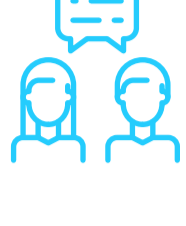


# The Top 3 Attributes of a High-Performing UK Sales Team

## ATTRIBUTE #1

### Sales team diversity is key



**90%** of sales leaders believe recruiting and retaining a diverse sales team will be key for their success



**47%** believe motivating a multigenerational sales organisation is critical



The ability to recruit and retain a diverse team is one of the top 3 most important skills a Chief Sales Officer must exhibit

## ATTRIBUTE #2

### Sales reps must be highly adaptable and tech-savvy

Sales technology is more prevalent than ever.



**50%**

of UK sales teams now rely on virtual meeting platforms, CRM, sales engagement platforms and sales intelligence solutions



**APPROXIMATELY 33%+**

are investing in technology and tools for internal/external collaboration and communication



**20%**

are investing in sales readiness and sales content solutions

The ideal salesperson's skill set has evolved.

According to almost 9 in 10 sales leaders, efficient salespeople must



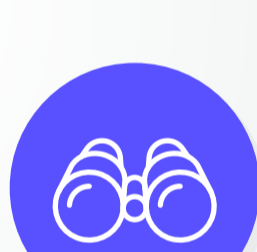
Engage effectively across a range of digital and analogue channels



Collaborate effectively with large sales and buy-side teams



Analyse data



Transform data into insights

## ATTRIBUTE #3

### Forecasting must be a priority for business sustainability



of sales leaders spend at least 10 hours forecasting every week

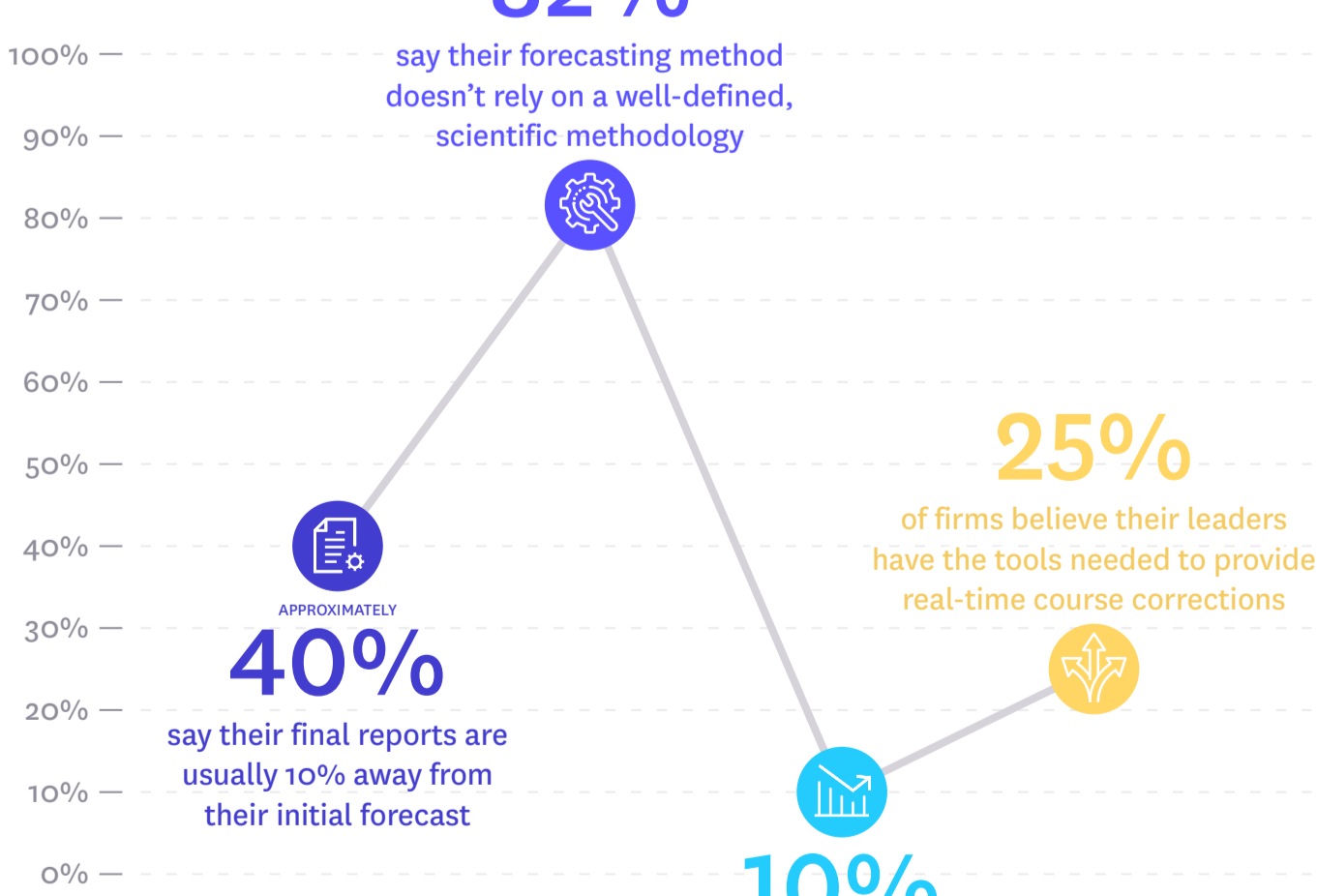


say effective sales leaders need strong forecasting skills and the ability to use analytics to make real-time course corrections

Yet, only a select few use a scientific method.

**82%**

say their forecasting method doesn't rely on a well-defined, scientific methodology



**APPROXIMATELY 40%**

say their final reports are usually 10% away from their initial forecast

**25%**

of firms believe their leaders have the tools needed to provide real-time course corrections

**10%**

say their forecasting method is inconsistent

Discover other ways sales leaders are adapting.

[Download New Study](#)

**About Outreach:**

- Outreach is the world's largest and fastest-growing sales execution platform provider.
- Valued at £3.17 billion
- Outreach has EMEA headquarters in London and an innovation centre in Prague, Czech Republic.
- Outreach is used by more than 5,000 customers around the world, including Adobe, DocuSign, SAP, and Zoom.

\*Base: 212 sales leaders in various industries across North America and the UK. Source: A commissioned study conducted by Forrester Consulting on behalf of Outreach, B2B Leaders Usher In A New Era Of Sales, December 2021