

YouGov/Xactly Corporation Survey Results

Sample Size: 196

Fieldwork: 21st - 25th May 2012

Total	Gender		Age			
Base	Male	Female	18 to 34	35 to 44	45 to 54	55+

Including yourself, approximately how many business development/ sales people are employed by your organisation in total?

Base: Adults working in sales roles	196	104	92	42	41	44	69
1 (just me)	40%	39%	40%	14%	39%	43%	54%
2	15%	12%	18%	17%	12%	20%	12%
3 to 4	10%	10%	11%	10%	5%	14%	12%
5 to 9	9%	10%	9%	14%	7%	7%	9%
10 to 24	9%	9%	9%	14%	7%	5%	9%
25 to 34	4%	2%	7%	7%	7%	2%	1%
35 to 49	2%	2%	1%	2%	5%	-	-
50 or more	11%	16%	5%	21%	15%	9%	4%
Don't know	1%	1%	-	-	2%	-	-

Approximately how long have you been in a business development/ sales role at your current organisation?

Base: Adults working in sales roles	196	104	92	42	41	44	69
Less than a month	1%	2%	-	-	2%	-	1%
Between 1 and 6 months	5%	2%	9%	12%	5%	5%	1%
Between 6 months and 1 year	5%	3%	8%	14%	-	7%	1%
Between 1 and 2 years	11%	9%	13%	29%	5%	9%	4%
Between 2 and 3 years	13%	11%	15%	19%	20%	5%	10%
Between 3 and 4 years	10%	10%	10%	10%	15%	2%	12%
Between 4 and 5 years	13%	10%	16%	10%	15%	16%	12%
More than 5 years: See tab Q2_OE	43%	55%	29%	7%	39%	57%	58%
Don't know	-	-	-	-	-	-	-

In total, at how many different organisations have you worked in a business development/ sales role?

Base: Adults working in sales roles	196	104	92	42	41	44	69
1	37%	34%	40%	45%	37%	34%	33%
2	22%	13%	33%	29%	29%	18%	16%
3 to 4	26%	30%	22%	19%	24%	25%	32%
5 to 6	11%	17%	4%	5%	10%	18%	12%
7 to 8	2%	3%	-	-	-	2%	3%
9 to 10	2%	3%	-	-	-	2%	3%
More than 10	-	-	-	-	-	-	-
Can't recall	1%	1%	1%	2%	-	-	1%

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Thinking generally about business development/ sales people...
In which, if any, of the following ways do you think that "Generation X" (born before 1978) sales people compare to "Generation Y" (born 1978 or later) sales people? (Please tick all that apply)

Base: Adults working in sales roles	196	104	92	42	41	44	69
"Generation X" (born before 1978) are more ethical	38%	39%	36%	10%	39%	48%	48%
"Generation X" (born before 1978) are less ethical	11%	11%	11%	14%	7%	11%	10%
"Generation X" (born before 1978) are more money driven	12%	13%	12%	19%	15%	14%	6%
"Generation X" (born before 1978) are less money driven	35%	39%	29%	19%	32%	32%	48%
"Generation X" (born before 1978) expect more recognition	16%	17%	15%	14%	17%	20%	14%
"Generation X" (born before 1978) expect less recognition	30%	32%	27%	29%	29%	27%	32%
"Generation X" (born before 1978) are happier to be measured more rigorously	19%	29%	9%	7%	29%	23%	19%
"Generation X" (born before 1978) are less happy to be measured more rigorously	32%	30%	34%	24%	15%	36%	43%
None of these	11%	14%	7%	12%	15%	7%	10%
Don't know	20%	16%	25%	26%	17%	23%	17%

The next question is to find out how much people's sales performance varies from their targets. The question assumes that people are given targets on a monthly basis, so if you work to a different target schedule (e.g. weekly, quarterly or annual targets), please try and think about your performance over the course of a one month period.

Thinking about times when you have been above or below a monthly sales performance quota...What is the largest variance from your sales performance quota you have ever been? (Please tick one option on each row)

Percentage ABOVE sales performance quota :

Base: Adults working in sales roles	196	104	92	42	41	44	69
0% - i.e. never happened	7%	6%	8%	10%	10%	2%	6%
Up to 5%	5%	4%	7%	-	2%	5%	10%
More than 5% up to 10%	6%	4%	9%	5%	7%	5%	7%
More than 10% up to 15%	6%	7%	4%	2%	7%	7%	6%
More than 15% up to 20%	8%	8%	8%	7%	10%	7%	7%
More than 20% up to 30%	7%	8%	7%	17%	2%	2%	7%
More than 30% up to 40%	5%	5%	5%	2%	2%	11%	4%
More than 40% up to 50%	2%	4%	-	-	2%	5%	1%
More than 50%	21%	31%	10%	21%	20%	25%	19%
Don't know/ can't recall	34%	25%	43%	36%	37%	32%	32%

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Percentage BELOW sales performance quota :

Base: Adults working in sales roles	196	104	92	42	41	44	69
0% - i.e. never happened	12%	10%	14%	12%	10%	14%	12%
Up to 5%	11%	11%	11%	7%	10%	9%	14%
More than 5% up to 10%	11%	13%	9%	5%	5%	11%	17%
More than 10% up to 15%	8%	10%	5%	12%	12%	5%	4%
More than 15% up to 20%	7%	7%	7%	14%	5%	2%	6%
More than 20% up to 30%	4%	7%	1%	5%	5%	9%	-
More than 30% up to 40%	3%	2%	3%	-	2%	7%	1%
More than 40% up to 50%	3%	3%	2%	2%	2%	5%	1%
More than 50%	9%	13%	4%	7%	7%	9%	10%
Don't know/ can't recall	35%	27%	43%	36%	41%	30%	33%

In general, which, if any, of the following describe how you feel about people that are regularly over quota? (Please tick all that apply)

Base: Adults working in sales roles	196	104	92	42	41	44	69
I am pleased for them	55%	57%	53%	57%	49%	52%	59%
I am irritated by them	2%	2%	1%	-	-	5%	1%
I think their targets are wrong	30%	35%	25%	26%	32%	32%	30%
I am one of those people	14%	18%	9%	12%	17%	9%	16%
None of these	23%	18%	29%	26%	32%	20%	19%

Overall (i.e. at times when you are both behind, on, or over target), how motivational, if at all, do you think it would be to have your quota progress visible to other colleagues within your organisation (e.g. through a wall chart or with a presidents club)?

Base: Adults working in sales roles	196	104	92	42	41	44	69
Very motivational	11%	12%	11%	14%	7%	11%	12%
Fairly motivational	32%	34%	29%	40%	34%	18%	33%
Not very motivational	18%	17%	20%	24%	20%	18%	14%
Not at all motivational	24%	24%	24%	12%	15%	41%	26%
Don't know	15%	13%	16%	10%	24%	11%	14%

Which, if any, of the following are reasons why you decided to go into a sales role? (Please tick all that apply)

Base: Adults working in sales roles	196	104	92	42	41	44	69
Salary	15%	21%	8%	17%	17%	14%	13%
I think it makes me more attractive to potential partners	2%	2%	1%	2%	2%	-	1%
Status	7%	7%	7%	10%	7%	5%	6%
Bonuses	11%	14%	8%	19%	22%	9%	1%
Nothing better came along	13%	7%	20%	31%	15%	2%	7%
To gain access to expense accounts/ a company car	3%	6%	-	-	2%	5%	4%
I think that my personality and skill set suits sales	34%	41%	26%	33%	22%	25%	48%
Commission	12%	12%	13%	14%	12%	14%	10%
Other	39%	36%	43%	33%	39%	52%	35%
Don't know	9%	7%	12%	10%	7%	11%	9%

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Which, if any, of the following are reasons why you would ever leave a sales role? (Please tick all that apply)

	196	104	92	42	41	44	69
Base: Adults working in sales roles							
If I had a quota that was unfair in some way	28%	22%	34%	36%	27%	27%	23%
If there was a disagreement over compensation due	17%	19%	14%	17%	29%	16%	10%
If I had a bad sales territory	19%	17%	22%	21%	20%	20%	17%
If the quality of leads was poor	19%	22%	15%	26%	17%	14%	19%
If I was set an unrealistic target	39%	38%	39%	45%	37%	39%	36%
If I had issues with a manager	33%	32%	34%	48%	41%	34%	17%
If I had issues with the product/ services I was selling	55%	53%	58%	64%	56%	57%	48%
If the compensation plan was poor	25%	25%	25%	33%	32%	18%	20%
If other colleagues behaved unethically	32%	30%	35%	36%	32%	34%	29%
None of these	27%	27%	27%	14%	29%	30%	32%
If there were not enough upsides to the role	37%	41%	33%	50%	34%	34%	33%

Thinking about times when, if ever, your bonus has been incorrectly compensated above or below your base salary...

What is the most your bonus/ commission has ever been compensated above or below your base salary? (Please tick one option on each row. If you do not get paid bonuses/ commission please tick the "Not applicable" option)

Percentage of base salary OVERPAID :

	196	104	92	42	41	44	69
Base: Adults working in sales roles							
0% - i.e. never	30%	38%	21%	10%	32%	39%	35%
Up to 5%	2%	3%	1%	5%	2%	2%	-
More than 5% up to 10%	4%	5%	3%	5%	5%	2%	4%
More than 10% up to 15%	1%	-	1%	-	-	2%	-
More than 15% up to 20%	1%	1%	1%	-	-	5%	-
More than 20% up to 30%	2%	3%	1%	5%	2%	2%	-
More than 30% up to 40%	1%	1%	-	-	-	-	1%
More than 40% up to 50%	2%	2%	1%	-	-	-	4%
More than 50%	4%	6%	1%	2%	2%	5%	4%
Don't know/ can't recall	21%	16%	27%	31%	22%	16%	19%
Not applicable - I don't get paid bonuses / comission	34%	27%	42%	43%	37%	27%	32%

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Total	Gender		Age			
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Percentage of base salary UNDERPAID :

Base: Adults working in sales roles	196	104	92	42	41	44	69
0% - i.e. never	26%	34%	17%	14%	20%	34%	32%
Up to 5%	5%	6%	4%	5%	5%	5%	6%
More than 5% up to 10%	3%	5%	1%	-	10%	2%	1%
More than 10% up to 15%	4%	4%	3%	2%	-	9%	3%
More than 15% up to 20%	1%	1%	-	-	2%	-	-
More than 20% up to 30%	2%	2%	2%	2%	2%	2%	1%
More than 30% up to 40%	-	-	-	-	-	-	-
More than 40% up to 50%	-	-	-	-	-	-	-
More than 50%	3%	4%	2%	2%	2%	2%	4%
Don't know/ can't recall	22%	18%	27%	31%	22%	18%	20%
Not applicable - I don't get paid bonuses / comission	34%	27%	42%	43%	37%	27%	32%

Thinking about if your company was to fire the top performing 20% of the sales team, or, in the case of there being less than 5 people working in sales in your company, if they were to reduce selling time by 20%...

In your opinion, by approximately what percentage, if any, do you think sales would decline? (Please write your answer in numbers in the box below. If you are unsure, please give your best estimate)

Base: Adults working in sales roles	196	104	92	42	41	44	69
0%	14%	13%	15%	12%	17%	14%	14%
1% to 10%	13%	15%	11%	10%	15%	14%	14%
11% to 20%	21%	13%	30%	31%	22%	23%	14%
21% to 30%	12%	17%	5%	12%	10%	14%	12%
31% to 40%	12%	13%	10%	12%	10%	9%	14%
41% to 50%	13%	13%	12%	10%	15%	16%	12%
More than 50%	15%	13%	16%	14%	12%	11%	19%

Which THREE, if any, of the following functions do you consider to be the MOST important in your company? (Please tick up to 3 options)

Base: Adults working in sales roles	196	104	92	42	41	44	69
Finance/ HR	27%	25%	28%	21%	20%	27%	33%
Legal	5%	6%	3%	7%	10%	-	3%
Marketing	40%	37%	45%	43%	29%	34%	49%
Business Development/ Sales	79%	81%	76%	79%	88%	70%	78%
Operations/ manufacturing/ logistics	33%	37%	28%	36%	41%	36%	23%
R&D/ Product development	22%	18%	26%	36%	24%	20%	13%
Customer service	70%	72%	68%	55%	68%	77%	77%
None of these	1%	1%	-	-	-	2%	-
Don't know	-	-	-	-	-	-	-

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	Male	Female	18 to 34	35 to 44	45 to 54	55+

Which, if any, of the following functions do you have in your company? (Please tick all that apply)

	196	104	92	42	41	44	69
Base: Adults working in sales roles							
Finance/ HR	60%	61%	59%	67%	63%	61%	52%
Legal	26%	29%	22%	31%	27%	11%	30%
Marketing	69%	67%	71%	76%	66%	66%	68%
Business Development/ Sales	91%	92%	89%	95%	90%	93%	87%
Operations/ manufacturing/ logistics	55%	61%	48%	60%	66%	45%	51%
R&D/ Product development	35%	32%	39%	45%	46%	32%	25%
Customer service	74%	77%	72%	67%	71%	77%	80%
None of these	4%	4%	4%	-	5%	2%	7%
Don't know	1%	-	1%	2%	-	-	-

REBASED BASED ON FUNCTIONS THEY HAVE:

Which THREE, if any, of the following functions do you consider to be the MOST important in your company? (Please tick up to 3 options)

	196	104	92	42	41	44	69
Base							
Finance/ HR	21%	17%	25%	19%	15%	23%	25%
Legal	3%	2%	3%	5%	5%	-	1%
Marketing	34%	31%	38%	36%	27%	27%	42%
Business Development/ Sales	71%	75%	67%	76%	78%	66%	68%
Operations/ manufacturing/ logistics	27%	30%	23%	31%	34%	27%	19%
R&D/ Product development	13%	11%	15%	21%	15%	14%	6%
Customer Service	61%	63%	58%	50%	54%	66%	68%
None of these	1%	1%	-	-	-	2%	-
Don't know	-	-	-	-	-	-	-

Thinking about the recent UK outcry over CEO's & bankers' bonuses...

In general would you say that this has made people view your role in a more positive or negative light, or has it made no difference?

	196	104	92	42	41	44	69
Base: Adults working in sales roles							
People now view my role in a more positive light	3%	3%	2%	5%	-	-	4%
No difference	86%	87%	85%	88%	88%	84%	84%
People now view my role in a more negative light	6%	5%	7%	2%	5%	14%	3%
Don't know	6%	6%	7%	5%	7%	2%	9%