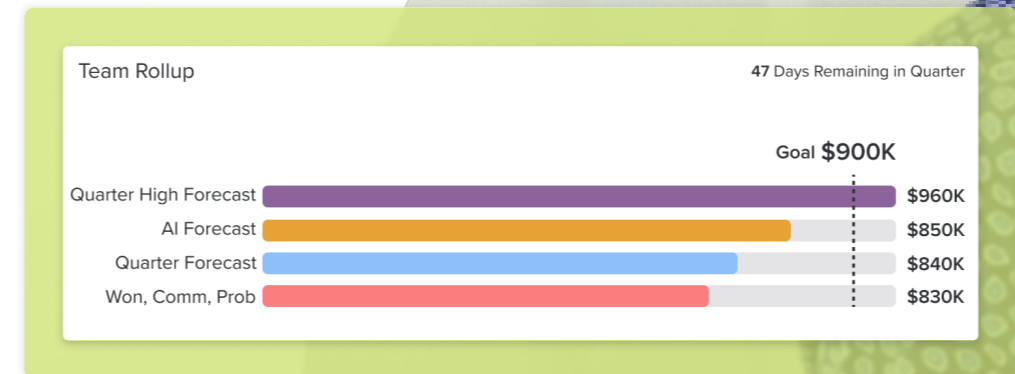
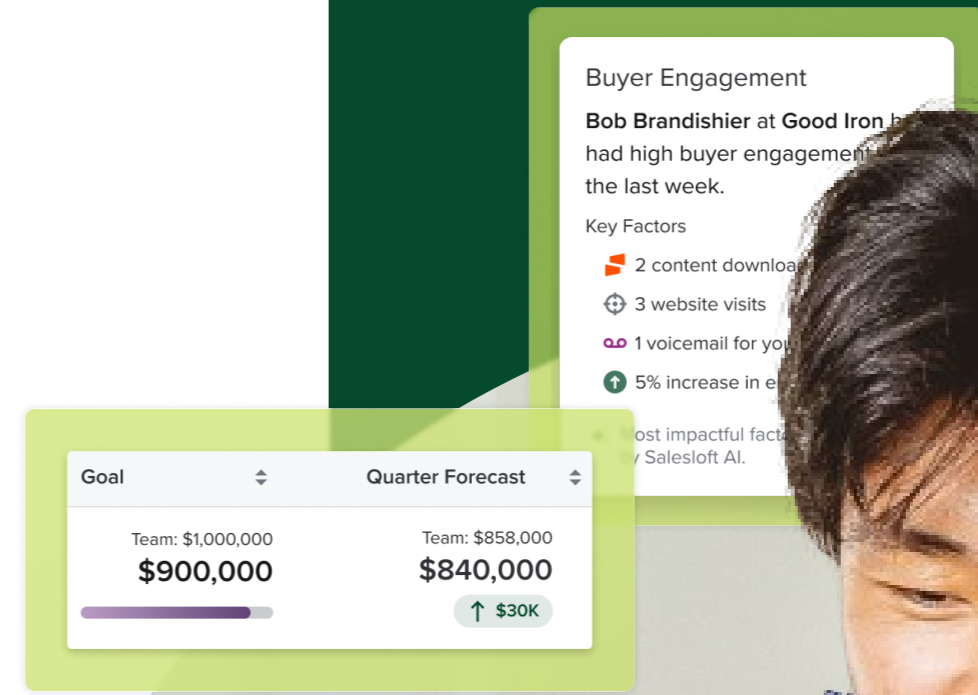


Salesloft.

Revenue Team Benchmark Report

Every Metric Your AEs, SDRs, and Account Managers Need for Success

INTERACTIVE PDF



Click to Continue

Executive Summary

In a turbulent sales landscape with changing market conditions, advancing technology, and transforming team dynamics, developing performance and productivity metrics to assist planning efforts is critical. To help revenue teams establish baselines and create visibility into sales performance, Salesloft has released our **Revenue Team Benchmark Report**. It offers a look into the hundreds of millions of metrics available in the Salesloft platform today, provides standards based on the millions of revenue activities our users perform, and can serve as a tool to help your planning process.

Each of the following sections, —Coaching, Prospecting, and Deals — contains a series of metrics/benchmarks with the results grouped by region, industry and/or role.

The appendix of this report includes details on the individual metrics, which can also be found in the **Salesloft Knowledge Base**.



25+

Aggregated, anonymously compiled metrics

570M

Interactions tracked across our full platform

4,500+

Customers covering all global regions and company sizes

20

Different industries recorded across sectors

1 Year

Data collected July 1, 2021-June 30, 2022

How to Use This Report

This report can be used in several ways to understand and evaluate sales team performance.

We recommend the following process:

- Scan the Executive Summary and the Section Highlights above to understand how and where the report could be most useful.
- Find time to review each section with your team, i.e., Coaching benchmarks during a performance discussion.
- Compile a list of questions for your Salesloft team so they can guide you how to improve results on your relevant benchmarks.

The report will help organizations answer questions such as:

- How do we compare to the rest of our industry?
- Are we more or less effective than others at getting results, i.e., meetings?
- Which benchmarks offer the most opportunity for improvement?
- Where should we focus our efficiency efforts?
- Were the results we saw in the past year comparable to prior years?

Each benchmark is represented as four values:

- **Median** — The middle of the data. This provides means of telling what constitutes the 50% mark of the selected benchmark.
- **Average** — The mean of the data. It offers an alternative to the median, and in conjunction with it, suggests where there could be outliers in the benchmarks.
- **First Quartile** — The benchmark’s 25% percentile. In many cases the first quartile can be at the lower end of a metric, such as Call Connect Rate; but in other cases on efficiency metrics, such as Activities per Meeting, it is actually a positive result.
- **Fourth Quartile** — The benchmark’s 75% percentile or top 25% of the benchmark.

The quartiles, together with the median, provide organizations with an idea of where they land in the spectrum of median, first, and fourth quartile.

Each benchmark will be grouped by and displayed in either two or three ways.

Regions

- North America (NA)
- Europe Middle East (EMEA)
- Asia Pacific (APAC)
- Latin and South America (LATAM)

Roles

- Account Executive/Manager
- xDR
- Customer Success

Industries

Based on the North American Industry Classification System (NAICS). Some industries were combined and renamed to ensure at least 20 organizations were represented in each benchmark. For instance, some industries were combined to ensure at least 20 organizations were within each benchmark, such as Energy and Utilities.

Introduction

This is the summary of benchmark results for the time period July 1, 2021, to June 30, 2022.

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Research Totals

Each subsequent tab above represents a Prospecting, Coaching, or Deal benchmark broken down by industry, region, or role.

Each industry has no fewer than 18 customers represented.

Below is a glimpse at the transaction data that formed the basis of these benchmarks. Cadence data, below, reflect around 500 million interactions. One-off interactions are about another 200 million.

Other notes about the data scope and benchmarks:

- The date range used was July 1, 2021, to June 30, 2022
- Per-user calculations included any user that had activity during the year, whether they were active or inactive
- The xDR role includes all derivations of SDR, BDR, ADR, etc.
- The roles of Other, Operations, and Executive were excluded from the report
- There is some overlap between Coaching and Prospecting benchmarks, as Coaching metrics can drive results found in Prospecting metrics

21'Q3

Sales Segment	Total Touches	Total Integrations	Total Recordings	Total Meetings	Total Interactions	Total Opportunities	Total Users
SMB	40.6M	1.5M	0.3M	0.2M	42.5M	0.6M	25,055
Emerging	33.8M	1.1M	0.3M	0.1M	35.3M	0.4M	17,045
Mid-Market	19.6M	0.8M	0.3M	0.1M	20.7M	0.6M	14,873
Enterprise	22.3M	1.1M	0.1M	0.1M	23.5M	0.6M	25,656
Subtotal	116.3M	4.4M	0.9M	0.5M	122.0M	2.2M	82,629

21'Q4

Sales Segment	Total Touches	Total Integrations	Total Recordings	Total Meetings	Total Interactions	Total Opportunities	Total Users
SMB	41.5M	1.7M	0.3M	0.2M	43.6M	0.5M	27,065
Emerging	36.8M	1.4M	0.3M	0.2M	38.5M	0.4M	19,130
Mid-Market	21.6M	0.8M	0.3M	0.1M	22.8M	0.5M	16,007
Enterprise	23.2M	1.3M	0.1M	0.1M	24.8M	0.6M	26,629
Subtotal	123.1M	5.2M	0.9M	0.6M	129.7M	1.9M	88,831

22'Q1

Sales Segment	Total Touches	Total Integrations	Total Recordings	Total Meetings	Total Interactions	Total Opportunities	Total Users
SMB	45.7M	2.1M	0.3M	0.3M	48.5M	0.4M	31,227
Emerging	44.1M	2.0M	0.3M	0.2M	46.7M	0.7M	23,245
Mid-Market	22.9M	1.0M	0.3M	0.1M	24.3M	0.6M	17,663
Enterprise	24.7M	1.5M	0.1M	0.2M	26.5M	0.4M	29,254
Subtotal	137.5M	6.6M	1.1M	0.8M	146.0M	2.0M	101,389

22'Q2

Sales Segment	Total Touches	Total Integrations	Total Recordings	Total Meetings	Total Interactions	Total Opportunities	Total Users
SMB	52.3M	2.7M	0.3M	0.3M	55.7M	0.5M	33,750
Emerging	52.1M	2.6M	0.3M	0.3M	55.3M	0.4M	27,135
Mid-Market	27.0M	1.3M	0.3M	0.2M	28.8M	0.8M	20,174
Enterprise	29.0M	1.8M	0.1M	0.2M	31.1M	0.5M	31,643
Subtotal	160.4M	8.4M	1.1M	0.9M	170.9M	2.1M	112,702

TOTAL	537.2M	24.6M	4.0M	2.8M	568.7M	8.2M	385,551
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Industries Information

* These industries come from the 59 NAICS industries found in the Salesloft data warehouse

* Some industries were combined to ensure that each industry had at least or near 20 customers in their benchmarks

* Many organization could theoretically appear in multiple categories

Industry	No. of Companies Included	Industry Examples
Administrative and Support Services	161	Omnipresent, Booster Enterprises, Sykes International
Construction	23	Reconstruct, Dodge Construction Network, Blue Spruce
Consumer Services	19	ClassPass, Everest, BelXcel
Education	100	Flockjay, O'Reilly Media, Udacity
Entertainment Providers	48	Devils Arena, DC United, Georgia Tech Athletics
Financial Services	275	Moodys, Veem, PayHawk
Government Administration	37	ClearGov, FlockSafety, Alliance Safety Council, PSS
Hospitality & Travel	29	Exclusive Resorts, Carousel Travel, Sansara
Hospitals and Healthcare	93	Luma Health, Maven Clinic, Eden Health
Information and Cultural Products	1761	Blackbaud, CareerBuilder, 6Sense, Shutterstock, MicroFocus
Manufacturing	150	E-Package Supply, Haworth, Applied Engineering
Professional and Technical Services	1968	Neilsen IQ, Gartner, KPMG
Real Estate	64	OneEleven, Altus Group, JLLT
Retail	27	Arrow Electronics, Canon Solutions, Quench Water Coolers
Software & Technology	71	NCR, Cambridge Computer, Remote Desk
Transportation, Logistics and Storage	51	Vistajet, Ally Logistics, ReedTMS Logistics
Utilities & Energy	18	Discovery Energy, Generac Clean Energy, NorthStar Utilities
Wholesale	26	Cargill, Georgia Pacific, Netria

Introduction

This is the summary of benchmark results for the time period July 1, 2021, to June 30, 2022.

Prospecting Benchmarks

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Side by Side

Comparison of key revenue team metrics by industry.

Industry	Call Connect	Talk Time	Replies	Positive Replies	Act. per Opp	Act. per Meeting	Meetings per Week	Avg. Touches per Acct.	People Added	Opp Create Rate	Out-bound Motion	Personalization	Win Rate	Avg. Sales Cycle	ACV
Administrative and Support Services	8.4%	37.2%	4.5%	1.4%	82.8	173.6	4	9.6	4.1	6.3%	6.95	4.4%	32.2%	25.8	\$10,676
Construction	14.3%	37.8%	6.1%	2.8%	55.7	160.2	7	5.2	4.3	10.0%	6.9	7.8%	21.2%	23.7	\$16,888
Consumer Services	10.5%	34.4%	4.0%	1.8%	190.8	182.6	9	9.3	3.2	7.8%	5.5	3.5%	44.5%	92.4	\$16,805
Education	9.6%	37.9%	4.5%	3.7%	92.4	99.7	8	9.4	3	16.9%	7	3.9%	23.5%	37.3	\$18,341
Energy & Utilities	10.4%	25.7%	2.4%	3.9%	66.9	202.6	6	12.1	5.1	9.7%	6.95	8.7%	33.1%	36.6	\$30,873
Entertainment Providers	10.6%	35.3%	4.1%	2.8%	122.5	152	15	9.7	3.6	7.1%	6.55	4.9%	10.1%	29.7	\$29,335
Financial Services	9.7%	38.5%	5.5%	3.0%	97.3	127	7	6.2	3	6.0%	6.4	5.2%	22.6%	28.3	\$21,301
Government Administration	11.0%	42.0%	7.1%	5.0%	54.8	149.5	8	9.8	2.7	11.4%	6.8	9.5%	38.0%	56.1	\$14,708
Hospitality & Travel	34.6%	29.2%	7.7%	12.3%	35.9	57.5	8	7.6	3.1	36.5%	6.6	5.3%	17.9%	27.0	\$22,515
Hospitals and Health Care	8.1%	33.3%	3.3%	2.2%	84	216.8	6	9.9	4.1	8.2%	6.7	6.1%	18.2%	34.2	\$55,200
Information and Cultural Products	6.9%	33.0%	4.0%	2.6%	127.3	173.1	12	9.8	3	8.3%	7.7	5.0%	20.3%	36.2	\$19,202
Manufacturing	13.3%	30.5%	5.7%	1.6%	91.6	141	9	7.4	3.3	10.9%	6.7	5.3%	28.5%	24.4	\$14,863
Professional and Technical Services	6.6%	28.5%	2.7%	1.6%	136.8	182.7	11	6.7	5.1	8.3%	5.2	4.4%	22.4%	35.6	\$23,988
Real Estate	20.1%	40.7%	7.5%	5.0%	29.2	75.1	11	10.1	3	11.5%	7.5	4.6%	25.5%	22.5	\$5,093
Retail	20.6%	33.2%	1.4%	3.1%	30.5	189	14	6.6	3.8	15.3%	6.5	1.8%	37.4%	22.4	\$5,734
Software & Technology	8.8%	31.3%	3.0%	1.3%	36.2	68.2	3	7.3	1.2	0.8%	6.5	4.7%	27.8%	22.9	\$20,020
Transportation, Logistics, and Storage	13.0%	36.6%	8.9%	2.1%	101.1	123.1	9.5	4.4	2.6	12.6%	7.15	3.0%	13.6%	46.0	\$61,824
Wholesale	12.4%	41.2%	3.3%	1.1%	232.8	94.2	2	7.1	2	7.9%	6.7	8.1%	38.6%	12.0	\$28,447

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

% Personalized

The median percentage of emails delivered with personalization, where personalization is measured as the difference between an email template and the email delivered.

The overall median % personalized is

5.1%

Global Region	Median	Avg	1st Q	4th Q
APAC	2.9%	4.5%	0.9%	82.5%
EMEA	6.3%	7.1%	2.6%	100.0%
LATAM	5.3%	13.3%	3.2%	71.8%
NA	4.3%	5.4%	1.7%	100.0%

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	12.3%	10.7%	6.9%	100.0%
Customer Success	17.8%	12.1%	8.2%	100.0%
SDR / BDR	14.5%	13.8%	7.7%	100.0%

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	4.4%	3.55%	2.4%	1.6%
Construction	7.8%	8.95%	5.8%	14.3%
Consumer Services	3.5%	4.91%	3.0%	7.1%
Education	3.9%	7.52%	2.8%	12.2%
Energy & Utilities	8.7%	3.07%	5.1%	2.1%
Entertainment Providers	4.9%	7.39%	4.4%	9.8%
Financial Services	5.2%	5.12%	3.8%	5.0%
Government Administration	9.5%	7.03%	5.2%	5.0%
Hospitality & Travel	5.3%	5.65%	14.5%	5.0%
Hospitals and Health Care	6.1%	4.39%	4.5%	4.8%
Information and Cultural Products	5.0%	6.25%	3.7%	15.5%
Manufacturing	5.3%	4.99%	4.5%	9.2%
Professional and Technical Services	4.4%	4.83%	2.9%	1.6%
Real Estate	4.6%	2.78%	3.9%	2.4%
Retail	1.8%	5.22%	1.9%	5.3%
Software & Technology	4.7%	10.60%	8.6%	14.2%
Transportation, Logistics, and Storage	3.0%	3.12%	3.0%	2.4%
Wholesale	8.1%	2.81%	5.4%	3.4%

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

% Replied

The median percentage of emails replied out of all emails sent. It is often referred to as email reply rate; however it appears in the platform as % replied.

The overall median %
replied is **3.8%**

Global Region	Median	Avg	1st Q	4th Q
APAC	2.4%	4.0%	1.5%	41.6%
EMEA	3.3%	4.7%	1.7%	100.0%
LATAM	3.1%	5.2%	2.3%	32.5%
NA	3.8%	5.2%	1.6%	100.0%

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	8.6%	8.3%	5.0%	62.8%
Customer Success	19.8%	18.1%	15.6%	64.0%
SDR / BDR	2.8%	2.8%	1.7%	65.5%

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	4.5%	4.5%	1.9%	59.8%
Construction	6.1%	3.8%	2.8%	62.5%
Consumer Services	4.0%	11.2%	1.6%	48.6%
Education	4.5%	7.2%	3.4%	49.0%
Energy & Utilities	2.4%	7.7%	3.5%	33.3%
Entertainment Providers	4.1%	5.9%	2.7%	24.8%
Financial Services	5.5%	6.7%	2.5%	65.0%
Government Administration	7.1%	9.0%	3.0%	32.2%
Hospitality & Travel	7.7%	7.3%	2.8%	51.1%
Hospitals and Health Care	3.3%	4.2%	1.9%	50.2%
Information and Cultural Products	4.0%	5.4%	1.7%	100.0%
Manufacturing	5.7%	5.2%	2.4%	55.3%
Professional and Technical Services	2.7%	3.8%	1.3%	100.0%
Real Estate	7.5%	14.3%	3.8%	61.3%
Retail	1.4%	7.1%	1.3%	37.4%
Software & Technology	3.0%	2.2%	0.9%	40.6%
Transportation, Logistics, and Storage	8.9%	4.4%	2.5%	51.3%
Wholesale	3.3%	3.4%	1.3%	75.0%

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

% Positive

The median percentage of emails delivered that had a positive reply.

The overall median % positive is **1.7%**

Global Region	Median	Avg	1st Q	4th Q
APAC	2.7%	7.4%	0.5%	7.5%
EMEA	1.7%	6.6%	0.5%	6.9%
LATAM	1.0%	6.8%	0.1%	8.2%
NA	2.5%	8.0%	0.6%	9.6%

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	2.6%	7.7%	0.7%	9.1%
Customer Success	2.9%	5.5%	0.7%	6.8%
SDR / BDR	2.4%	7.8%	0.6%	9.2%

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	1.4%	5.5%	0.3%	7.4%
Construction	2.8%	14.8%	1.0%	16.9%
Consumer Services	1.8%	3.9%	0.5%	3.4%
Education	3.7%	8.3%	1.3%	11.7%
Energy & Utilities	3.9%	8.8%	1.2%	11.0%
Entertainment Providers	2.8%	8.7%	0.9%	11.1%
Financial Services	3.0%	7.5%	0.9%	8.4%
Government Administration	5.0%	8.9%	1.8%	11.8%
Hospitality & Travel	12.3%	21.7%	1.9%	36.0%
Hospitals and Health Care	2.2%	7.9%	0.9%	9.1%
Information and Cultural Products	2.6%	8.2%	0.7%	10.0%
Manufacturing	1.6%	7.2%	0.5%	7.0%
Professional and Technical Services	1.6%	6.8%	0.4%	6.8%
Real Estate	5.0%	10.9%	1.7%	15.3%
Retail	3.1%	6.2%	0.6%	9.2%
Software & Technology	1.3%	3.5%	0.5%	6.1%
Transportation, Logistics, and Storage	2.1%	9.2%	0.7%	8.3%
Wholesale	1.1%	5.1%	0.4%	5.4%

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

% Objections

The median percentage of emails delivered that had one of four prospecting objections: no interest, timing, competitive mention, not the buyer.

The overall median %
objections is **1.0%**

Global Region	Median	Avg	1st Q	4th Q
APAC	1.3%	2.0%	0.4%	2.4%
EMEA	0.9%	2.2%	0.4%	2.1%
LATAM	—	—	—	—
NA	1.1%	2.1%	0.4%	2.6%

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	1.0%	2.2%	0.4%	2.5%
Customer Success	1.2%	1.9%	0.5%	2.4%
SDR / BDR	1.0%	2.1%	0.4%	2.5%

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	1.4%	2.3%	0.8%	3.1%
Construction	1.3%	1.3%	1.3%	1.3%
Consumer Services	1.4%	3.0%	0.3%	5.6%
Education	1.4%	2.5%	0.7%	3.2%
Energy & Utilities	2.2%	2.1%	0.9%	2.8%
Entertainment Providers	1.0%	1.8%	0.5%	2.4%
Financial Services	1.4%	2.0%	0.6%	2.6%
Government Administration	1.5%	2.0%	0.8%	2.4%
Hospitality & Travel	—	—	—	—
Hospitals and Health Care	1.1%	2.2%	0.6%	2.7%
Information and Cultural Products	1.1%	2.3%	0.4%	2.6%
Manufacturing	0.8%	2.0%	0.3%	1.8%
Professional and Technical Services	0.8%	1.8%	0.3%	2.2%
Real Estate	1.7%	2.4%	0.9%	3.3%
Retail	0.7%	1.2%	0.3%	1.4%
Software & Technology	1.3%	1.3%	1.0%	1.6%
Transportation, Logistics, and Storage	1.2%	2.6%	0.3%	4.5%
Wholesale	0.4%	2.1%	0.2%	0.8%

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

Activities per Meeting

The number of activities completed in the benchmark year that it took to book a meeting.

The overall median activities per meeting is **7.6**

Global Region	Median	Avg	1st Q	4th Q
APAC	16.3	84.5	2.6	1411.9
EMEA	7.7	28.5	2.0	971.5
LATAM	10.5	54.3	1.4	264.5
NA	7.4	37.0	1.8	2074.9

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	4.8	28.2	1.2	963.3
Customer Success	3.1	16.7	0.6	175.4
SDR / BDR	24.5	77.2	8.1	2074.9

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	8	448.8	18.2	8431.3
Construction	22.9	517.2	25.6	1153.2
Consumer Services	14.4	354.7	44.4	1625.9
Education	9.1	577.9	30.6	4516.4
Energy & Utilities	5.3	588.1	35.4	1851.5
Entertainment Providers	8.2	272.8	42.5	682.9
Financial Services	2.9	479.4	26.5	9604.2
Government Administration	7.7	757.5	26.7	949.1
Hospitality & Travel	5.9	270.8	18.2	1152.4
Hospitals and Health Care	9.5	637.8	44	3240.2
Information and Cultural Products	11.4	631.4	46.8	10157.4
Manufacturing	2.1	566	14.9	6802.1
Professional and Technical Services	7.5	694.5	43.9	9851.5
Real Estate	21.8	235.1	11.2	6931
Retail	7	742.3	10.3	548
Software & Technology	7	322	6.5	4056.1
Transportation, Logistics, and Storage	16.7	764.6	38.5	3025.7
Wholesale	94.2	346.4	44.3	2648.5

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

Personalization

The percent of personalization edits (adds, modifications, and deletions) made to an email template.

The overall median personalization is

4.1%

Global Region	Median	Avg	1st Q	4th Q
APAC	1.9%	5.0%	1.1%	3.4%
EMEA	3.6%	6.1%	1.5%	7.9%
LATAM	13.6%	13.6%	10.0%	17.3%
NA	2.7%	5.1%	1.3%	5.8%

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	1.0%	2.2%	0.4%	2.5%
Customer Success	1.2%	1.9%	0.5%	2.4%
SDR / BDR	1.0%	2.1%	0.4%	2.5%

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	1.3%	2.9%	0.5%	2.8%
Construction	0.8%	3.6%	0.7%	4.0%
Consumer Services	0.5%	1.0%	0.4%	1.4%
Education	2.1%	3.7%	1.0%	4.8%
Energy & Utilities	1.0%	1.8%	0.6%	1.6%
Entertainment Providers	3.1%	4.3%	0.9%	6.0%
Financial Services	2.1%	4.7%	0.6%	5.8%
Government Administration	2.8%	6.3%	0.5%	5.2%
Hospitality & Travel	1.7%	4.0%	0.7%	6.8%
Hospitals and Health Care	1.3%	3.4%	0.6%	3.5%
Information and Cultural Products	2.1%	4.5%	0.8%	5.5%
Manufacturing	1.3%	3.1%	0.4%	4.5%
Professional and Technical Services	1.5%	4.0%	0.5%	4.6%
Real Estate	1.3%	2.4%	0.5%	3.2%
Retail	1.2%	2.6%	0.9%	3.2%
Software & Technology	0.2%	0.2%	0.2%	0.3%
Transportation, Logistics, and Storage	1.4%	4.3%	0.5%	5.0%
Wholesale	3.1%	3.2%	1.3%	4.7%

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

Meetings per Week

The median number of meetings booked per week per user.

The overall median meetings
booked per week per user is

4.0

Global Region	Median	Avg	1st Q	4th Q
APAC	8	17.7	0	3.7
EMEA	6	18.6	0	16.8
LATAM	6	16.1	0.3	2.1
NA	6	26.6	0	15.2

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	10.0	25.7	4.0	26.8
Customer Success	5.0	10.7	2.0	20.7
SDR / BDR	9.0	17.9	4.0	23.2

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	4.0	13.81	0.0	29.8
Construction	7.0	15.54	0.0	16.7
Consumer Services	9.0	13.72	0.0	14
Education	8.0	28.74	0.1	34
Energy & Utilities	6.0	43.1	0.0	18.3
Entertainment Providers	15.0	26.3	0.0	17.1
Financial Services	7.0	19.78	0.0	33
Government Administration	8.0	22.92	0.0	16.1
Hospitality & Travel	8.0	19.48	0.1	13.9
Hospitals and Health Care	6.0	14.1	0.0	14
Information and Cultural Products	12.0	38.77	0.0	27
Manufacturing	9.0	25.13	0.2	39.9
Professional and Technical Services	11.0	30.53	0.2	80
Real Estate	11.0	63.18	0.2	12.8
Retail	14.0	26	0.2	22
Software & Technology	3.0	4.32	0.2	30
Transportation, Logistics, and Storage	9.5	21.74	0.1	15.6
Wholesale	2.0	13.62	0.2	16.4

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

Average Touches per Account

The median number of unique/distinct touches on account.

The overall median
touches per account is

9.2

Global Region	Median	Avg	1st Q	4th Q
APAC	9.3	12.6	6.3	96.6
EMEA	9.8	19	6.1	2585.9
LATAM	7.9	12.2	6.7	28.9
NA	10.6	22.7	6.5	7418.8

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	15.9	23.4	11.9	1159.7
Customer Success	17.6	39.1	13.2	2774.8
SDR / BDR	17.8	31.3	13.2	3445.4

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	9.6	56.9	4.8	5134.3
Construction	5.2	8.7	3.8	52.2
Consumer Services	9.3	11.2	4.7	40.1
Education	9.4	13.2	6.1	58.2
Energy & Utilities	12.1	19.4	7	108.1
Entertainment Providers	9.7	11.7	5.1	40.3
Financial Services	6.2	15.7	4	960.7
Government Administration	9.8	12.6	5.8	43.3
Hospitality & Travel	7.6	9.3	4.3	20.5
Hospitals and Health Care	9.9	14.8	6.2	93.1
Information and Cultural Products	9.8	14.6	5.6	200.7
Manufacturing	7.4	15	4.6	365.4
Professional and Technical Services	6.7	32.6	3.4	1585.4
Real Estate	10.1	15.4	5.7	371
Retail	6.6	17.6	4.3	336.5
Software & Technology	7.3	13.1	5	68.7
Transportation, Logistics, and Storage	4.4	5.8	2.2	28.6
Wholesale	7.1	10.3	3.9	33.9

Introduction

Prospecting Benchmarks

A comparative view into prospecting motions and results

Coaching Benchmarks

Deals Benchmarks

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

People Added per Week per User

The median people added to a cadence per week per user.

The overall median people added per week per user is

4.2

Global Region	Median	Avg	1st Q	4th Q
APAC	3.0	6.6	2.0	42.7
EMEA	2.2	4.6	1.0	161.0
LATAM	2.1	2.6	1.6	7.4
NA	3.3	6.1	1.4	132.0

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	3.5	7.2	1.7	132.3
Customer Success	5	11.1	3	97
SDR / BDR	6.5	10.2	3.1	376

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	4	8.7	2	175.7
Construction	4	7.0	2	26.9
Consumer Services	3.2	5.8	1	17
Education	3	5.1	2	53.6
Energy & Utilities	5.1	6.8	1.8	20.8
Entertainment Providers	4	7.2	1	88
Financial Services	3	4.8	1	21
Government Administration	2.7	12.4	1.3	161.5
Hospitality & Travel	3.1	7.4	1.3	92
Hospitals and Health Care	4	7.6	2	226
Information and Cultural Products	3	7.0	1	58
Manufacturing	3.3	5.9	1	37
Professional and Technical Services	5.1	9.9	2	214
Real Estate	3	5.3	1	29
Retail	4	5.8	1	44
Software & Technology	1	4.2	0	94
Transportation, Logistics, and Storage	3	8.3	1	165.8
Wholesale	2	7.1	0.5	49

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

Inbound Motion

The median number of steps for inbound cadences.

The overall median number of
steps for inbound cadences is

8.0

Global Region	Median	Avg	1st Q	4th Q
APAC	6.9	7.3	5.4	12.3
EMEA	7.9	8.3	5.6	35
LATAM	6.4	7.5	5.6	12.3
NA	8	8.6	5.7	91

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	8.8	9.3	6.4	34
Customer Success	9.6	9.8	6.4	38
SDR / BDR	8.6	9.1	6.5	44.3

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	7.1	8.2	6	20
Construction	13	12.9	9	19.8
Consumer Services	6.2	6.7	4.2	11.2
Education	7.9	8.8	6	20.2
Energy & Utilities	6.1	6.5	6.1	7.5
Entertainment Providers	8.9	9.2	6.4	16
Financial Services	6.5	7.5	4.2	20.8
Government Administration	8	8.5	6	18
Hospitality & Travel	6.1	10.4	6	28
Hospitals and Health Care	8.6	8.8	7.1	16
Information and Cultural Products	8.1	8.8	6	91
Manufacturing	6	6.8	4.1	22
Professional and Technical Services	8	8.5	5.4	43.8
Real Estate	7.6	7.6	4.9	18
Retail	7.4	7.5	7.2	10
Software & Technology	5.8	7.1	5	13
Transportation, Logistics, and Storage	7.2	7.8	6	14.3
Wholesale	6.4	7.6	4.8	12.9

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

Outbound Motion

The median number of steps for outbound cadences.

The overall median number of
steps for outbound cadences is

8.1

Global Region	Median	Avg	1st Q	4th Q
APAC	7.2	7.5	5.2	17.2
EMEA	7.8	8.3	5.7	34
LATAM	9.0	10.9	8.3	18
NA	7.2	7.7	5	80

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	7.6	8.2	5.9	91.7
Customer Success	6.2	7.4	4.4	60.3
SDR / BDR	8.8	9.3	6.8	83.4

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	7.0	7.8	4.6	29.8
Construction	6.9	8.0	5.4	16.7
Consumer Services	5.5	5.7	2.5	14
Education	7.0	7.4	5.3	34
Energy & Utilities	7.0	7.9	5.9	18.3
Entertainment Providers	6.6	6.9	4.7	17.1
Financial Services	6.4	7.0	4.4	33
Government Administration	6.8	7.5	6.2	16.1
Hospitality & Travel	6.6	6.4	4.2	13.9
Hospitals and Health Care	6.7	7.0	4.9	14
Information and Cultural Products	7.7	7.9	5.5	27
Manufacturing	6.7	7.4	4	39.9
Professional and Technical Services	7.5	8.1	5.4	80
Real Estate	6.5	6.3	4.8	12.8
Retail	6.5	7.9	5	22
Software & Technology	7.2	8.2	4.9	30
Transportation, Logistics, and Storage	7.1	7.7	5	15.6
Wholesale	6.7	7.2	4.2	16.4

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

Opportunity Create Rate

The median percentage of accounts touched that converted to an opportunity during the benchmark period. Calculated by (Opps Created / Accounts Touched) * 100%.

The overall median
opportunity create rate is **9.8%**

Global Region	Median	Avg	1st Q	4th Q
APAC	7.5%	24.0%	2.7%	23.6%
EMEA	7.9%	27.9%	2.4%	27.5%
LATAM	3.1%	10.7%	0.7%	8.7%
NA	8.5%	29.1%	2.5%	26.4%

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	8.3%	29.0%	2.5%	25.7%
Customer Success	8.5%	20.5%	2.9%	21.9%
SDR / BDR	8.2%	26.2%	2.5%	25.6%

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	6.3%	45.9%	1.4%	22.2%
Construction	10.0%	26.8%	3.7%	27.3%
Consumer Services	7.8%	12.8%	1.4%	18.8%
Education	16.9%	28.0%	4.8%	36.7%
Energy & Utilities	9.7%	26.4%	1.5%	29.6%
Entertainment Providers	7.1%	17.9%	2.1%	15.7%
Financial Services	6.0%	28.6%	1.8%	20.9%
Government Administration	11.4%	24.4%	4.1%	26.4%
Hospitality & Travel	36.5%	54.0%	18.6%	95.9%
Hospitals and Health Care	8.2%	31.7%	3.6%	24.6%
Information and Cultural Products	8.3%	27.4%	2.5%	25.2%
Manufacturing	10.9%	34.5%	1.6%	32.1%
Professional and Technical Services	8.3%	29.1%	2.3%	27.2%
Real Estate	11.5%	39.1%	3.5%	47.9%
Retail	15.3%	41.3%	4.0%	49.4%
Software & Technology	0.8%	20.0%	0.5%	30.0%
Transportation, Logistics, and Storage	12.6%	44.8%	2.6%	61.6%
Wholesale	7.9%	26.7%	2.9%	34.4%

% Personalized

% Replied

% Positive

% Objection

Activities per Meeting

Avg Personalization

Meetings per Week

Avg Touches per Account

People Added

Inbound Motion

Outbound Motion

Opp Create Rate

Activities per Opp

Activities per Opportunity

The number of activities completed in the benchmark year that it took to create an opportunity.

The overall median activities
per opportunity is

7.3

Global Region	Median	Avg	1st Q	4th Q
APAC	9.5	17.8	1.1	63.2
EMEA	4.6	18.3	1.2	271.3
LATAM	1.9	9.3	1.1	27
NA	4.4	19.9	1.1	1115.7

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	4.1	29.2	1.1	1854.9
Customer Success	2.3	12.9	0.7	124.4
SDR / BDR	16.0	53.5	4.3	1007

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	5.1	32.9	1.7	586.1
Construction	3.8	20.4	1.4	134.2
Consumer Services	24	32.8	4.2	102.5
Education	3.1	21.7	1.3	273.1
Energy & Utilities	1.9	56.6	1.7	239.3
Entertainment Providers	2.6	22.4	1.8	338.2
Financial Services	3.9	33.7	1.3	352.8
Government Administration	1.8	25.4	0.8	249
Hospitality & Travel	26.2	26.2	13.3	52.2
Hospitals and Health Care	5.2	38.7	1.6	1048.8
Information and Cultural Products	4.9	26.4	1	1893.7
Manufacturing	8.3	35.2	0.5	927.6
Professional and Technical Services	7.6	26.6	1.5	494.3
Real Estate	1.3	8.5	0.2	79.2
Retail	1.3	24.8	0.1	203.8
Software & Technology	50.7	240.6	43.5	634.7
Transportation, Logistics, and Storage	5.7	45.4	3.4	600.9
Wholesale	62.6	61.2	3.9	148.2

Activities per Week per User

Calls Logged per Week per User

Emails Sent per Week per User

% Calls Connected

Talk Time

Recording Plays per Week

Activities per Week per User

The median number of activities completed by users in a week. This includes emails sent, calls logged, integration steps, and other steps.

The overall median activities per week per user is

111

Global Region	Median	Avg	1st Q	4th Q
APAC	40.3	87.6	14.2	1213.8
EMEA	42	95	14.1	2556.4
LATAM	47.2	82.4	27.6	247.7
NA	53.6	109.2	18.9	4411.7

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	27	68.8	10.6	2167.3
Customer Success	6.6	30.6	1.1	720.1
SDR / BDR	101.2	152.2	52	2861.9

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	69.6	150.5	17.2	3170.8
Construction	21.7	58.3	13.5	230.2
Consumer Services	42.5	71.8	20	209
Education	39.7	60.5	22.8	582
Energy & Utilities	44.1	104.2	14.1	698.9
Entertainment Providers	53	92	23.1	512.3
Financial Services	40.3	73.7	15.1	747.5
Government Administration	34.7	58.5	10.6	288.5
Hospitality & Travel	31	152.7	12.3	1800.4
Hospitals and Health Care	40.3	75.6	15	738.5
Information and Cultural Products	52.5	105.4	23.3	4392.4
Manufacturing	30.7	65.8	7.5	539.4
Professional and Technical Services	61.6	120.7	21.7	2627.6
Real Estate	19.9	51	9.3	346.6
Retail	23.4	54.3	1.8	346.9
Software & Technology	10.3	33.3	3.4	389.8
Transportation, Logistics, and Storage	36	83.5	9.2	716.8
Wholesale	15.1	91.8	4.6	1297

Indicators that managers use to improve skills

Activities per Week per User

Calls Logged per Week per User

Emails Sent per Week per User

% Calls Connected

Talk Time

Recording Plays per Week

Calls Logged per Week per User

The median number of calls logged (not dialed). This includes both Cadence and one-off activities.

The overall median calls logged per week per user is **20.5**

Global Region	Median	Avg	1st Q	4th Q
APAC	13	16.6	6.7	6.7
EMEA	9.5	15.2	5.8	153.5
LATAM	13.7	13.1	8.2	20.1
NA	13.1	21.9	7	415.5

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	6.1	13.9	2.3	312.4
Customer Success	3.7	17.9	1.2	145.5
SDR / BDR	22	32.3	9.8	307

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	7	21.8	3.7	136.5
Construction	13.7	21.2	5.9	86
Consumer Services	2.2	14.4	1.1	50.9
Education	9.1	15.2	3.3	84.2
Energy & Utilities	12.6	53.3	8.9	339.3
Entertainment Providers	7.7	20	4.1	69.1
Financial Services	9	16.2	2.8	103.5
Government Administration	9.3	14.7	4.2	46.9
Hospitality & Travel	5.8	6.4	0.9	18.8
Hospitals and Health Care	7.9	13.2	2.4	92.1
Information and Cultural Products	10.4	16.6	4.9	311.1
Manufacturing	6.7	17.2	3.7	99.4
Professional and Technical Services	10.2	16.8	4.2	236.8
Real Estate	9.5	15.3	4.3	55
Retail	6.4	14.7	5.1	65.7
Software & Technology	8.8	7.3	4.3	13.4
Transportation, Logistics, and Storage	7.2	13.8	3.3	94.3
Wholesale	5.3	10	4	34.5

Indicators that managers use to improve skills

Activities per Week per User

Calls Logged per Week per User

Emails Sent per Week per User

% Calls Connected

Talk Time

Recording Plays per Week

Emails Sent per Week per User

The median emails sent per week per user. This includes bounced emails.

The overall median emails sent per week per user is

78.6

Global Region	Median	Avg	1st Q	4th Q
APAC	34.5	69.2	11.1	686.2
EMEA	27.9	66	10.3	2642
LATAM	23.4	68.8	17.5	241
NA	37.7	82.6	15.2	4430.8

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	36.7	85.8	19	5100
Customer Success	22.4	68.6	11.6	4900.3
SDR / BDR	81.4	150.2	43.3	4608.7

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	40.1	113.2	11.6	3170.8
Construction	16.2	42.6	6.9	204.6
Consumer Services	27.2	52	4	211.7
Education	37.4	52.7	15.4	584.6
Energy & Utilities	22.1	66.6	8.5	352.3
Entertainment Providers	41	76	19.4	379.9
Financial Services	31.8	66.6	14	753.4
Government Administration	39.1	61	15.6	267.5
Hospitality & Travel	20.4	148.7	8.7	1834.7
Hospitals and Health Care	30	72.8	14	747.2
Information and Cultural Products	39.7	85.6	18.4	4430.8
Manufacturing	29.2	56.9	7.8	509.3
Professional and Technical Services	36.9	80.7	14	2627.8
Real Estate	20.7	46.1	10.4	288
Retail	23.7	51.1	3.6	359.5
Software & Technology	5.2	25.3	2.1	393.2
Transportation, Logistics, and Storage	28	68.2	7.2	716.6
Wholesale	11	75.4	0.8	1298.7

Indicators that managers use to improve skills

Activities per Week per User

Calls Logged per Week per User

Emails Sent per Week per User

% Calls Connected

Talk Time

Recording Plays per Week

% Calls Connected

The median call connect rate (i.e., the percentage of calls logged that have a disposition of connected).

The overall median %
of calls connected is **7.5%**

Global Region	Median	Avg	1st Q	4th Q
APAC	11.9%	17.6%	7.4%	100.0%
EMEA	10.3%	15.9%	5.4%	100.0%
LATAM	21.4%	20.6%	16.0%	30.5%
NA	8.8%	14.1%	4.4%	100.0%

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	9.6%	14.2%	4.7%	98.4%
Customer Success	18.8%	23.1%	9.4%	81.7%
SDR / BDR	8.1%	12.2%	4.3%	87.9%

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	8.4%	13.9%	1.70%	71.4%
Construction	14.3%	17.5%	9.10%	66.7%
Consumer Services	10.5%	16.6%	2.00%	61.7%
Education	9.6%	14.9%	3.60%	100.0%
Energy & Utilities	10.4%	14.2%	3.30%	60.4%
Entertainment Providers	10.6%	14.6%	3.70%	60.0%
Financial Services	9.7%	15.6%	1.80%	100.0%
Government Administration	11.0%	15.4%	2.90%	100.0%
Hospitality & Travel	34.6%	32.5%	5.90%	82.2%
Hospitals and Health Care	8.1%	12.9%	2.80%	100.0%
Information and Cultural Products	6.9%	10.8%	3.10%	100.0%
Manufacturing	13.3%	19.6%	3.80%	100.0%
Professional and Technical Services	6.6%	11.5%	2.50%	100.0%
Real Estate	20.1%	20.8%	6.50%	100.0%
Retail	20.6%	25.0%	2.90%	100.0%
Software & Technology	8.8%	14.9%	3.30%	100.0%
Transportation, Logistics, and Storage	13.0%	17.4%	2.20%	80.0%
Wholesale	12.4%	21.2%	0.40%	100.0%

Activities per Week per User

Calls Logged per Week per User

Emails Sent per Week per User

% Calls Connected

Talk Time

Recording Plays per Week

Talk Time

The median talk time percentage for reps across Conversations intelligence.

The overall median
for talk time is

32.8%

Global Region	Median	Avg	1st Q	4th Q
APAC	11.9%	17.6%	7.4%	100.0%
EMEA	10.3%	15.9%	5.4%	100.0%
UNKNOWN	17.6%	17.6%	16.3%	18.8%
NA	8.8%	14.1%	4.4%	100.0%

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	33.4%	34.6%	18.5%	49.7%
Customer Success	39.0%	40.3%	23.6%	57.7%
SDR / BDR	32.0%	33.6%	16.7%	48.4%

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	37.2%	36.6%	20.7%	56.8%
Construction	37.8%	37.1%	13.6%	52.1%
Consumer Services	34.4%	34.9%	22.5%	48.1%
Education	37.9%	37.7%	20.3%	52.7%
Energy & Utilities	25.7%	31.5%	20.6%	46.6%
Entertainment Providers	35.3%	35.8%	19.2%	48.6%
Financial Services	38.5%	39.0%	26.2%	54.2%
Government Administration	42.0%	40.6%	23.3%	56.3%
Hospitality & Travel	29.2%	28.4%	12.1%	45.5%
Hospitals and Health Care	33.3%	30.6%	12.9%	44.1%
Information and Cultural Products	33.0%	34.2%	16.7%	49.3%
Manufacturing	30.5%	34.2%	18.9%	43.8%
Professional and Technical Services	28.5%	31.1%	15.1%	43.7%
Real Estate	40.7%	38.1%	26.2%	51.4%
Retail	33.2%	37.8%	26.1%	56.0%
Software & Technology	31.3%	31.3%	31.3%	31.3%
Transportation, Logistics, and Storage	36.6%	41.4%	28.5%	56.6%
Wholesale	41.2%	46.9%	25.7%	69.6%

Activities per Week per User

Calls Logged per Week per User

Emails Sent per Week per User

% Calls Connected

Talk Time

Recording Plays per Week

Recording Plays per Week

The median number of Conversations intelligence recordings that were played per week per user.

The overall median recording plays per week is **3.0**

Global Region	Median	Avg	1st Q	4th Q
APAC	2.0	8.7	1.8	65.0
EMEA	6.0	24.1	1.5	540.0
LATAM	1.0	1.0	5.0	1.0
NA	6.0	25.2	18.0	665.0

Job Role	Median	Avg	1st Q	4th Q
Account Executive / Account Manager	5.0	17.4	2.0	521.0
Customer Success	3.0	7.7	1.0	74.0
SDR / BDR	4.0	14.5	1.0	386.0

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	4.5	13.1	1.8	47.0
Construction	4.0	10.4	2	58.0
Consumer Services	3.0	7.2	1	27.0
Education	5.0	11.3	2	112.0
Energy & Utilities	2.0	6.1	1	28.0
Entertainment Providers	3.0	6.5	1	33.0
Financial Services	4.0	15.1	1	232.0
Government Administration	5.5	11.8	2	118.0
Hospitality & Travel	2.5	54.8	2	359.0
Hospitals and Health Care	3.0	11.0	1	106.0
Information and Cultural Products	4.0	17.3	1	306.0
Manufacturing	2.0	8.1	1	84.0
Professional and Technical Services	4.0	11.2	1	139.0
Real Estate	4.5	13.0	2.3	68.0
Retail	2.0	10.6	1	58.0
Software & Technology	4.0	13.5	1	387.0
Transportation, Logistics, and Storage	3.5	8.6	1.8	31.0
Wholesale	2.5	7.8	1	160.0

Deal Gaps

Win Rate

Sales Cycle

Average Contract Value (ACV)

Deal Gaps

The median number of data points that could negatively affect a deal; for example, if a deal has missing information or hasn't been updated in a while.

The overall median deal gap is **2.0**

Global Region	Median	Avg	1st Q	4th Q
APAC	2	1.9	0.0	3.0
EMEA	2	3.9	1.0	3.0
LATAM	1	1.0	1.0	1.0
NA	2	3.6	1.0	3.0

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	2.5	3.6	0.5	4.5
Construction	2.0	2.0	1.3	2.8
Consumer Services	3.0	3.0	3.0	3.0
Education	2.0	3.5	2.0	3.0
Energy & Utilities	10.0	10.0	10.0	10.0
Entertainment Providers	2.5	2.7	1.3	3.0
Financial Services	2.0	2.8	1.0	3.0
Government Administration	2.0	2.3	2.0	2.5
Hospitality & Travel	0.5	1.3	0.0	1.8
Hospitals and Health Care	2.5	2.9	2.0	3.0
Information and Cultural Products	3.0	3.7	1.0	4.0
Manufacturing	2.0	3.6	1.0	3.0
Professional and Technical Services	2.0	3.9	0.0	3.0
Real Estate	2.0	3.1	1.0	3.8
Retail	2.5	3.8	1.5	4.8
Software & Technology	2.0	2.0	2.0	2.0
Transportation, Logistics, and Storage	3.0	4.1	2.5	5.5
Wholesale	2.0	2.8	1.5	3.3

Deal Gaps

Win Rate

Sales Cycle

Average Contract Value (ACV)

Win Rate

The median number of closed won deals divided by the number of open and closed deals in the benchmark period.

The overall median win rate is

24.5%

Global Region	Median	Avg	1st Q	4th Q
APAC	33.8%	29.9%	16.2%	44.5%
EMEA	19.6%	23.1%	9.3%	31.7%
LATAM	65.1%	65.1%	65.1%	65.1%
NA	22.1%	27.0%	10.7%	39.9%

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	32.2%	34.8%	15.0%	57.8%
Construction	21.2%	24.4%	13.2%	36.7%
Consumer Services	44.5%	43.7%	42.5%	45.3%
Education	23.5%	24.9%	11.4%	31.4%
Energy & Utilities	33.1%	25.3%	16.5%	37.9%
Entertainment Providers	10.1%	25.3%	7.7%	37.1%
Financial Services	22.6%	26.5%	14.9%	37.9%
Government Administration	38.0%	41.1%	14.0%	57.7%
Hospitality & Travel	17.9%	18.3%	12.2%	24.0%
Hospitals and Health Care	18.2%	24.1%	9.7%	28.6%
Information and Cultural Products	20.3%	24.3%	9.7%	34.9%
Manufacturing	28.5%	31.1%	18.7%	45.4%
Professional and Technical Services	22.4%	29.0%	10.8%	42.3%
Real Estate	25.5%	22.0%	9.9%	29.2%
Retail	37.4%	36.7%	24.0%	50.1%
Software & Technology	27.8%	28.2%	24.1%	32.1%
Transportation, Logistics, and Storage	13.6%	19.8%	4.9%	31.3%
Wholesale	38.6%	37.4%	14.5%	53.5%

Sales Cycle

The median number of days between deal creation and deal closing for closed won deals.

The overall median sales cycle in days is **29.8**

Global Region	Median	Avg	1st Q	4th Q
APAC	34.0	37.8	21.4	42.4
EMEA	41.5	44.2	23.2	61.6
LATAM	17.6	17.6	17.6	17.6
NA	33.3	40.1	15.6	55.2

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	25.8	35.9	12.4	39.4
Construction	23.7	26.9	13.4	32.4
Consumer Services	92.4	66.7	50.5	95.7
Education	37.3	44.7	25.8	50.8
Energy & Utilities	36.6	36.6	35.6	37.6
Entertainment Providers	29.7	53.9	21.9	64.1
Financial Services	28.3	36.0	14.9	48.4
Government Administration	56.1	52.7	20.7	68.8
Hospitality & Travel	27.0	28.8	24.6	31.3
Hospitals and Health Care	34.2	50.0	12.1	70.3
Information and Cultural Products	36.2	40.2	19.1	54.8
Manufacturing	24.4	29.5	9.9	37.6
Professional and Technical Services	35.6	43.2	17.8	62.8
Real Estate	22.5	32.4	13.4	41.1
Retail	22.4	20.0	11.3	31.1
Software & Technology	22.9	22.9	22.3	23.6
Transportation, Logistics, and Storage	46.0	44.5	24.4	57.2
Wholesale	12.0	20.4	6.1	27.1

Deal Gaps

Win Rate

Sales Cycle

Average Contract Value (ACV)

Average Contract Value (ACV)

The median contract value of a closed won deal.

The overall median
ACV in USD is

\$14,600

Global Region	Median	Avg	1st Q	4th Q
APAC	\$16,001	\$30,200	\$11,300	\$28,800
EMEA	\$15,657	\$47,600	\$4,400	\$45,000
LATAM	—	—	—	—
NA	\$16,484	\$436,200	\$2,900	\$53,200

Industry	Median	Avg	1st Q	4th Q
Administrative and Support Services	\$10,676	\$3,000,400	\$2,900	\$39,100
Construction	\$16,888	\$19,900	\$11,100	\$22,600
Consumer Services	\$16,805	—	—	—
Education	\$18,341	\$312,500	\$7,000	\$38,000
Energy & Utilities	\$30,873	\$30,900	\$24,900	\$37,000
Entertainment Providers	\$29,335	\$71,400	\$1,300	\$118,200
Financial Services	\$21,301	—	—	—
Government Administration	\$14,708	\$24,500	\$7,500	\$37,000
Hospitality & Travel	\$22,515	\$80,100	\$14,300	\$117,100
Hospitals and Health Care	\$55,200	\$137,800	\$21,800	\$108,900
Information and Cultural Products	\$19,202	—	—	—
Manufacturing	\$14,863	\$96,600	\$5,300	\$43,100
Professional and Technical Services	\$23,988	\$646,100	\$7,100	\$60,300
Real Estate	\$5,093	\$48,600	\$2,600	\$19,300
Retail	\$5,734	\$59,500	\$4,000	\$88,200
Software & Technology	\$20,020	\$18,300	\$15,000	\$22,500
Transportation, Logistics, and Storage	\$61,824	\$205,700	\$6,600	\$123,000
Wholesale	\$28,447	\$309,500	\$2,700	\$330,600

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