

SALES: AN OUTLOOK

In order to further strengthen our local expertise, we surveyed different Sales professionals about their jobs, demands and trends. Below are the results:



78%
“A ‘broad-brush approach’ to segmentation is not going to cut it anymore, micro segmentation is key”



72% “In Sales soft skills are more important than hard skills”



68% “Sales is more about building and nurturing relationships, than displaying product knowledge”

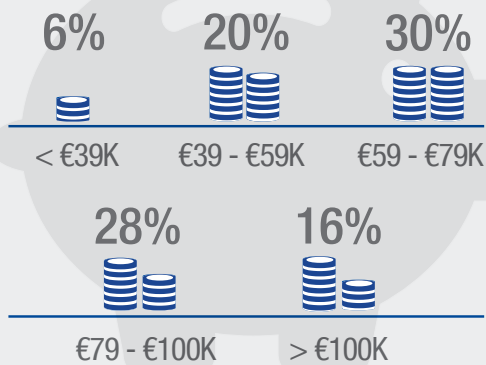


82% “My clients are becoming more knowledgeable about the products I sell”

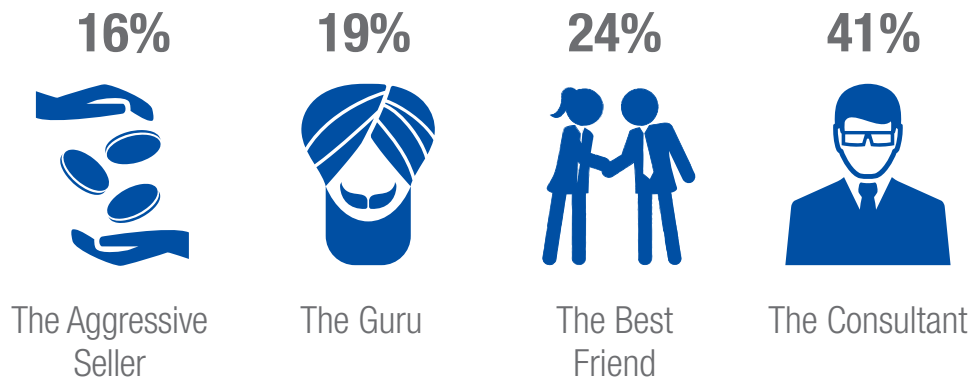


77% “What is distinctive today is a commodity tomorrow”

SALARY RANGE



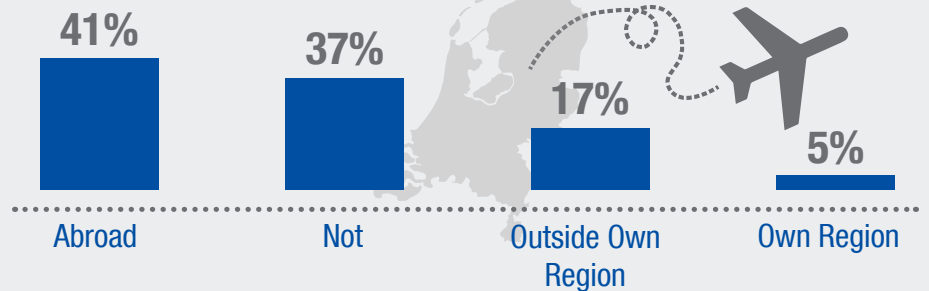
SALES APPROACHES



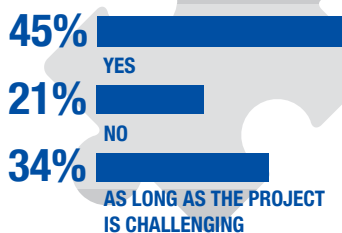
JOB SECURITY

52%

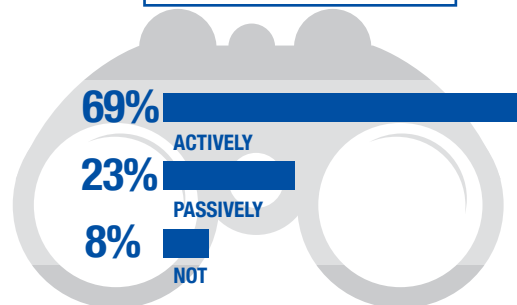
WILLINGNESS TO RELOCATE FOR A NEW JOB



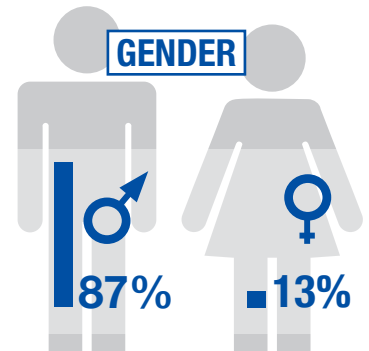
WILLING TO DO AN INTERIM ASSIGNMENT



LOOKING FOR A JOB



GENDER



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