Asia Pacific do things differently. For instance, our State of Sales report finds that 71% of sellers in the top cohort are more likely than other sellers (50%) to do research “all the time” before reaching out to prospects. They're also far more likely to use sales tech, to put buyers' needs ahead of theirs, and to leverage LinkedIn.

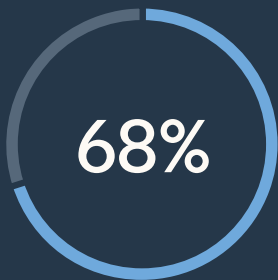
71% Top performers do research “all the time” before reaching out to prospects.

Table of contents

#1	The pandemic disrupted the sales process — permanently and positively	6
#2	The continued rise of sales technology and data-driven selling	14
#3	Top performers are thriving due to their intelligent use of technology	23
#4	Contributors	33
#5	Methodology	34

Trend #1

The pandemic disrupted the sales process — **permanently and positively.**



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

“The pandemic has underscored a critical facet to sales that we were not paying as much attention to — the human side to sales, which is relationship building. The challenge is on pursuit and engagement during the pursuit, where cold calling became an easy way, but it is not always the right way to proceed.”

Jagdish Mitra

Chief Strategy Officer & Head of Growth, Tech Mahindra

Trend #1: The pandemic disrupted the sales process — permanently and positively

Over the past two years, the landscape for buying and selling changed markedly. No longer could sellers meet buyers face-to-face at conferences, at their offices, or out at business lunches.

Overnight, selling became virtual selling. Sellers interacted with buyers by commenting on their social media posts, via email, and through other electronic means.

What made selling in this new reality even more difficult is that the pandemic left in its wake a Great Reshuffle* as decision makers changed jobs at an unprecedented rate. LinkedIn's Economic Graph shows that turnover among corporate director-level-and-above — the mass of B2B buyers — increased 21% globally in the period from December 2021 to March 2022.

In this turbulent time, it is more imperative than ever for sellers to keep tabs on the roles of their prospects and customers. Why? Because State of Sales data shows that 81% of sellers across Asia Pacific have seen a deal lost or stalled because a buyer changed roles. The most efficient way to track buyers, whether they are current customers or prospective clients, is online with sales intelligence tools like LinkedIn Sales Navigator, which can automatically flag role changes among buyers in your CRM system.

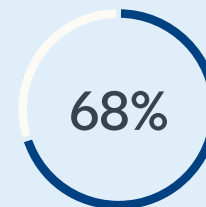
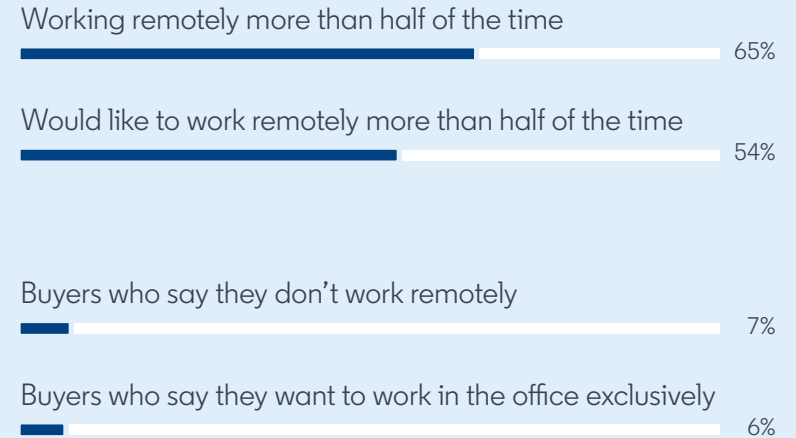
* The Great Reshuffle is LinkedIn's term for the heightened number of job changes, particularly among decision makers, that occurred globally during and in the wake of the pandemic.



Trend #1: The pandemic disrupted the sales process — permanently and positively

Much of the changing in roles among decision makers was driven by buyers looking for jobs that allowed remote work. Currently, 65% of buyers work remotely more than half of the time, and 54% would like to work remotely more than half of the time. Only 7% of buyers say they don't work remotely, and only 6% say they want to work in the office exclusively.

Here's what may be the most important remote work statistic of all: Nearly three quarters of buyers (68%) say that working remotely has made buying easier.



of buyers say that working remotely has made buying easier.

Trend #1: The pandemic disrupted the sales process — permanently and positively

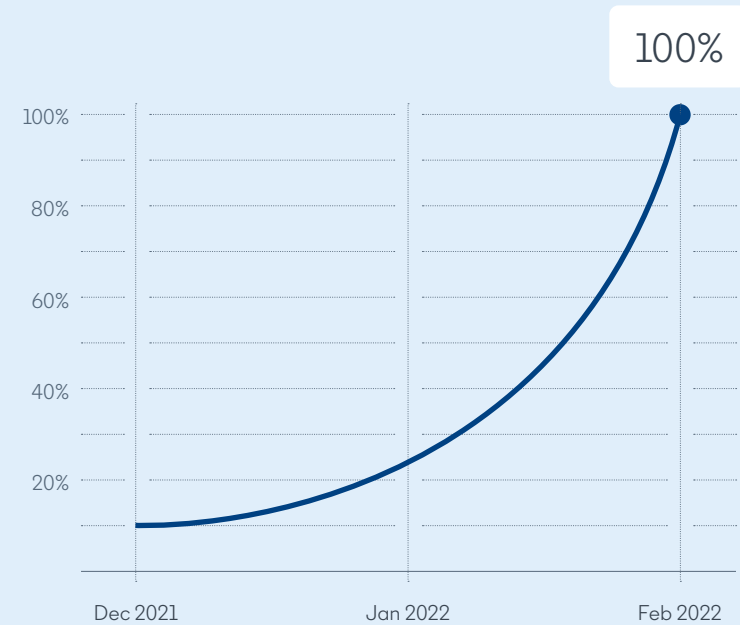
The inescapable conclusion: Remote work for buyers — and its companion, virtual selling — are not going away. LinkedIn data confirms that job postings for remote buyer roles are on the rise — up 100% in Australia and Singapore in the December 2021 to February 2022 timeframe compared with the same period a year earlier. Note that this trend outpaces the growth of overall remote jobs on the platform by 25%.

Data from India did not meet reporting thresholds required to be included in the breakdown above.

Action for sellers

Your buyers want to work remotely in a hybrid world. Solely relying on in-person selling is not going to come roaring back any time soon. Embrace virtual selling. Understand how to use sales technology to find prospects, communicate with buyers virtually, and close deals without ever meeting in person.

Job postings for **remote buyer roles** are on the rise



The trend of job postings for remote buyers roles is rising 25% faster than the growth of remote jobs overall listed on the LinkedIn platform.

Source: LinkedIn data. Job posting country data is from Australia and Singapore.

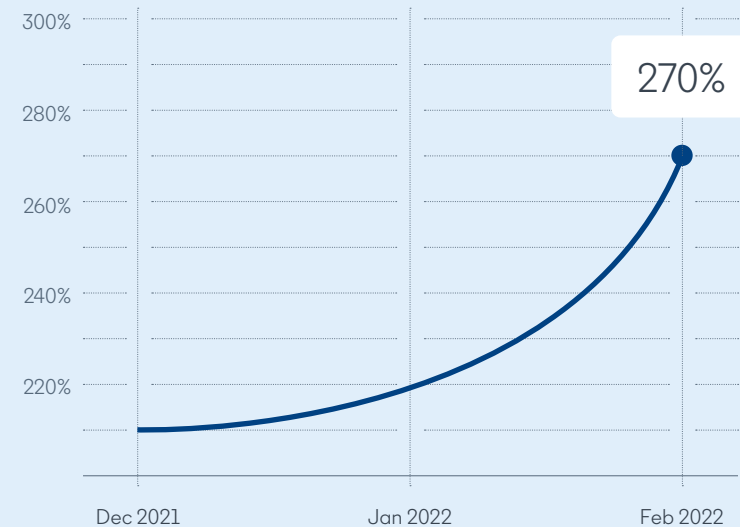
Trend #1: The pandemic disrupted the sales process — permanently and positively

Sellers want to work remotely, too

Like buyers, sellers want to work remotely. Nearly one third (59%) of sellers say that in the future they want to work remotely 50% or more of the time, according to our survey. LinkedIn data found that the number of remote sales jobs posted on the platform increased by more than 270% in Australia and Singapore, in the period from December 2021 to February 2022 compared with the same period a year earlier. And sellers are thriving in this remote world: 30% of sellers say they have closed deals over \$500,000 without ever meeting the buyer face-to-face.

Data from India did not meet reporting thresholds required to be included in the breakdown above.

Job postings for remote seller roles in Australia and Singapore



of sellers say they have closed deals over \$500,000 without ever meeting the buyer face-to-face.

Source: LinkedIn data

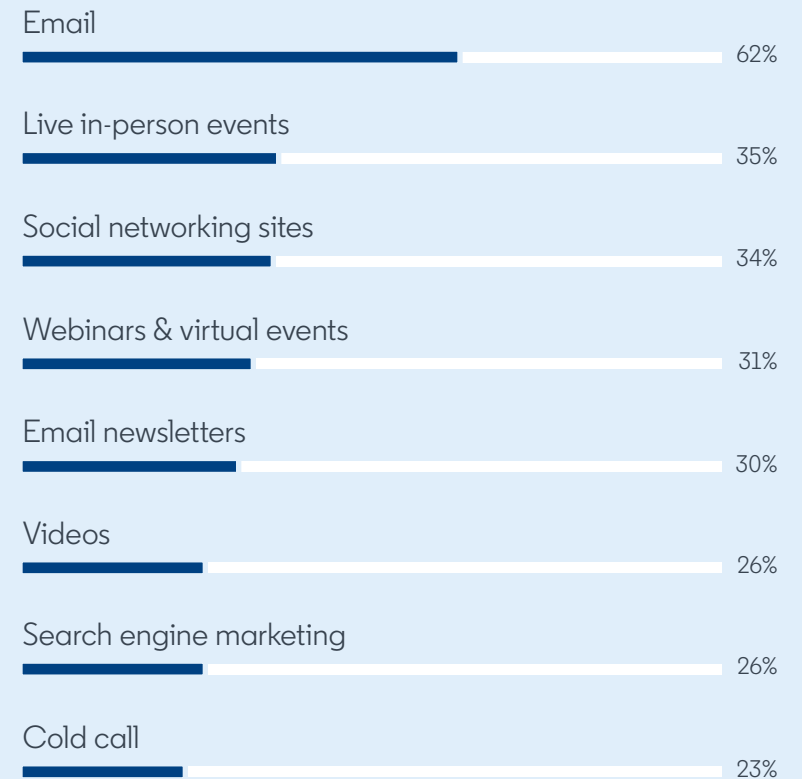
Trend #1: The pandemic disrupted the sales process — permanently and positively

The rise of the warm call

With an increasing number of buyers and sellers working remotely in a hybrid world, virtual selling has become indispensable. It requires a different kind of outreach. In our survey, buyers also outlined their preferred methods of outreach by sellers. At the top, gaining 62% approval, was email. Far down on the list, at 23%, was a cold call.

Instinctively, virtual sellers have moved to embrace the warm call over the cold call in their outreach. We defined a traditional cold call as when a seller is handed a list of names and dials for dollars using a pre-written script. A warm call is defined as outreach (whether via email or phone) where the buyer has researched the prospects, their company or their industry.

How buyers want to be contacted by sellers

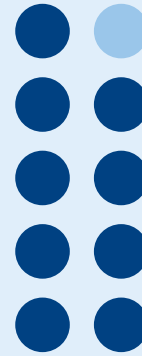


Trend #1: The pandemic disrupted the sales process — permanently and positively

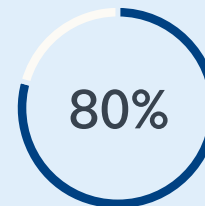
Our survey data shows that almost nine in 10 (87%) of sellers say they engage in some form of warm calling, but only 37% of sellers still engage in cold calling.

Conducting a warm call requires that sellers research the buyer. Whether it's performing a Google search or consulting a LinkedIn profile, research is increasingly necessary before a seller reaches out to a buyer. In our survey, 80% of sellers in Asia Pacific say they are doing "significantly more" or "more" research in the past 12 months.

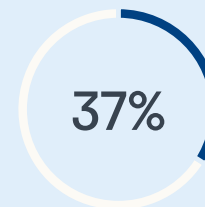
LinkedIn data also supports the notion that sellers are adopting a "warm calling" outlook. Our data found a 37% year-over-year increase in sellers who have viewed a buyer's LinkedIn profile before sending an InMail in 2021. Additionally, buyers are 181% more likely to accept an InMail from a seller if they already follow the LinkedIn Page of the company where the seller works.



Almost nine in 10 (87%) of sellers say they engage in some form of warm calling, but only 37% of sellers still engage in cold calling.



80% of sellers in Asia Pacific say they are doing "significantly more" or "more" research in the past 12 months.



37% year-over-year increase in sellers who viewed a buyer's LinkedIn profile before sending an InMail in 2021.

Trend #1: The pandemic disrupted the sales process — permanently and positively

The takeaway for sellers

Do your research. Be prepared before you pick up the phone or send that email. Research helps ensure that you're bringing relevant, challenging outreach to your buyers. Reaching out with irrelevant information can be a deal killer, because 75% of buyers say they're unlikely to engage with a seller who reaches out with information that's irrelevant to their job. Our survey data indicates that buyers are more likely to consider brands if sellers engage in behaviours that require research:



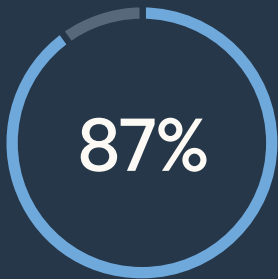
The takeaway for sales managers

Hybrid work is here to stay. It will continue to be difficult for your sales teams to solely rely on seeing buyers face to face, so sales managers will need to equip their teams with the tools, technologies, and training to master virtual selling.



Trend #2

The continued rise of **sales technology** and data-driven selling



of sellers at companies with 1,000 or more employees use sales technology at least once a week.

“As sales leaders, we must enable our teams with the right processes, culture, and technology stack, and hold ourselves accountable for improving the competency of the people on our team.”

Darrick Chan

Head of Revenue Operations & Growth Marketing, Xendit

Trend #2: The continued rise of sales technology and data-driven selling

It's a fact: with the rise of remote work and virtual selling, sales technology is an essential part of selling. Nine out of 10 (90%) sellers who reached 150% of quota or more use sales tech at least once a week. In comparison, 79% of other sellers use sales tech once a week.

Sales technology and the data it can provide enable sellers to understand their buyers, the role they play in their company and in the buying process, and when they're in the market to actually make a purchase. In a world where hybrid work is a fact of life, sales tech is the pathway to knowing your buyers, especially when it can remain difficult to meet with them in person.

“Using data-driven insights (such as those we take from LinkedIn Sales Navigator) has helped us not only understand our customers better than ever before, but also connect with our customers with meaningful and personalised digital engagements.”

John Ieraci

Chief Customer Officer, Telstra Enterprise



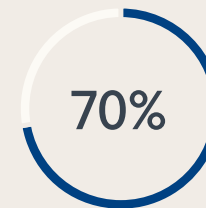
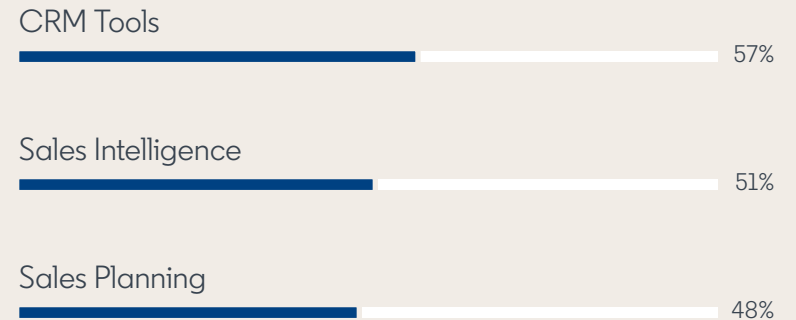
Trend #2: The continued rise of sales technology and data-driven selling

Increased usage of sales technology

What particular tools comprise the sales tech stack? More than half (57%) of sellers in our survey use CRM tools, 51% use sales intelligence and 48% use sales planning tools. LinkedIn data shows that CRM skills are highly valued by employers based on the “skill mismatch,” which compares the difference between the skills of the entire salesforce (skill supply) versus the skills of salespeople hired in the past 12 months (skills demand). CRM skills ranked at the top of this list for salespeople.

We asked sellers about their usage of seven different sales technologies, and for every tool that we inquired about, the overwhelming majority of sellers (at least 70%) said they planned to use them “significantly more” or “more” often this year.

Popular sales technologies by usage



of sellers said they planned to use sales technologies “significantly more” or “more” often this year.

Trend #2: The continued rise of sales technology and data-driven selling

CRM, virtual collaboration/demo, and sales planning tools are the most important elements of the tech stack in Asia Pacific, according to the State of Sales survey. CRM is considered important or very important by 100% of respondents, while 98% of respondents feel that way about the other two tools.

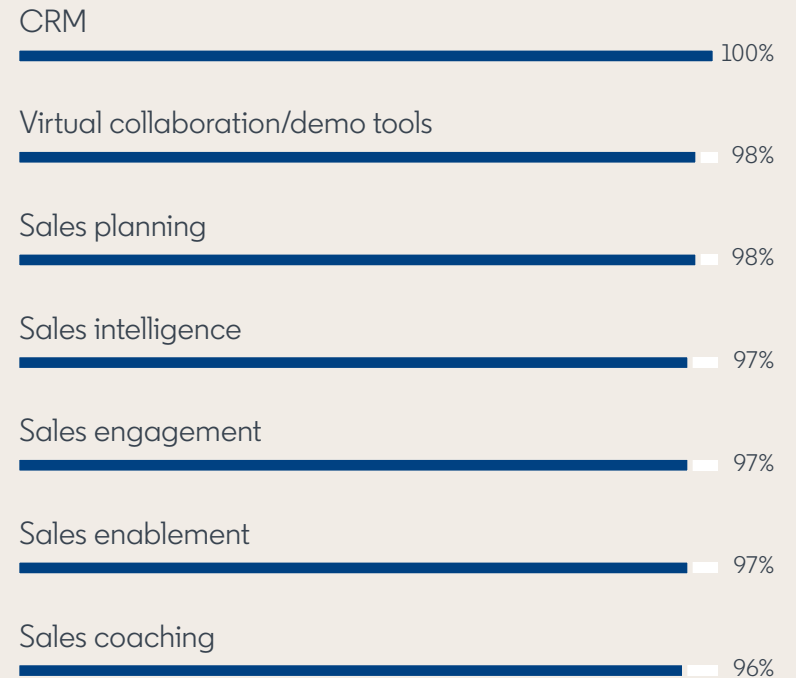
Action for sellers

Every seller has access to sales tech, whether it's a CRM, sales enablement software or sales intelligence tools. Learn how to use the tools at your disposal: The most effective sellers are putting in the time to learn how to use this technology to streamline the time from outreach to getting deals closed.

Action for sales management

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, invest the time to ensure your tools integrate with your sales teams' workflow.

Sellers that find sales technologies “very important” or “important”



Trend #2: The continued rise of sales technology and data-driven selling

LinkedIn is central to the buying process

Both buyers and sellers identify LinkedIn as a tool central to the buying process. When buyers in Asia Pacific are researching the sellers calling on them, four of the top seven research methods they use are LinkedIn oriented:

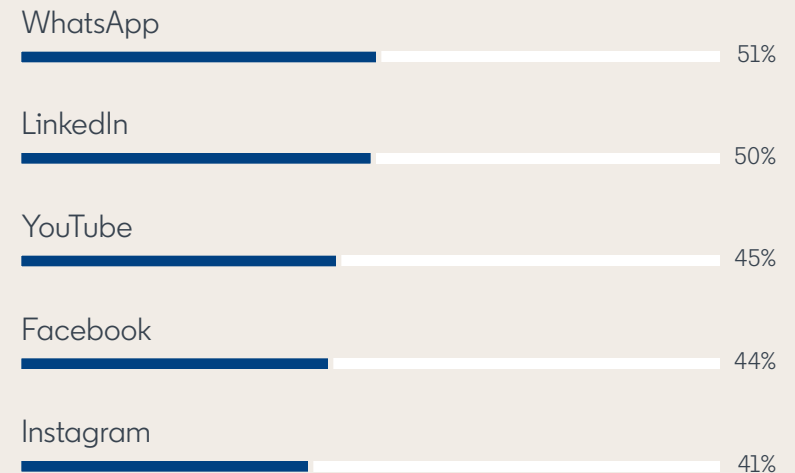
- Viewing the seller’s LinkedIn profile
- Viewing the LinkedIn Page of the seller’s company
- Reviewing content the seller has posted on LinkedIn
- Checking for common connections on LinkedIn

On the sales side, 50% of sellers say they are “very active” on LinkedIn for business purposes. That’s just behind WhatsApp (51%), and more than any other social media option, including YouTube (45%), Facebook (44%), and Instagram (41%).

Action for sellers

Your buyers are changing roles at an unprecedented pace, and this can lead to deals being delayed or derailed. Invest in tools such as LinkedIn Sales Navigator, which lets you know immediately when buyers are shifting roles, which, in turn, can help you keep deals on track.

Percent of sellers who are “very active” on social media for business purposes



“LinkedIn plays a key role because it tends to humanise a lead/ prospect. We see what that person is doing, his/ her background, experiences, likes/ dislikes etc., which helps us to craft a personalised strategy that will impact the relevant person.”

Jagdish Mitra

Chief Strategy Officer & Head of Growth, Tech Mahindra

Trend #2: The continued rise of sales technology and data-driven selling

A growing variety of data points

With the rise of sales and revenue operations, data is playing a more central role in how sales organisations plan for the future, which includes everything from assigning territories to targeting accounts, industries, and geographies.

Action for sales management

You can understand your total addressable market in a deeper way. Tools exist — such as LinkedIn Sales Insights — that can help your sales organisation understand (in a data-driven way) the companies, industries, and geographical regions where your products and services are an excellent fit. Investing in these tools will give your sellers sharper, more efficient focus in their buyer outreach.

The most common ways sales organisations use data



Trend #2: The continued rise of sales technology and data-driven selling

Sellers value buyer intent data

The use of buyer intent technology to find prospects who are ready to buy in the near term is increasingly central to the sales process. Almost nine in 10 sellers (89%) say determining buyer intent is important for their sales organisation. Sales organisations are using a variety of tools to gauge buyer intent. Topping the list is LinkedIn Sales Navigator, in the sales intelligence category, which is used by 44% of respondents.

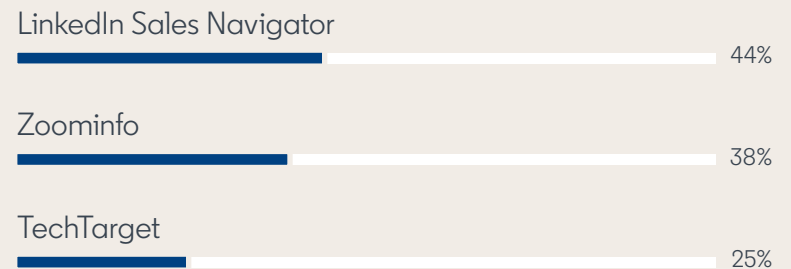
Action for sales management

Research shows that only a small fraction of potential buyers are currently in the market for your product at any given time. Invest in buyer intent technology to help ensure your sellers are reaching out to the buyers who are ready to buy right now.



Almost nine in 10 sellers (89%) say determining buyer intent is important for their sales organisation.

Most popular tools used to assess buyer intent



Trend #2: The continued rise of sales technology and data-driven selling

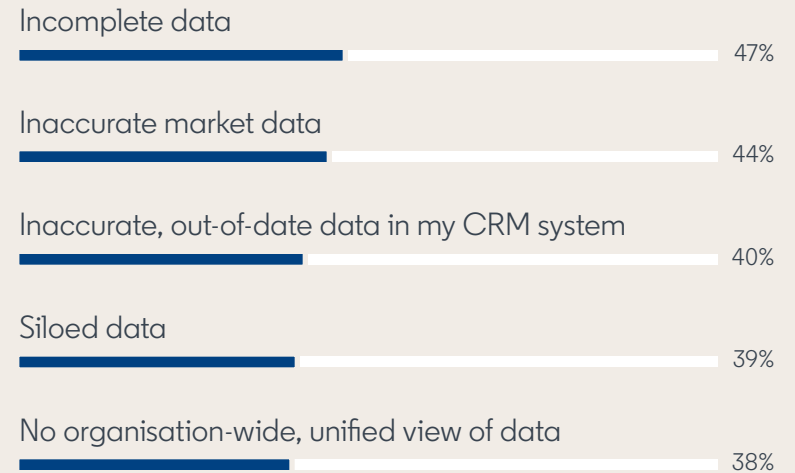
Data challenges

With the rise of data's importance in sales organisations, challenges are emerging. Sellers are looking for unique data that gives them an edge, and, in our survey, they identify the top providers of unique data as Google and LinkedIn. Almost half of sellers (47%) say their biggest data challenge is incomplete data. The remainder of the top three data challenges facing sellers are inaccurate market data (44%) and inaccurate CRM data (40%).

Action for sellers

Inaccurate CRM data is a challenge for sellers, but there's a solution. LinkedIn Sales Navigator's data validation tool automatically flags out-of-date information in a seller's CRM system to help keep tabs on prospects and keep deals on track.

Sellers' biggest data challenges



Trend #2: The continued rise of sales technology and data-driven selling

The takeaway for sellers

Sellers, there's no doubt sales tech and the data it provides can give you an edge. 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 at their customers and prospects.

The takeaway for sales management

While the CRM system remains the most used sales technology tool, other elements of the sales tech stack — such as sales intelligence — are not far behind. As a next step, forward-looking sales managers should be working to integrate their sales tech stack so that the tools work together. For instance, LinkedIn Sales Navigator's CRM Sync feature enables data from LinkedIn to be automatically uploaded into CRM systems.

* The Great Reshuffle is LinkedIn's term for the heightened number of job changes, particularly among decision makers, that occurred globally during and in the wake of the pandemic.



Trend #3

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

71%

of top performers say they perform research “all of the time” before reaching out to prospects.



50%

Only half of those reps who are not top performers (average grouping) say they always perform research.

“As sellers, we need to go back to the basics by actively listening to a customer’s vision and needs, doing thorough research, and leveraging team resources to perform joint account planning.”

Darrick Chan

Head of Revenue Operations & Growth Marketing, Xendit

Trend #3: Top performers are thriving due to their intelligent use of technology

Top-performing salespeople do things differently. It's important to understand this fact, because replicating the behaviours of top performers throughout your sales organisations can pay huge revenue dividends.

What exactly do top performers do differently than average performers? To answer this question, we divided the 750 sellers who took our survey into four categories:

- Sellers who met quota
- Sellers who exceeded quota by **1% to 24%**
- Sellers who exceeded quota by **25% to 49%**
- Sellers who exceeded quota by **50% or more**

Our survey data identified six key areas where top performers — especially the top cohort who exceeded quota by 50% or more — take different approaches. Let's take a closer look.



Trend #3: Top performers are thriving due to their intelligent use of technology

Top performers deploy sales technology — in the right way

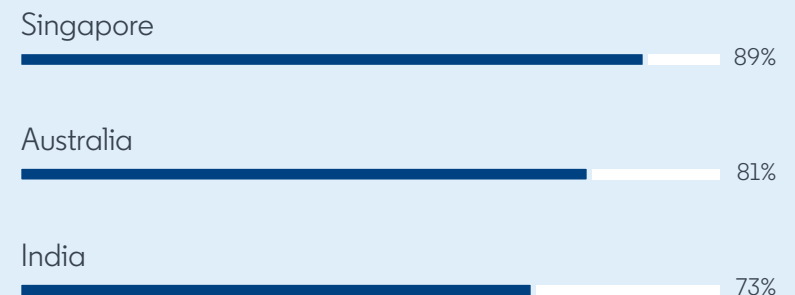
The highest performing cohort was far more likely to use sales technology. Our survey found that 90% of top-performing sellers use sales technology at least once a week. The average for all sellers who took our survey was 79%. Across the three countries, all cohorts of sellers in Singapore use sales technology at least once a week at the highest rates compared to the other two countries: 89% in Singapore vs. 81% across the board in Australia and 73% across the board in India.

Additionally, top performers across the three countries identified the primary advantages of sales tech differently. In Australia, 32% of top performers chose flexibility; in Singapore, 29% chose efficiency; and in India, 23% chose real-time data accuracy. The emphasis on sales technology's flexibility, efficiency and real-time data accuracy indicates that top performers are more than perfunctory users of sales tools: They have mastered a variety of features and are maximising their value to excel at virtual selling.



of top-performing sellers use sales technology at least once a week. The average for all sellers who took our survey was 79%.

Across the three countries, all cohorts of sellers in Singapore **use sales technology at least once a week** at the highest rates compared to the other two countries.

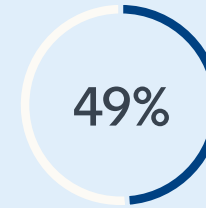


Trend #3: Top performers are thriving due to their intelligent use of technology

Top performers **rely** on LinkedIn

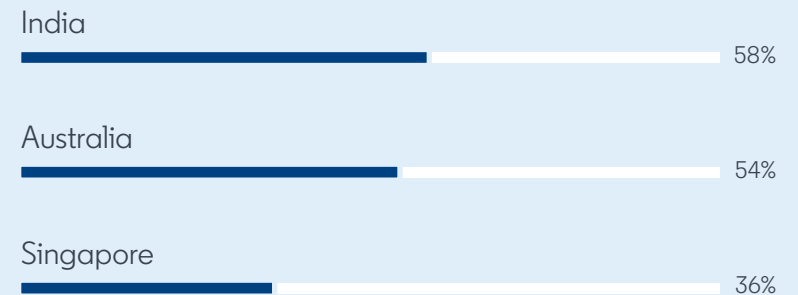
The highest performing group of sellers in our survey are also more likely (49%) to say they “significantly” expanded their network on LinkedIn in 2021 compared to the 31% of the other cohorts who say they made a similar commitment.

Across the three countries, the highest performing group in India came in at the highest percentage here: 58%. While Australia’s highest performers were close behind at 54%, just 36% of Singapore’s highest performers significantly expanded their network on LinkedIn in 2021. In fact, a higher percentage of sellers in Singapore who exceed quota by 25-50% expanded their network significantly in 2021: 47%.



Almost half of top performers say they “significantly” expanded their network on LinkedIn in 2021 compared to the 31% of the other cohorts who say they made a similar commitment.

The percentage of high performers by country who significantly **expanded** their LinkedIn network in 2021



Trend #3: Top performers are thriving due to their intelligent use of technology

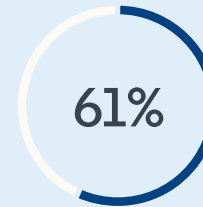
Moreover, the highest performing group was far more likely to be planning to boost its usage of LinkedIn in 2022. For instance, 50% of the top performing group said it was committed to writing many more articles for LinkedIn compared to just 33% of the other groups. Across the three countries, 61% of high performers in India plan to write “many more” articles for LinkedIn compared to just 30% of the highest performers in Singapore. The highest performers across Asia Pacific were also “much more” likely to use LinkedIn to share third-party content and interact with content posted by others on LinkedIn than lower performers.

Action for sellers

Top-performing sellers are far more likely to say they are using LinkedIn. Set a calendar reminder for 30 minutes each month to spend time updating your LinkedIn profile. Take time to update your latest projects, add a new skill, endorse someone else, or try a new cover image.



of the top performing group said it was committed to writing many more articles for LinkedIn compared to just 33% of the other groups.



of high performers in India plan to write “many more” articles for LinkedIn compared to just 30% of the highest performers in Singapore.

“We’ve equipped several of our teams with Sales Navigator licenses, which has allowed them to get on-demand insights on our key stakeholders to enrich our account plans, keeping them up-to-date and relevant.”

John Ieraci

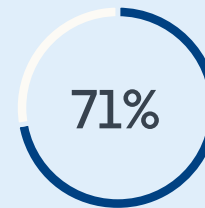
Chief Customer Officer, Telstra Enterprise

Trend #3: Top performers are thriving due to their intelligent use of technology

Top performers do significantly more research before outreach

Nearly three quarters of sellers (71%) who exceeded quota by 50% or more said they did research “all of the time” before reaching out to prospects. The highest figure in any of the other cohorts was 63%. Across the three countries, sellers in India had the highest percentage of top performers “always” doing research before reaching out (83% compared to 61% in Singapore). This data indicates that highest level sellers are conducting research — via Google, by visiting company websites, or by perusing LinkedIn profiles of prospects — that enables them to understand their targets in a way that can lead to meaningful conversations and more closed deals.

Since the start of the pandemic, 53% of the group that exceeded quota by 50% or more say they have ramped up their research “significantly.” The highest figure in the other cohorts was 47%. Across the three Asia-Pacific countries, the cohort most ramping up their research “significantly” were sellers in Singapore who exceeded quota by 25-50% (61%).



of sellers who exceeded quota by 50% or more said they did research “all of the time” before reaching out to prospects. The highest figure in any of the other cohorts was 63%.



of the group that exceeded quota by 50% or more say they have ramped up their research “significantly.” The highest figure in the other cohorts was 47%.

Trend #3: Top performers are thriving due to their intelligent use of technology

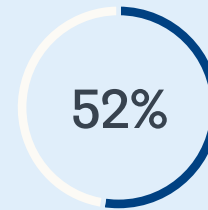
LinkedIn data supports that sellers who do research on their buyers reap rewards. A LinkedIn study from last year found that LinkedIn InMails sent to buyers get an 86% uplift if the seller had viewed the buyer's profile prior to sending a message. Further, if sellers follow their target company's LinkedIn Page, InMail acceptances increased 13%. Additionally, it's useful for sellers to react to digitally active and engaged buyers. For instance, buyers who have recently posted content on LinkedIn are 52% more likely to accept an InMail within 30 days of their posting content. Similarly, buyers who have recently posted a job change on LinkedIn are 65% more likely to accept an InMail.

“Increasing complexity in our sales cycles, with more key business influencers and decision makers than ever before, a hot labour market and pandemic-induced ‘great realignment’ means it is more important than ever to have a strong grasp of the stakeholders who are going to help you close a deal.”

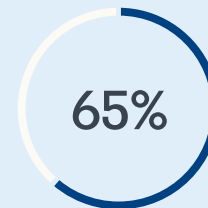
John Ieraci

Chief Customer Officer, Telstra Enterprise

The percentage of buyers more likely to **accept an InMail**



within 30 days of their posting content



if they recently posted a job change on LinkedIn

Trend #3: Top performers are thriving due to their intelligent use of technology

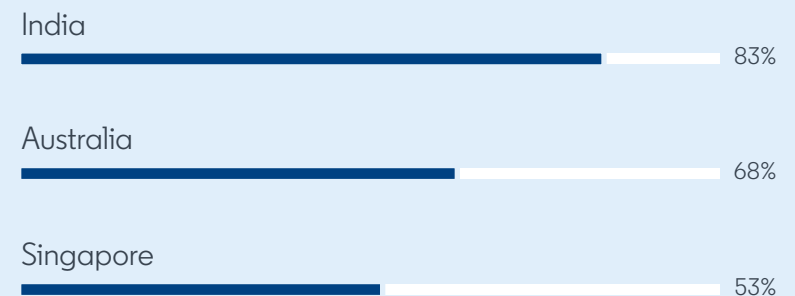
Top performers put the buyer first

Our research shows that the highest-performing cohort was far more likely to say they “always” put the buyer first. Sixty-eight percent of the group that exceeded quota by 50% or more say they “always” put the buyer first. Of those who met quota, just 42% say they “always” put the buyer first.

Across the three countries, sellers that exceeded quota by 50% or more put the buyer first more than any other group: 83%. In Singapore, 53% of that top cohort always puts the buyer first. In fact, the same percentage of sellers in Singapore who exceeded quota by 25-50% as sellers in Australia who exceeded quota by 50% or more put buyers first: 68%.

Putting buyers (and their needs) first is not an empty phrase. It’s a mindset that top performers use to win — and keep — business.

Across the three countries, percentage of sellers that **exceeded quota by 50% or more** and put the buyer first



“Selling is no longer a single person’s job; it involves other cross-functional members like solution engineers, marketing and customer success teams to add value and maximise the experience for the customer.”

Darrick Chan

Head of Revenue Operations & Growth Marketing, Xendit

Trend #3: Top performers are thriving due to their intelligent use of technology

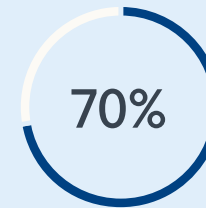
Top performers work closely with marketing

Almost three-quarters (70%) of the highest performing cohort in our survey say that marketing leads are “excellent.” Just 50% of sellers in the other categories rate marketing’s leads at the same level. Across all three countries, 81% of top performers in India rated marketing’s leads as “excellent” compared to 72% in Australia and just 56% in Singapore. In fact, the cohort ranking marketing’s leads as “excellent” at the highest percentage in Singapore were sellers who exceeded quota by 25-50% (65%).

The highest performing sellers understand that marketing in all its forms — from brand building to generating leads — is key to helping ensure salespeople are calling on buyers who are already halfway sold when they first connect with the seller.

Action for sellers

Sales and Marketing alignment matters. Meet monthly with marketing to understand the customer journey and what content is performing well with your target audience. Share what’s resonating with your prospects in sales conversations and what questions they are asking, so marketing can create content around those topics.

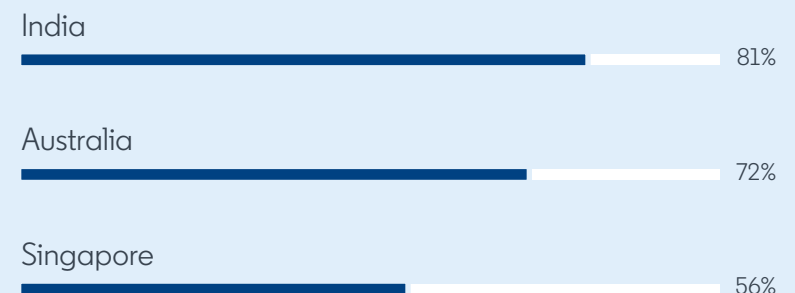


of the highest performing cohort in our survey say that marketing leads are “excellent.”



of sellers in the other categories rate marketing’s leads at the same level.

Top performers rating marketing’s leads as “excellent”



Trend #3: Top performers are thriving due to their intelligent use of technology

The takeaway for sellers

Of course, sellers want to sell. They want to get on the phone and pitch prospects and close deals. But an essential part of selling is doing the homework ahead of sales calls that demonstrates to buyers that you understand their business and know how you can help them. To be prepared for sales calls, top performers are using LinkedIn and other sales technology at higher rates than other sellers.

The takeaway for sales management

Sellers are not born, they're made. By investing in training to instill the behaviours of top sellers in the rest of the sales team, sales managers can boost results throughout the organisation. Additionally, far too many companies are not getting the maximum return from their investment in sales technology. Many sales tech tools have features that are going unused by sellers. But top-performing sellers understand that sales technologies offer many advantages that can be leveraged in a variety of ways to uncover opportunities and to close deals.



Action for sales management

Top performing sellers do more research, they use technology more often, they value marketing. These are learned behaviors, which imply that great sellers are made, not born. Implement a training program to introduce winning behaviours to your entire sales organization. Tiffani Bova, Global Growth and Innovation Evangelist, Salesforce, suggests that the process of bringing productive habits into your organisation should start even before sellers join the company: "If sales leaders are aware of the best practices of high performers on their team, then those behaviours should be part of the interview process ... If you can hire those sellers who come in with good habits, now it is just a matter of teaching them about what they are selling versus how to sell successfully."

Thank you to our contributors

We interviewed many prominent sales professionals and influencers who helped shape this State of Sales report. We'd like to thank them for their time and insight.

Michelle Benfer, SVP of Sales, The Americas, HubSpot

Tiffani Bova, Global Growth and Innovation Evangelist, Salesforce

Cherilynn Castleman, Managing Partner, CGI Executive Coaching

Darrick Chan, Head of Revenue Operations & Growth Marketing, Xendit

Jeremiah Desmarais, CEO, Advisorist

Joe DiMisa, Senior Client Partner, Korn Ferry

Jake Dunlap, CEO, Skaled Consulting

John Ieraci, Chief Customer Officer, Telstra Enterprise

David J.P. Fisher, President, RockStar Consulting

Steve Goldberg, CRO, SalesLoft

Shaan Hathiramani, CEO, Flockjay

Donald C. Kelly, Founder, The Sales Evangelist

Robert Knop, CEO, Assist You Today

Manny Medina, CEO and Cofounder, Outreach

Jagdish Mitra, Chief Strategy Officer and Head of Growth, Tech Mahindra

Anita Nielsen, President, LDK Advisory Services

Methodology

This Asia Pacific edition (covering Australia, India, and Singapore) of the 2022 State of Sales report is part of a series from LinkedIn that includes seven other reports: North America (encompassing the United States and Canada); Brazil, France, Germany, Mexico, the Netherlands, and the United Kingdom. For each country, we surveyed 750 buyers and 750 salespeople and sales managers. For the entire State of Sales project, we surveyed almost 15,000 people globally.

For the Asia Pacific 2022 survey, Schlesinger Group, a research panel company, conducted two online surveys in January 2022: one of sales professionals, the other of decision makers. Both samples included respondents over 21 years old who are employed at companies of different sizes and industries.

In addition to the survey, we drew on relevant data from the LinkedIn platform relating to the sales profession, and buyers. We also conducted numerous interviews with sales professionals and influencers.

LinkedIn Sales Solutions makes it simple to tap into the power of LinkedIn, the world's largest professional network of more than 830 million members, empowering every salesperson to put buyers first. Our portfolio of Sales Solutions, including **LinkedIn Sales Navigator** and **LinkedIn Sales Insights**, leverages this people-powered data and insights to allow your sales organization to focus on the accounts with the most opportunity and your sellers to develop and grow relationships with buyers at scale. LinkedIn Sales Insights helps sales operations plan smarter while Sales Navigator allows your sales teams to target, understand, and engage the people and accounts they need to bring those plans to life seamlessly. With LinkedIn Sales Solutions you can create deep and trusted relationships with buyers to fuel growth for your organization.

LinkedIn Sales Solutions

For a free trial of LinkedIn Sales Navigator, visit lnkd.in/sales