

Report on Key Struggles Salespeople Face in Lead Generation

2nd Quarter 2019



About the Report

The report analyzes the issues facing sales teams in getting and managing prospect leads in the sales pipeline. Qualitative and quantitative insights indicate that while sales professionals' top concern is prospecting, a more pressing need is for a better way to identify the most promising leads earlier in the sales process and convert them to sales more quickly.

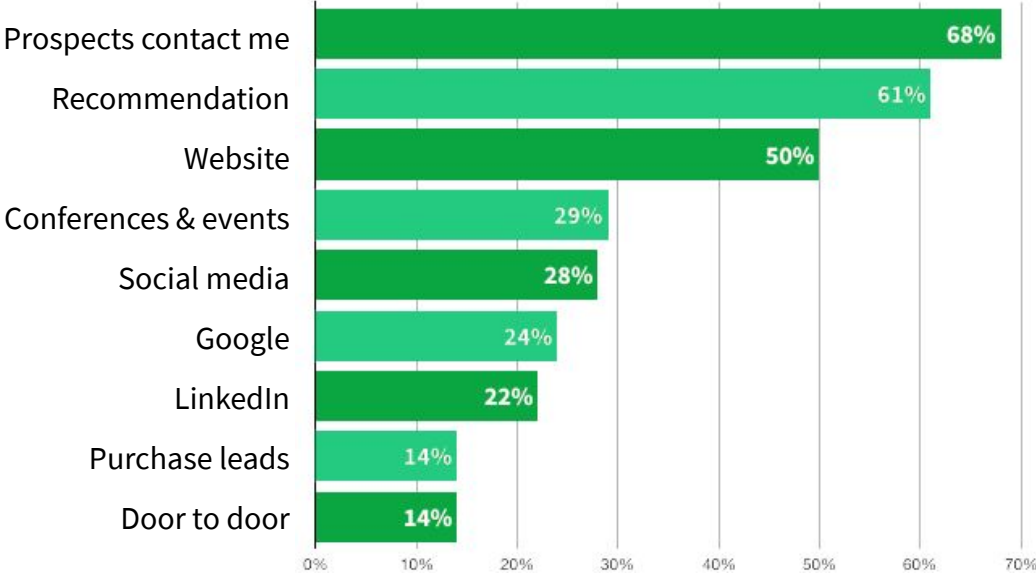
To identify key issues facing sales professionals, Pipedrive conducted more than 500 one-on-one qualitative interviews over a three-year period.

This report's quantitative results are based on queries exploring such identified issues. Quantitative results are from queries of a further 1,636 professional salespeople, including Sales Managers and VPs of Sales, surveyed in October and November 2018.

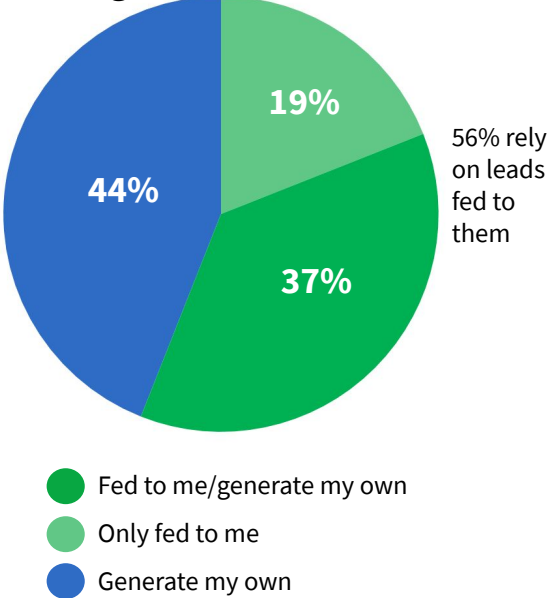
Pipedrive conducts a total of more than 10,000 qualitative interactions with professional salespeople every year. In those interactions, key issues are highlighted by sales professionals as disruptions in the sales pipeline that can cost deals.

Sources of Leads for Sales Professionals

Frequent source of leads



How sales professionals generate leads

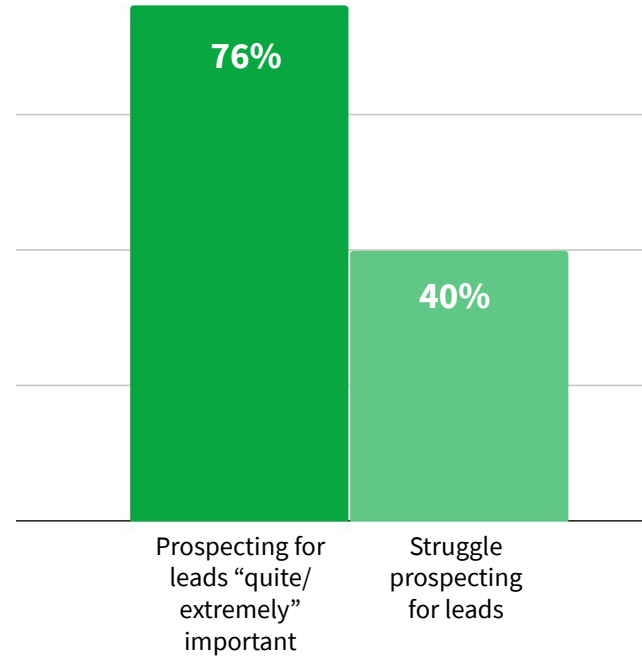


Source: Pipedrive Survey of 1,636 professional sales professionals, Oct-Nov 2018

Prospecting is an Extremely Important Activity That is a Struggle for Sales Professionals

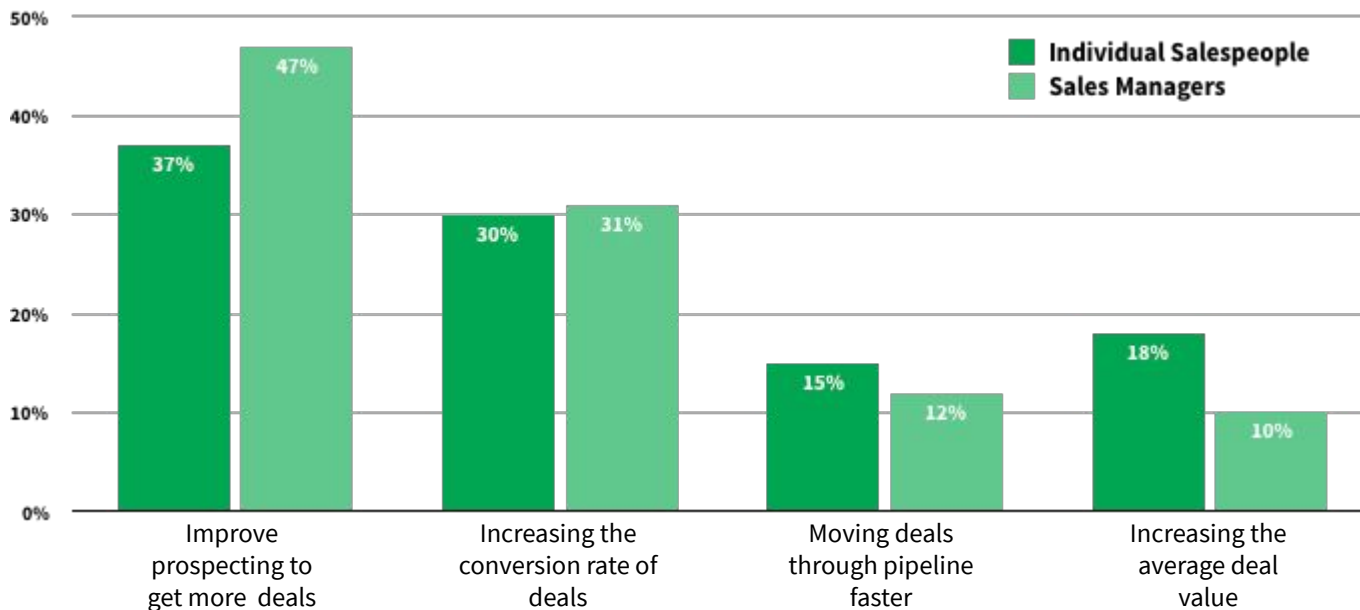
- **Three in four** sales professionals find prospecting “quite or extremely” important
- **Forty percent** responded that prospecting is a struggle

40% of salespeople struggle with having effective communications channels with prospects



Activities That Need the Most Improvement According to Individual Salespeople and Sales Managers

Respondents, the 76% sales execs who struggle with prospecting



Individual Salespeople vs. Sales Managers: Top Sales Activity Struggles Besides Prospecting

Top 5 Sales Activity Struggles

Individual Salespeople

1. Making sure leads are followed up on
2. Keeping contacts and conversation records
3. Prioritizing which deals to work on
4. Spending too much time on repetitive tasks
5. Detecting decision makers among customers

Unique to Individual Salespeople

Sales Managers

1. Making sure leads are followed up on
2. Keeping contacts and conversation records
3. Prioritizing which deals to work on
4. Seeing patterns of why deals are won and lost
5. Helping my team move deals forward

Unique to Sales Managers



About the Survey

The survey queried 1,636 professional salespeople including Sales Managers and VPs of Sales in October/November 2018 on issues with lead generation and lead management. Conclusions are based on 500 one-on-one qualitative interviews of sales professionals over a three-year period, and 10,000 interactions per year with sales professionals. If you would like to interview Pipedrive executives on this or other issues facing salespeople, please contact us at press@pipedrive.com

About Pipedrive Inc.

Founded in 2010, Pipedrive is the first CRM platform developed from the salesperson's point-of-view. Today, Pipedrive is used by sales teams at over 85,000 companies worldwide. Honored as a leading innovative technology company, Pipedrive has offices in Tallinn, London, Lisbon, New York, Tartu, and Prague, and has raised \$90 million in funding. Learn more at [Pipedrive.com](https://www.pipedrive.com)

About Pipedrive Research

Pipedrive's research organization queries sales professionals across the globe. With hundreds of thousands of sales leaders in its survey panel, Pipedrive draws quantitative insights on issues and trends facing individual sales professionals and sales managers. Pipedrive conducts more than 10,000 qualitative interactions with professional salespeople every year. In those interactions, key issues are highlighted by sales professionals.