

8 Trends Burdening Your Sales Managers (And How You Can Help)

The frontline sales manager serves as a critical connection between organizational strategy and field-level execution. The growing complexity of the job has forced managers to cope by making trade-offs that unintentionally compromise their ability to scale commercial impact.

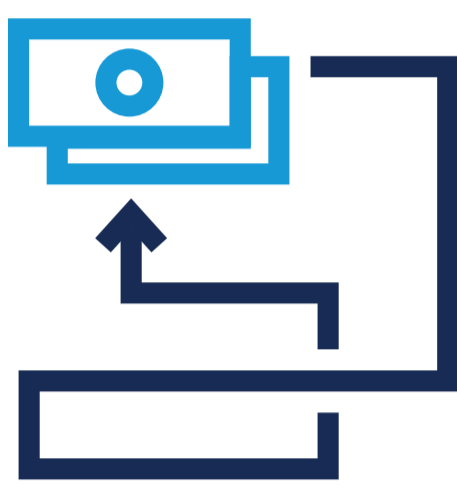
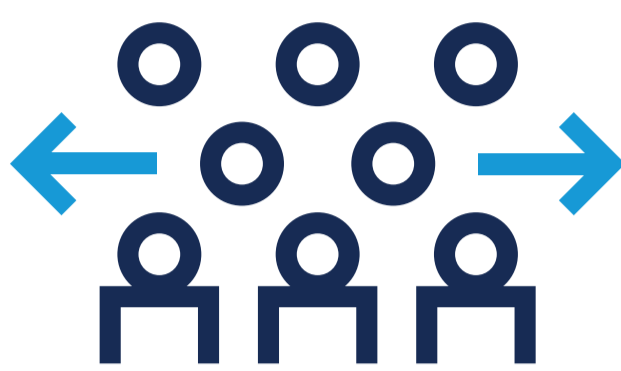
These 8 major trends have characterized the sales manager's operating environment over the past decade. Here's how they stand today as compared with 2013.



External trends

Larger and more diverse buying groups

Buying group size has increased by **106%** to 11 members.

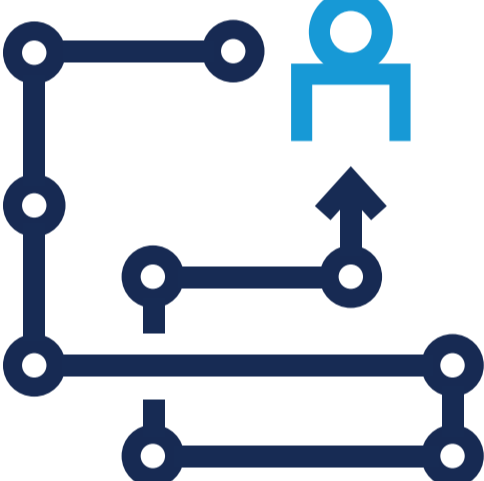


Complex, nonlinear buying processes

96% of buyers revisit at least one buying job.

Diminished customer access

Only **17%** of customers' total buying time is spent with potential suppliers.



Surge in volume of higher-quality information

89% of customers encounter high-quality information during a purchase.

Internal trends

Internal coordination requires boost

Size of sales team portfolio has increased **2.3x**.

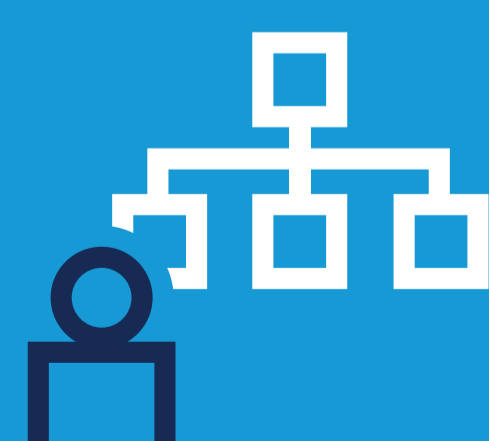
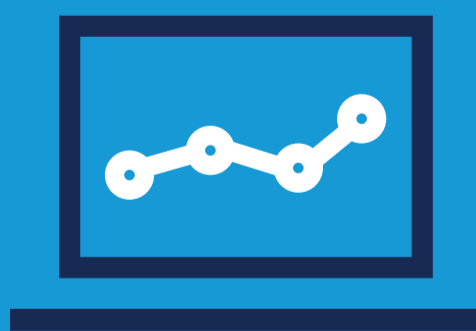


Focus on exploring the organization

Managers average **7** hours per week navigating internal resources.

Greater availability of data

Managers have an average of **4.2** unique dashboards.



Growth in sales teams

Average span of control has increased by **16%** to 7.5 sellers per manager.

Learn how to help your sales managers selectively focus their time and attention on the right activities to improve frontline performance and drive growth.

[Find Out More](#)