



# BACKGROUND ON BUSINESS

## Sales Reps Spend Just 10 Percent Of Time Selling

(NAPSA)—According to a recent survey, most salespeople spend their day doing everything but selling. The study indicates that sales professionals spend only 10 percent of their available time actually selling.

The data, from Proudfoot Consulting's annual sales force effectiveness study, also show a disconnect between how salespeople think they are spending their time and what is actually happening.

Despite the growing investments that companies are making in sales training and technology, active selling time has not increased over the past year. In fact, time spent on administrative duties has grown by four points compared to last year's study.

Moreover, many salespeople seem unaware of the problem. Salespeople in the study said they spend 50 percent of their time actively selling, yet in reality, most of their day is spent on paperwork, travel and problem solving for customers:

- Active selling —10 percent
- Prospecting—10 percent
- Problem Solving—14 percent
- Downtime (including personal phone calls and e-mails)—17 percent
- Travel time—18 percent
- Administration—31 percent.

"Salespeople are being pulled in too many directions," said Luiz Carvalho, chief executive officer, Proudfoot Consulting. "Companies need to take a long, hard look at how much time their salespeople are wasting on tasks that should be done by other people or eliminated."

The relatively low amount of time that salespeople spend actually selling is significant

How Salespeople Spend Their Time



SOURCE: Proudfoot Consulting



**Most salespeople report that their day is filled with paperwork and problem solving—not selling.**

because of how strongly their compensation—and their company's revenue projections—is tied to performance.

"When you think about how critical sales performance is to a company's top line, it is shocking how little time sales reps spend on what they were hired to do —sell," said Carvalho.

The study also looked at how effective salespeople are in eight key selling skills. The biggest barriers to salespeople's effectiveness were found to be:

- Lack of manager feedback or help for sales teams
- Poor sales call quality and inadequate monitoring
- Weak or cumbersome sales-reporting systems
- Training that was seldom reinforced or properly coached in the field.

Proudfoot Consulting is one of the world's leading and longest-established providers of management consultancy services. To learn more, visit the Web site at [www.proudfootconsulting.com](http://www.proudfootconsulting.com).