

ABSTRAKT'S SEPTEMBER 2022 SURVEY RESULTS

See what people are saying about the current state of **call coaching**. The results may surprise you with over 1300 submissions ranging from Individual Contributors to Directors and even CEOs.



HOW MANY HOURS PER WEEK DO YOU SPEND COACHING OR RECEIVE COACHING EACH WEEK?

0-2 hours = **32%** 3-6 hours = **6%**
7-10 hours = **61%** 11+ hours = **1%**

How can you easily remove an hour or more of coaching hours from your week?

Technology. Simple answer. Find a real-time technology that either you or your team can use to help provide sales/call coaching without actually spending more time coaching. Think about what else you could accomplish if you had extra time in your week.

In the current economic environment, the organizations that look to technology to drive efficiency (*as opposed to hiring or cutting spend*) will be the ones on top.

ARE YOU CURRENTLY USING CALL OR SALES COACHING SOFTWARE?

Yes = **46%** No = **54%**



Here is how to pitch coaching software to your boss.

Do your sales math.

This is a real-life example from a prospect (*who shortly after this conversation became a customer*) from the residential lighting vertical. Reps will average 20 calls a week with a buyer (times 5 reps), that's 100 calls/week.

- Manager (let's call her Nancy) only can review 15 calls a week
- In those 15 calls, on average, 40% of them are called out as being handled incorrectly or objections were missed.
- Average Sales price of a new customer is \$290
- Extrapolate the average out to all 100 calls, and this team of 5 reps is leaving \$11,000 a week on the table (\$44,000 a month).
- Abstrakt would cost them \$500/month.

If you're a decision maker and you answered "No", please tell us why you would give up these benefits:

- Call & QA scoring and leaderboard insights can be reviewed in minutes.
- All of the data is in one place instead of having to use multiple tools.
- Give your team a fighting chance with objection handling responses while they're on the call.
- Easily match up the transcript to the audio to listen to specific objections or script adherence. (*Oh wait, only Abstrakt does this!*)

HOW MANY OPPORTUNITIES DO YOU OR YOUR TEAM MISS EACH WEEK DUE TO IMPROPER QUALIFICATION OR OBJECTION HANDLING?

0-5 opportunities = **25%**
11-15 opportunities = **11%**

6-10 opportunities = **58%**
16+ opportunities = **6%**

How to win one more opportunity per week?

This is an open-ended question, but here are some tips we've implemented.

1. Practice overcoming the most common objections - I'm not the right person, how did you get my number, I'm in a meeting, I no longer work there, and can you call me back?
2. Focus on value. If you don't know how to provide value to the person you're calling, then you haven't prepared enough to call them.
3. Never hide in a corner. Always seek out ways to learn from the best. Talk to the best reps and best managers (*even your own!*) you know to see what feedback they can provide.

WHERE ARE YOU CURRENTLY HOSTING YOUR PLAYBOOKS OR BATTLECARDS?

If you're using a mixture of the above, how do you expect to find the resource(s) you need while live on a call with a prospect or customer?

There is really no tactic here besides that you need to compile all of your resources so they are easy to find.

It's best to use software that will automatically deliver them in real-time, but you can at least start by getting it all together.

Google Docs = **34%**
Software Tool = **27%**
Internal Custom Built Wiki = **7%**
Sticky Notes = **1%**
Mixture of all of the above = **31%**

HOW LONG DOES IT TAKE A TYPICAL REP/AGENT TO FULLY RAMP?

** There was such a clear delineation between individuals that self-identified as an Individual Contributor versus Manager/Director/VP level, that we decided to break this data set into two separate groups.*

Why is there a disconnect on ramp time?

The biggest reason we can think of is "you don't know what you don't know". Individual Contributors may feel fully ramped even when they are not. From a tactic level, here are some things you can do to help bridge this gap:

- Challenge yourself and the team. Add Workshop Wednesdays, and make a person teach the team something new each week. Hold competitions within the team - weekly or monthly.
- *Individual Contributors:* Don't be stubborn. Just because you had success one way, doesn't mean you can't open your eyes to another. You never know what will work in that industry or with that company.
- *Managers/Directors/VPs:* Be in the trenches. Know what your team is going through and understand what it's like to make or take phone calls every day.

Individual Contributors

< 30 days = **48%**
31-60 days = **31%**
61-90 days = **16%**
91+ days = **5%**

Managers/Directors/VPs

< 30 days = **4%**
31-60 days = **21%**
61-90 days = **49%**
91+ days = **26%**

