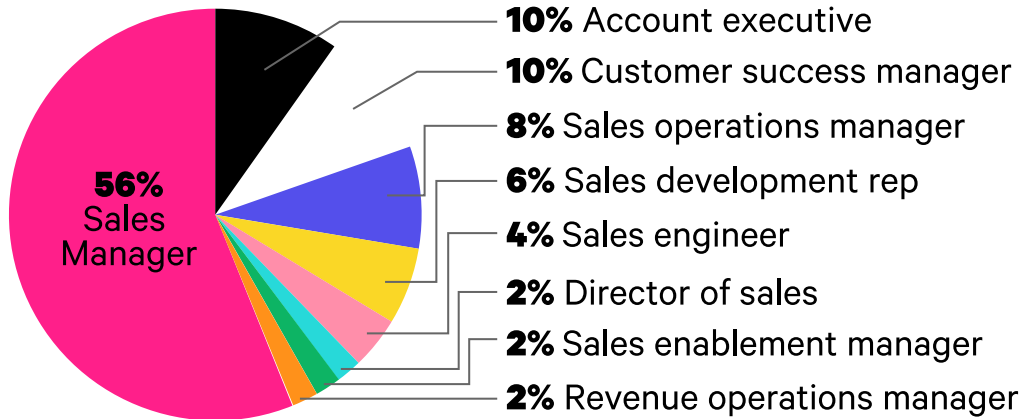


The Sales Happiness Index 2022

Dooly

SURVEY METHODOLOGY & DEMOGRAPHICS

Respondent Qualifiers:



- Live and work in the United States
- Have worked in sales since 2019 or prior

600 total respondents

- Male: 60% | Female: 40%
- Average age: 37 years old
- Representation: 45 of 50 states (excluding MT, ND, OR, VT & WY)

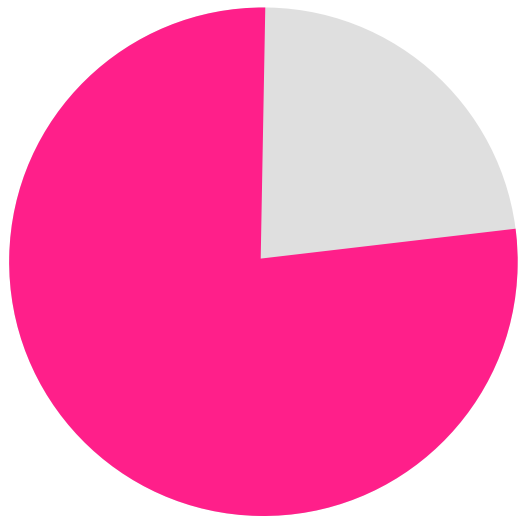
Survey conducted at 95% confidence, +/- 4% margin of error in October 2021

TODAY'S Day to Day

SINCE THE ONSET OF THE PANDEMIC,

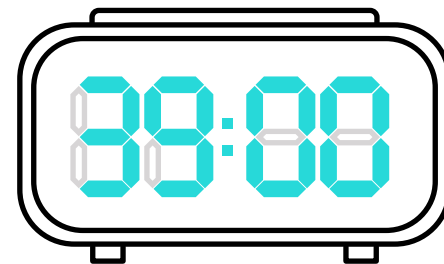
Dooly

The role of a salesperson has become increasingly time-consuming



77%

Of respondents reported that they are working more hours now than before the pandemic, with the average salesperson working 39 hours per week



WHICH DOES HAVE

Some benefits to their earnings



36%

Of respondents reported that they are working more hours and expect to make more money in 2021 than they did in 2020



BUT OFTENTIMES, SALESPEOPLE

Feel the need to adopt an “always on” mentality



Of respondents said they work after hours or on weekends either “occasionally” (75%) or “consistently” (16%)



Work on weekends or after hours in order to catch up on administrative tasks



Work on weekends or after hours in order to successfully close deals



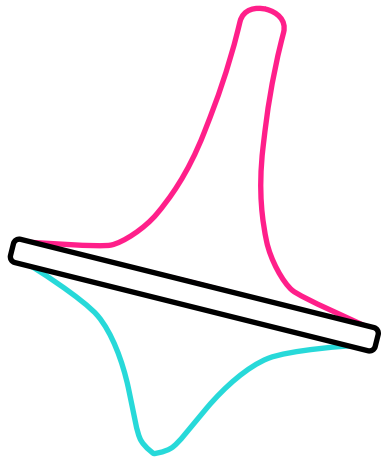
AND ALTHOUGH NEARLY ALL

Agree on the importance of work/life balance in theory...



93%

Agreed that a good work/life balance is important to them

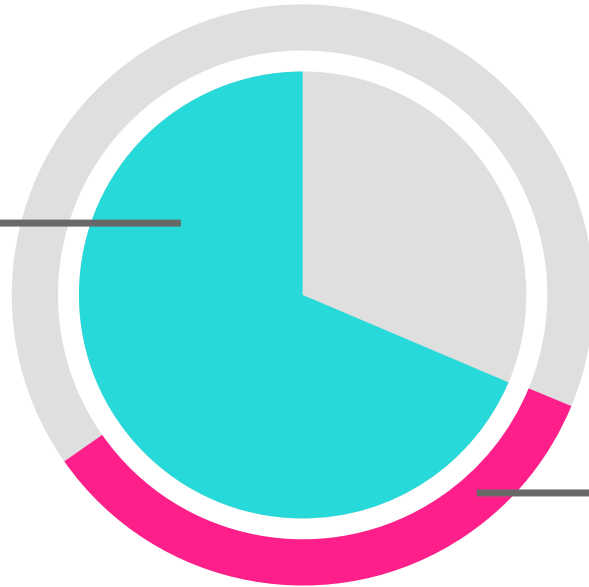


IN REALITY, THE MAJORITY

Have experienced burnout

69%

Of respondents said they have experienced burnout due to their job



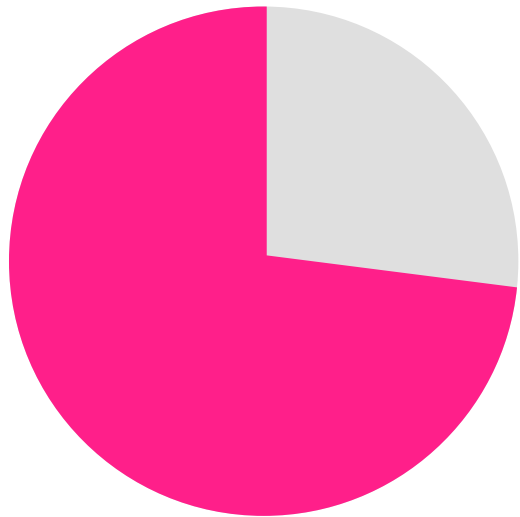
1/2

Of those that have experienced burnout, 50% said they feel burnt out often

WHICH HAS DETRIMENTAL EFFECTS

Dooly

On mental health



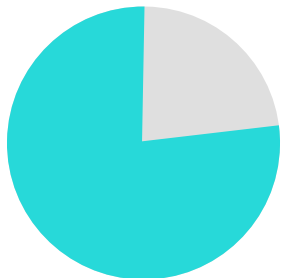
73%

Of those who have experienced burnout said it has negatively affected their mental health



ANOTHER ASPECT OF SALES

Impacted by the pandemic was travel



77%

Of respondents said they are travelling less for work now than pre-pandemic (March 2020)

44



37



While respondents travelled an average of 44 days per year before the pandemic, they now expect to travel an average of 37 days in 2021

INSTEAD OF HOPPING ON A PLANE

Many salespeople are now hopping on a video call



Of respondents said they use video calls for work purposes



Of respondents agreed that video calls contribute to burnout ...



feel pressure to keep the camera on during work calls when they would rather turn it off

**With an average of
12 Hours**
per week being spent on
work-related video calls

WHICH ISN'T ALWAYS

A bad thing



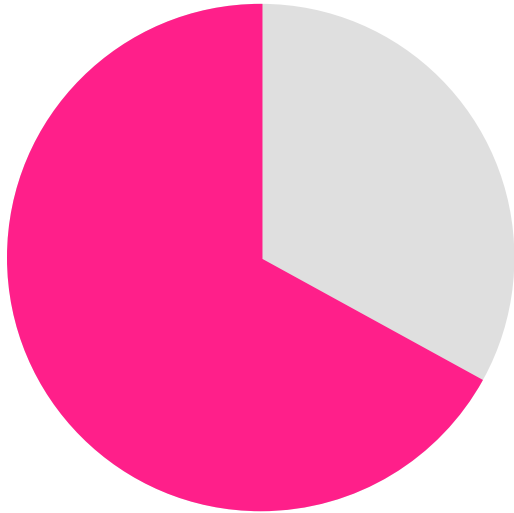
76%

Agreed that remote collaboration during the pandemic has helped them win deals



BUT MANY OF THESE MEETINGS

Simply aren't worth their time



67%

Agreed that at least half of the meetings they sit through each day seem unnecessary or are for purposes that could be more efficiently accomplished in other ways (i.e. email, Slack, etc).

WHILE IN-PERSON MEETINGS

Aren't gone forever

77%

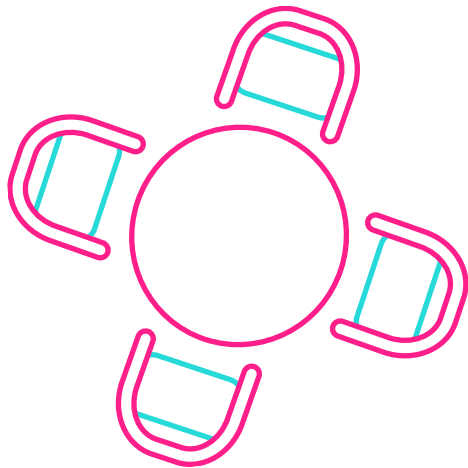


Of respondents expect in-person meetings to increase through the end of 2021

43%

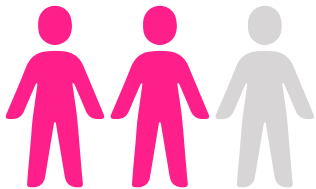


In fact, 43% of respondents attended their first in-person meeting since March 2020 within the last quarter



MANY SALESPEOPLE BELIEVE

Some of the pandemic-induced shifts are permanent



2/3

Of respondents believe that in-person meetings will never return to pre-pandemic levels



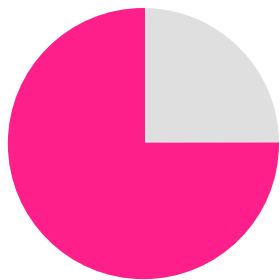
71%

Believe that work-related travel will never return to pre-pandemic levels

WHEN IT COMES TO SALES TECH

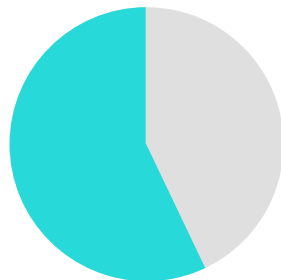
Dooly

You can have too much of a good thing



75%

Of respondents said that their company's tech stack makes a big difference in their productivity



57%

said that their company's tech stack is harmful to theirs

The average number of tools in a company's sales tech stack is



13

But, on average, respondents only use **8** of these tools regularly

ESPECIALLY WHEN THE TOOLS

Don't work well together or are hard to use

55%



Of respondents said they don't use certain tools because they are extraneous

50%



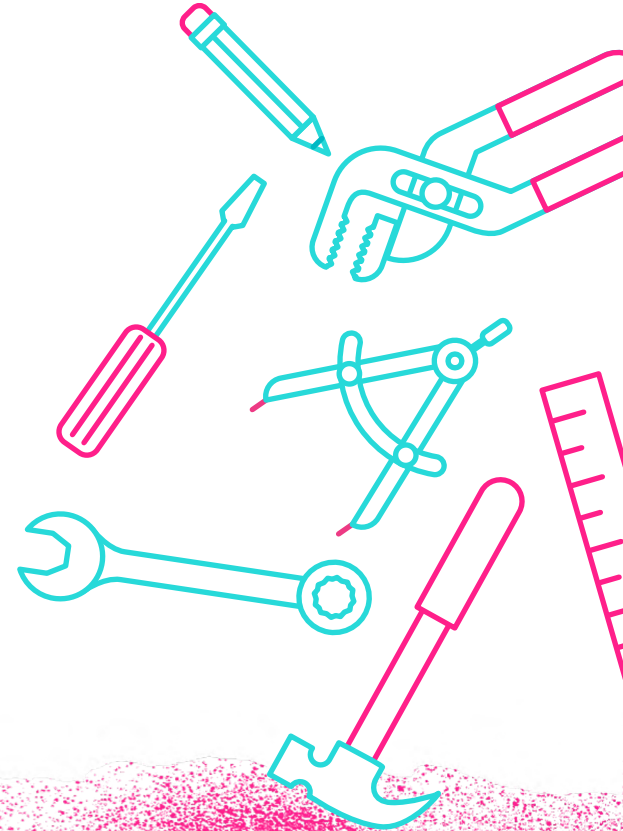
Cited a lack of useful integration between tools

36%



Of respondents said they don't use certain tools because they have found a workaround that is easier

Dooly

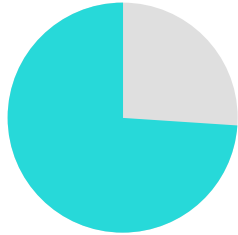


WORKING, But not selling

THEY MAY BE WORKING MORE HOURS,

Dooly

But salespeople feel that too many of those hours are wasted on activities other than selling



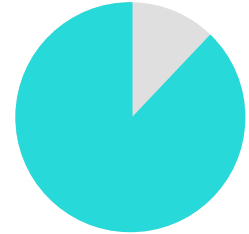
74%

Of respondents said much of their workday is spent on activities that don't contribute to selling



41%

Of the sales workday is spent on non-revenue-generating activities on average



88%

Agreed that most time they spend on non-revenue-generating activities is time lost

THE TOP ACTIVITIES

That take away time from selling:



Said internal calls or meetings



Said scheduling calls or meetings

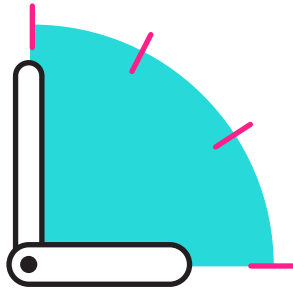


Said responding to internal inquiries via email/Slack/etc.



UPDATING THEIR CRM

Has also proven to be a big time-waster



25%

Said updating Salesforce or another CRM frequently takes time away from selling — and those below the management level were 32% more likely to say this than average

AND MANY PLACE THE BLAME

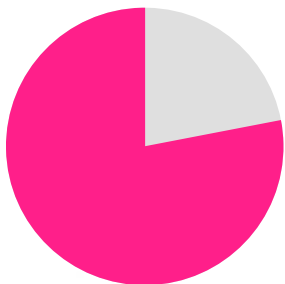
On their company's management



8 in 10



Respondents said that management does not understand how time-consuming non-revenue-generating activities are



78%

Said that a lack of understanding from management on how much time is consumed by non-revenue-generating activities leads to misalignment between expectations and what sellers can reasonably achieve

NON-REVENUE-GENERATING ACTIVITIES

Dooly

are a barrier to salespeople's earning potential

85%



Of respondents said that the time spent on non-revenue-generating activities makes it harder for them to maximize their earning potential and that if they could reduce time spent on non-revenue-generating activities, they could generate higher earnings from themselves

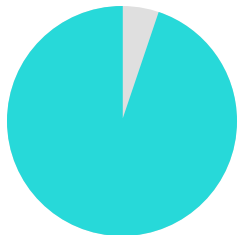
81%



Said that if they could reduce time spent on non-revenue-generating activities, they could generate more revenue for their company

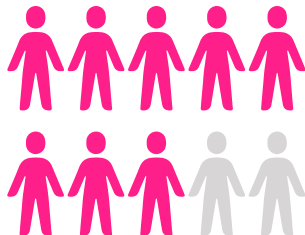
AND WITHOUT THEM,

Salespeople could bring home more money



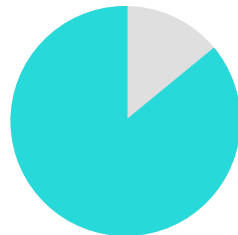
95%

Of respondents agreed that reducing time spent on non-revenue-generating activities would help them meet quotas



8 in 10

Agreed that reducing time spent on non-revenue-generating activities would help them earn bonuses



86%

Agreed that reducing time spent on non-revenue-generating activities would increase their paycheck

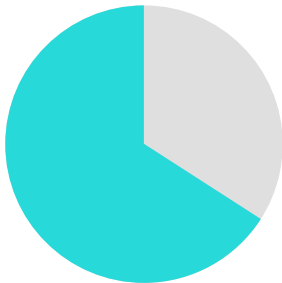
...A LOT MORE MONEY

If no time was spent on non-revenue activities, salespeople (including managers) estimate they could generate...



38%

More revenue
per quarter



66%

Larger
paycheck



AND SPEND MORE TIME

Doing the things that help them earn



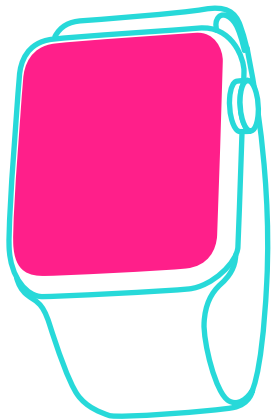
Would use the time back to contact new prospects or existing customers



Would meet with new prospects



Would make sales presentations or do demos



HAPPINESS & outlook

MOST COMPANIES HAVE A CLEAR

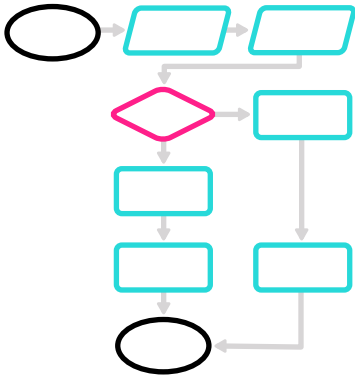
Sales process



Said that their company has a clear sales process/sales procedures

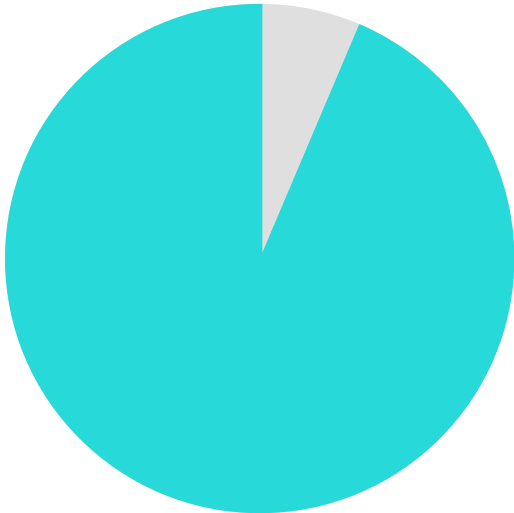


Said that they rarely stray away from



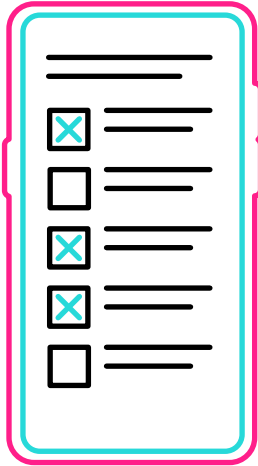
AND SALESPEOPLE FEEL

Productive at work



93%

Said that their current work environment is conducive to productivity

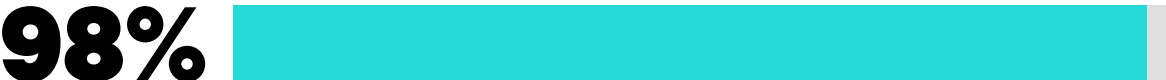


WHICH LEADS TO AN OVERALL

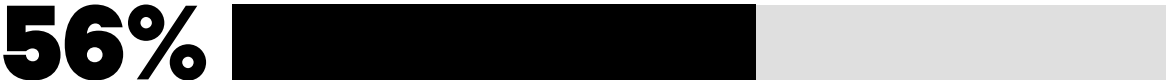
Sense of job satisfaction



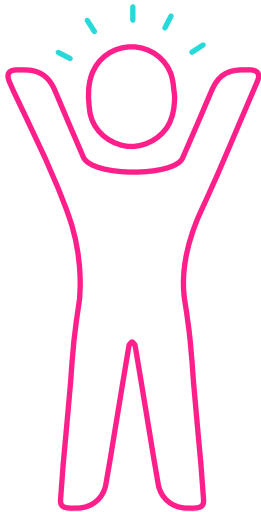
of respondents are happy working in sales and in their current role, and **89% are happy** at their current company. **In fact...**



Of respondents are employed at the same company that they were in 2019.

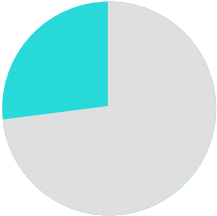


Reported that their company's NPS is over 21



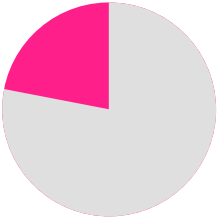
1 IN 4 REPS

Plan to quit sales in 3-6 months

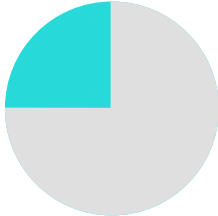


27%

Anticipate working in sales for at least the next 36 months — but, those who have experienced burnout were

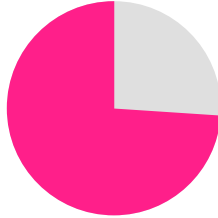


22% less likely to say this than average



But 25%

Only anticipate working in sales for the next 3-6 months — and those working at a company with an NPS of 20 or less were



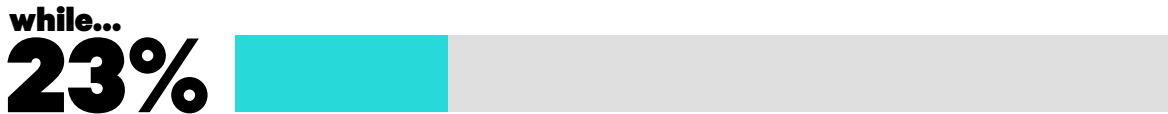
74% more likely to say this than average

WHEN IT COMES TO HOW THEY FEEL

About working at their current company



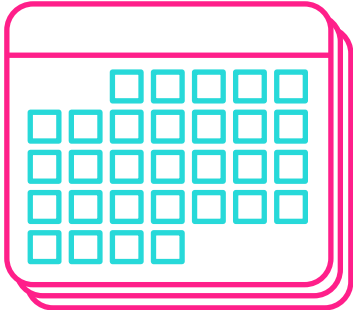
Anticipate working at their current company for less than 3 months,



Anticipate working at their current company for the next 3-6 months,



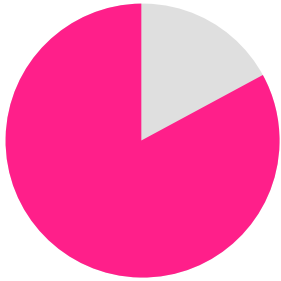
Anticipate working at their current company for at least 36 more months



NPS IS A GOOD INDICATOR OF HAPPINESS

Dooly

Salespeople at high-NPS companies tend to stay.



83%

Of those working at a company with an NPS of 20 or less being **more likely** than average to say they anticipate working at their current company for the next 3-6 months

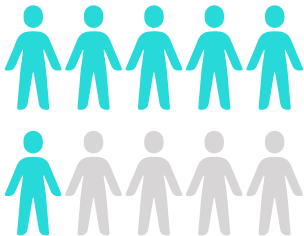


30%

Of those who have experienced burnout were **less likely** than average to say they anticipate working at their current company for at least 36 more months

BUT EVEN HAPPY SALESPEOPLE

Could be convinced to leave



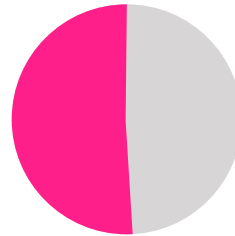
6 in 10

Would be motivated to leave their company for better benefits



1/2

Would be motivated to leave for more flexibility — and those under management level were



51%

Would be motivated to leave for higher pay

AND FOR REPS WHO WANT TO LEAVE

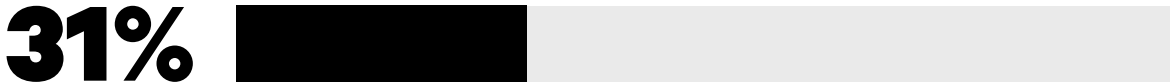
The reasons are clear



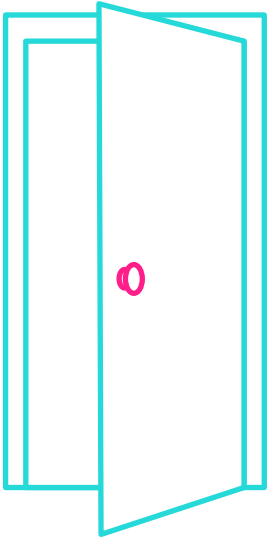
Cited a lack of benefits



Cited a lack of access to the best tools and technology to be successful



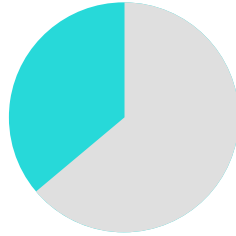
Cited a lack of bonuses



COMPANIES CAN INCREASE RETENTION

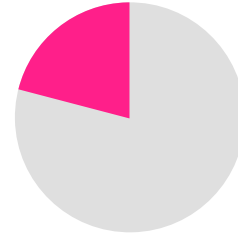
Dooly

Through better sales technology and resources



36%

Said that they would be motivated to leave their current company for one that offers better technology or resources



21%

Would leave for a role where they could spend less time on non-revenue-generating activities

BUT IF THEY DON'T MAKE THE EFFORT,

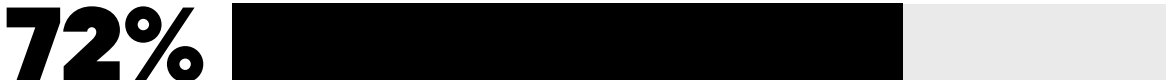
Another company will



Of respondents have been recruited by another company this year



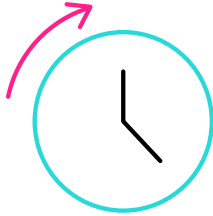
Saying they have been recruited more than once this year,



Said that if they were to walk away from their current company today, they feel optimistic about finding another job in a reasonable amount of time

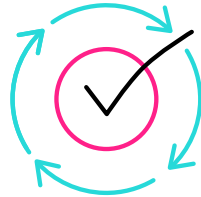
IT'S MORE IMPORTANT THAN EVER TO RETAIN YOUR TOP SALES TALENT.

Dooly can help.



Eliminate the busywork

Dooly saves reps 5+ hours a week by instantly syncing notes to Salesforce, updating their pipeline in 1-click, and automatically adding new contacts to an account.



Sell with consistency

Dooly gets every seller in sync with pre-built templates that capture the mandatory fields needed for MEDDIC, Command of the Message, and more so they can move deals forward.



Close deals Faster

Dooly lets reps easily share notes with key stakeholders, tag their manager to approve a request in Slack, and access the enablement content they need

IN MANY CASES, WHEN REPS USE DOOLY,

*They won't work
without it again*



Will Reed
@willreed_21



(1/5) We first heard about @DoolyHQ from *raving* users inside the Spark portfolio. Reps told us they'd "quit or pay out-of-pocket" if they weren't able to continue using the product, given it tends to save them HOURS/week in admin work - helping them spend more time selling.

Join Top Revenue Teams Selling Happier with Dooly



Dooly

**Want to see how
Dooly can help drive
38% more revenue
for your team this
quarter?**

BOOK A DEMO NOW