

# Train or Hire

The Challenge of Securing Talented Sales Reps in an Evolving Market

What makes the most sense for your growing business?



Almost **90%** of sales professionals say sales operations are critical to growing their business.

How well those operations function is dependent on **who's fueling them**, namely the "on the ground" work of sales representatives.

Yet, what makes a great sales rep has shifted **dramatically** over the past few years.

According to LinkedIn's State of Sales:



**77%** of salespeople are holding more **virtual meetings**

**44%** expect a **decrease** in responsiveness to **traditional outreach**



**44%** say customer **sales cycles increased**



Successful sales teams need to adapt to these changes by hiring or training for these new skills. **However, both may pose a challenge.**

New hires may not stick around for as long as you'd like.

The average sales rep stays for **18 months**, and plan to leave within **two years**

In the last year, almost **60%** of companies surveyed reported **higher turnover** than the prior year

If you miss the mark with a new hire, you're looking at a significant loss.

"Bad" hires can cost up to **\$2M**

and it can take **150-200%** of a rep's salary to replace them

Challenges of finding talent in 2022, the average recruiter charges **25%** of salary

Not to mention it can take longer than you'd like to get new hires up to speed.

It takes an average of over **6mos.** to fill a sales position

Once hired, new sales rep needs at least **10 weeks** of training to be successful in their role

There is another option that is **LESS** risk and with **no** upfront out of pocket expense:

**Performance-based Sales Reps from NuGrowth Solutions**

Performance-based reps are **fully-trained, seasoned professionals** with years of experience in adapting to evolving customer preferences and needs.

Performance-based reps require **no upfront expense** and are partners fully invested in your outcomes.

The proof is in the data:

Inside sales reps make **45% more dials**, send **8.8% more emails**, and make **49% more social touches**

Well-trained salespeople like performance-based reps regularly produce an **ROI above 350%**

Find out what performance-based reps can do to grease the wheels of your sales operations. **Get in touch with the experts at NuGrowth to find out how to get results like:**



**28,000+** meetings set



**448M** in total revenue added



**168M** in closed revenue

Let our performance-based inside sales reps work for you. Get in touch with us today at **800.996.3051** or <https://nugrowth.com/contact> to learn more.

Sources

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