

Many sellers show low intent to stay which can cost an organization its growth.



cost anywhere from 0.5 to 2x a seller's annual targeted earnings.

Replacing a vacant seller position can

To make things worse, a significant number of sellers doubt whether their leadership understands them.



of sellers feel that the leadership of their sales organization doesn't understand what really motivates them.



of sellers feel that the leadership of their sales organization is overly optimistic and disconnected from the reality sellers operate in.

economic uncertainty, disruption and challenging market conditions have added to sellers' woes.

B2B selling has always been challenging, but

affected largely by two distinct forces: **Drive** Drag

We found that sellers' motivation is

Mentally Alert

Motivation toward work.

Engaged

- Ready to Act
- **Takes Initiative**
- Persistent in the **Face of Obstacles**
 - of sellers report high drive.

Demotivation away from work.

Procrastination

- **Boredom**
 - Work Avoidance
- Struggle to Focus

Going Through

the Motions

of sellers report medium or high drag.

Sellers with high Drag 10x as many high-drag sellers achieve up to 41% lower are actively job hunting quota compared to their compared to low-drag sellers.1

Unfortunately, the positive outcomes

of drive are significantly outweighed

by the negative outcomes of drag.



41%

There are four key sources of drag:

low-drag counterparts.



With seller Drive already high the greatest opportunity for

Lack of

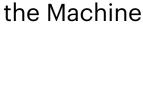
Development

Opportunities



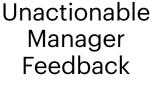
Administrative

Burden



Feeling Like

a Cog in



Vague,

commercial returns is in reducing drag, but it can feel like a moving target, varying over time across roles and business units.

For optimal results, it is critical to diagnose

the unique sources of drag within your sales

organization. Here's how you can start:

Tailor

investigation process

elements to align with

your organization

and resources.



Devise

a plan to

co-investigate seller

pain points at your sales organization.2

Communicate

process objectives,

philosophy and

steps with sellers.

Let's Connect

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n = 900+ sellers across industries and geographies; 85 sales leaders; approximately 70,000 recent B2B sales rep job descriptions (U.S.) Source: 2022 Gartner B2B Seller Motivation Survey; Sales Leader Interviews; Gartner TalentNeuron Analysis ¹ The majority of high-drag sellers (70%) reported actively looking for a new job, compared to only 7% of low-drag sellers ² Review implementation advice in Lever case in the recommended readings