Leaderboard to Leadership™ Survey Results

About the Survey

This survey was conducted to get to the real issues surrounding new sales leaders. There is an immense amount of leadership knowledge, but not for the most important role in a sales organization: the frontline sales leader.

There is no bigger impact on someone's performance than their direct manager. If the frontline sales leaders aren't strong in their leadership skills, how does that impact the whole team, revenue, turnover, and culture?

This survey was conducted to see where there are gaps in the training and development of new sales leaders.   Over 150 sales leaders responded.

Here are some numbers we DID know before this survey:

- The Harvard Business Review says that the average age someone receives their first leadership promotion is age 30. Their first leadership training isn't until age 42.
- The average age of a millennial is 32 (in 2021) These are our new sales leaders.
- 71% of millennials will leave their job if not given enough professional development.
- Only 18% of people trust their leader.
- The first 90 days in a new leadership role are critical to the success of the leader.
- Bad sales leaders cost organizations millions of dollars a year.
- Only 67% of sales people achieve quota because they aren't mentored properly by their direct sales manager.
- If 50% a sales companies training budget went to training sales leaders, their revenue was 15% higher than companies who only allocated 25% of their budget to managers.
- Bad sales leaders cause higher turnover and hurt culture. (Sales Xceleration)
- HubSpot says that no executive fails more than the VP of Sales, with an average tenure of 19 months. How much training and knowledge are being passed down to frontline leaders consistently if the leadership is inconsistent?

This survey asked sales leaders what the experience felt like for them. Here are their thoughts:

Survey Results

1. Are you in sales, sales leadership, or both?
   a. 47.4% combination of both
   b. 31.8% leadership
   c. 20.8% sales, preparing for sales leadership

2. Gender Identity?
   a. 55.6% male
   b. 44.4% female

3. Do you have a male, female, or trans sales leader?
   a. 71% male
   b. 21.3% female
   c. 5.8% prefer not to answer
   d. 1.9% trans

4. How long have you been in sales leadership?
   a. 44.5% more than 5 years
   b. 24.5% 1-3 years
   c. 16.1% 3-5 years
   d. 7.7% not in leadership yet
   e. 7.1% less than 1 year

5. Do you work for a company or part of an independent sales team?
   a. 52.9% company
   b. 41.9% independent
   c. 5.2% other

6. Did you go for the sales promotion or did someone recommend you?

    a. 37.4% Earned it through sales production

    b. 37.4% Proactively went for it on own

    c. 25.2% Recommended

7. When you were up for the first-level sales leadership promotion, how confident were you that you knew you could be successful at the next level?

    a. 39.4% 71-99% confident

    b. 30.3% 51-70% confident

    c. 21.9% 100% confident

    d. 8.4% less than 50% confident

8. Where were you as a sales professional before getting promoted into leadership?

    a. 42.6% top 10%

    b. 18.7% top 25%

    c. 16.8% top 1%

    d. 14.2% top half

    e. 7.7% other

9. How much training do you think is appropriate for first-time leaders?

    a. 83.9% formalized training program

    b. 9% one month

    c. 4.5% one week

    d. 2.6% none, they will figure it out

10. What sort of training were you given prior to being a sales leader?

    a. 43.2% structured leadership development course

    b. 31.6% none

    c. 25.2% one training

11. Once you were promoted as a sales leader, do you feel you had enough continued structured training, or did you have to learn as you go?
    a. 80.5% learn as I went
    b. 19.5% structured program

12. Did your company provide that training or did you have to search it out on your own, independently?
    a. 46.8% basic training was provided and I supplemented with outside help
    b. 26.6% searched on my own
    c. 26.6% training was provided

13. Do you feel like your company is "winging" their emerging sales leadership training?
    a. 37.3% dependent on other sales leaders sharing their knowledge
    b. 36.6% structured
    c. 26.1% inconsistent

14. What was the size of your company when you were first promoted into sales leadership?
    a. 31.2% over 300 sales people
    b. 29.2% 11-50 sales people
    c. 20.8% under 10 sales people
    d. 13.6% 51-100 sales people
    e. 5.2% 101-300 sales people

15. If there was more sales leadership training for new sales leaders, how much do you think it would decrease mistakes?
    a. 40.5% 11-50%
    b. 27.9% said 51-99%
    c. 20.1% said less than 10%
    d. 3.9% more than 100%
    e. 2.6% it wouldn't

16. In what ways do you feel that sales is different than sales leadership?
(Sample of answers)

"Most of all personal sales is more self oriented. In sales leadership one must be selfless, lead by example and be a mental, emotional and technical support to their team."

"You need more empathy as a sales leader."

"Selling is easy. Keeping others engaged is the kicker."

"Mental, emotional, technical"

"A sales person only needs to pay attention to his own sales performance. As a supervisor, he should manage the sales level and business volume of the whole team."

"Responsible for different things"

"interruptions"

17. What is (or was) your biggest struggle as a new sales leader?

#1	Time Management	#2.36 average
#2	Feedback	#4.4 average
#3	Accountability	#4.85 average
#4	Realizing Selling Skills Were Only One of the Skills You Need as a Leader	#5.2 average
#5	Coming Up With Training Ideas	#5.24 average
#6	Being Left to Figure Things Out on Your Own Because YOUR Sales Leader Wasn't As Available As You Thought	#5.52 average
#7	Building Trust with Your Team	#5.68 average
#8	Seeing Big Picture AND the Short-Term Goals	#6.95 average
#9	Mental Leaps	#7.09 average
#10	Micromanaging	# 7.72 average

18. Do you feel like you spend most of the day doing urgent work or important work?

    a. 37% urgent

    b. 39% important

    c. 24% combination of both

19. Rate your priorities as a sales leader:

#1	Team Members	#1.97 average
#2	Increasing Sales	#2.22 average
#3	Motivating Your Sales Force	#2.33 average
#4	Running Meetings	#3.82 average
#5	Other	#4.65 average

20. What percentage of your time do you feel stressed or energetically exhausted?

    a. 37.5% 11-25% of the time

    b. 25% 26-50% of the time

    c. 15.8% less than 10% of the time

    d. 15.1% 51-75% of the time

    e. 6.6% more than 75% of the time

"Rebecca give solid solutions from her own success in sales leadership. She brings another set of eyes to the table. As a leader, I want more of what I can do better. It's also helpful to have an unbiased third party to talk things through with." Amanda Arndt (Up 700% in team sales.)

Analysis of Survey

There are gaps between what sales leaders want and what they are currently receiving

The most obvious conclusion from this survey is that frontline sales leaders are getting half the training they think is appropriate before they get promoted.

80% of sales leaders said they got no training once they were promoted into leadership and learned as they went.

At Rise Up Consulting LLC, we offer stream-lined corporate training and workshops that shorten the learning curve for new leaders that increases revenue because of it.

"Rebecca has helped me dial in on my and my team's numbers. I'm not intimidated by them anymore. On the emotional and rational side of things, I feel like I've gone from a 2 to a 10. Leaderboard to Leadership™ has also helped me put policies and procedures together. I'm more consistent with our training, and am confident to speak and train in front of any group." Nichole Reick. (Up 75% in personal sales and up 84% in team sales.

"Before coaching with Rebecca, I was pretty much on auto-pilot. We were coasting downhill. Throughout coaching, I've decided to change things... The feedback of coaching is huge - we don't always see our blind spots." Aaron Stolp. Team sales went from $293,000 to $500,000 in one quarter.

Sales leaders also communicated how important it was to have emotional intelligence and make sure they build trust with their team. Many of them admitted to being stressed and emotionally exhausted.

At Rise Up Consulting LLC we want to stop the status quo that assumes great sales people will be great sales leaders. We want their first quarter in leadership to be successful.

We developed a 10-week program that gives them the foundation to find their voice, confidence, and leadership style that directly impacts their sales teams to be more engaged.

If you're interested in seeing how Leaderboard to Leadership™ can make your sales leaders feel better as they win faster, reach out to us:

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