

Your Bad Sales Managers Are Costing You \$3.5 Million Each

Yes, your hunch is correct.

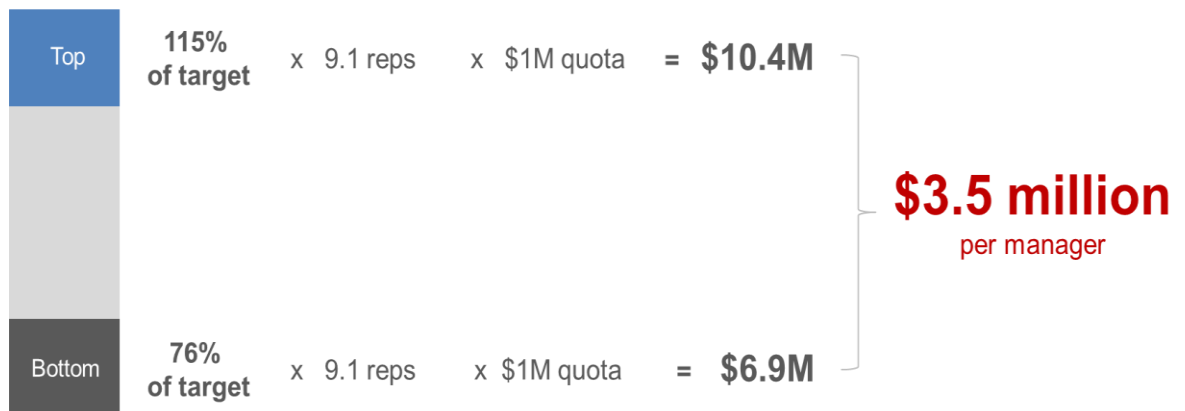
The number one revenue killer for many sales organizations is bad sales management.

A Vantage Point/Sales Management Association study of 518 sales managers in Fortune 500 sales forces showed that:

- The top 25% of managers exceeded their team targets by an average of 15%.
- The bottom 25% of managers fell short of revenue targets by 24%.
- Bottom performers underperformed their top-performing peers by 39% relative to their revenue goals.

With an average of 9.1 salespeople reporting to them, and assuming an annual quota of \$1 million for each sales rep, this yields a staggering gap in sales manager performance of \$3.5 million *per manager*.

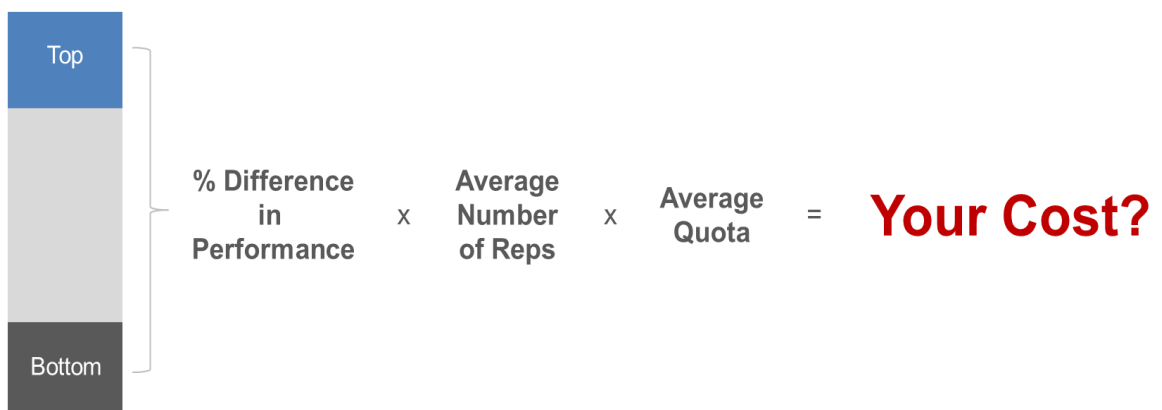
Average Cost of a Low-Performing Sales Manager



How much is bad sales management costing your team?

Here's the math: gap in performance x number of reps reporting to each manager x average rep quota.

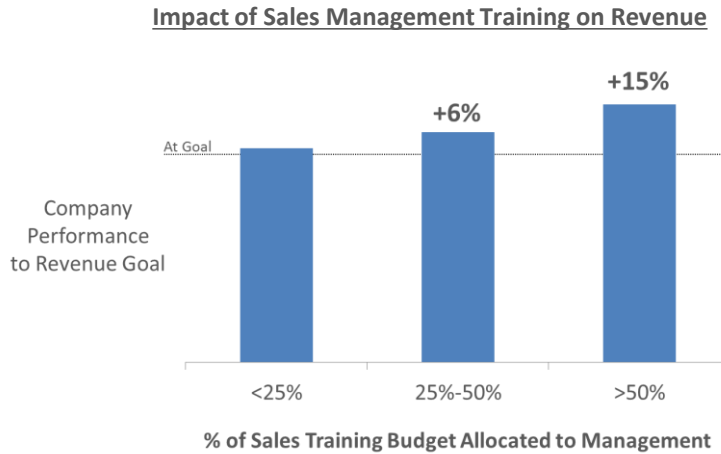
Average Cost of YOUR Low-Performing Sales Managers



The GOOD news - sales manager training can close this performance gap.

Investment in sales *management* training is even more powerful than spending on rep-level training.

Of 161 companies we studied, those that invested the most in their managers recognized a 15% advantage in revenue attainment.



The BEST news - there is huge leverage here.

By training this typically overlooked group, you can boost the performance of your entire team for a fraction of the cost of training your front-line sellers. Vantage Point's clients have seen amazing results:

Recent Client Results from Sales Manager Training

- | | | |
|----------------------|----------------------|--------------------------|
| ↑ 30% Revenue Growth | ↑ 15% Sales Pipeline | ↑ 10% Average Sale Price |
| ↑ 20% Reps at Quota | ↑ 10% New Customers | ↑ 50% Revenue Growth |
| ↑ 30% Win Rate | ↑ 45% Above Target | ↑ 40% Cross-Selling |

The impact of Vantage Point's sales management training programs can be best summarized by the VP of Sales Effectiveness at 3M after a global deployment of our flagship program, *The Sales Management Code*:

"This was the best, most successful training ever launched to our sales force."

To learn more about our research and capabilities, please visit www.VantagePointPerformance.com to download relevant articles, videos, e-books, webinars, and more!

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