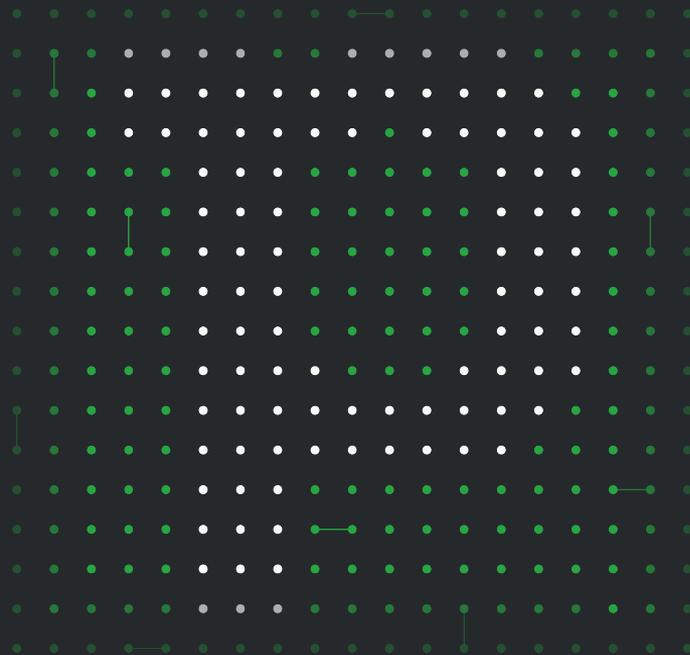


Meeting Scheduling Inefficiency for Salespeople

2nd Quarter 2019

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Meeting Scheduling Inefficiency Can Cost Sales Deals



This report analyzes key issues on scheduling sales meetings. Qualitative and quantitative insights indicate that deals may die just through the delay and annoyance toward meeting scheduling inefficiency.

Pipedrive conducts 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 process that can cost deals.

A popular key issue that salespeople highlighted was **the inefficiency in scheduling meetings** that include back and forth emails and calls to settle on times.

Many salespeople have noted this as scheduling exhaustion – to the point where a prospect says, “never mind”, and a deal dies. As a result, Pipedrive queried 266 salespeople to collect quantitative results that indicate the issues with scheduling.

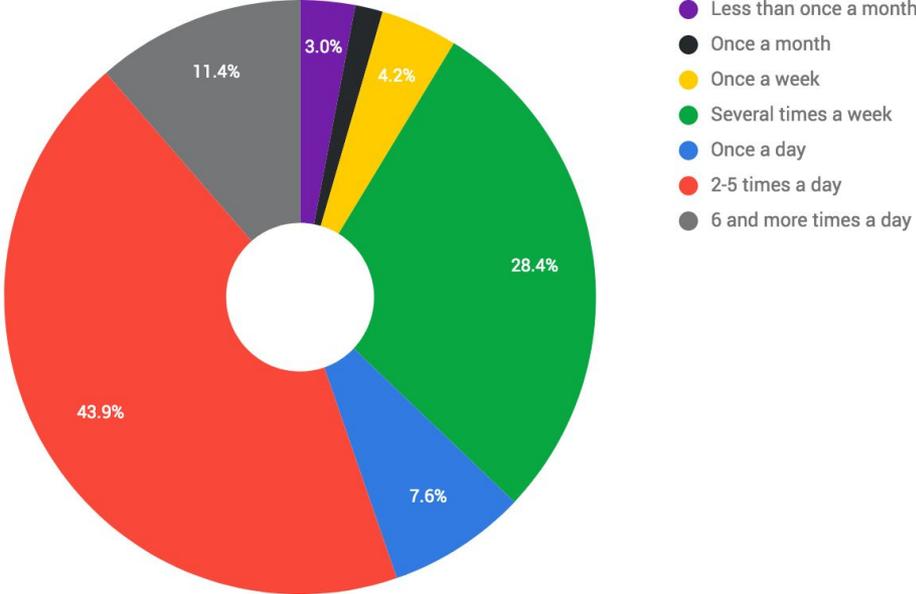
Pipedrive's analysis of sales meeting scheduling shows the following:

- Scheduling meetings with prospects remains an essential activity for sales professionals
- There is much delay, friction and waste involved with trying to schedule sales meetings
- Many sales people use their own process to enhance efficiency with scheduling meetings

Critical Nature of Sales Meetings

Sales meetings are a mainstay of sales activity, featuring within the sales pipeline process of all types of companies, irrespective of size or sector

- **63 percent of respondents** need to schedule a meeting at least once a day
- **44 percent of sales people** schedule meetings 2-5 times a day
- **Email (76 percent) and phone (57 percent)** are the two most used means of communication for organizing meetings



63% of salespeople schedule meetings at least once per day

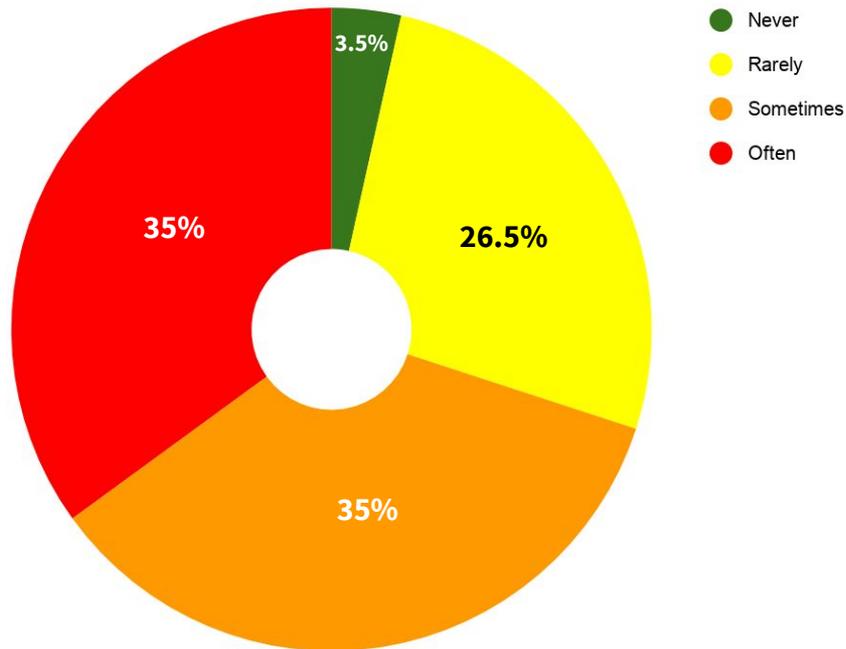
Back and forth communication to schedule meetings can slow or kill a deal

Loss of momentum:

The amount of attempts or touches to get the appointment set is a concern.

- **70 percent** sometimes or often require 3 touches or more to secure a meeting
- Only **27 percent** of meetings are scheduled with one touch
- For **22 percent** of participants (1 in 5) it often takes 3 or more days to schedule a meeting

- **68 percent** believe the back-and-forth hassle of scheduling meeting times is complicated
- Two main reasons that make scheduling complicated:
 1. Excessive back and forth communication with an invitee
 2. Invitees need to reschedule

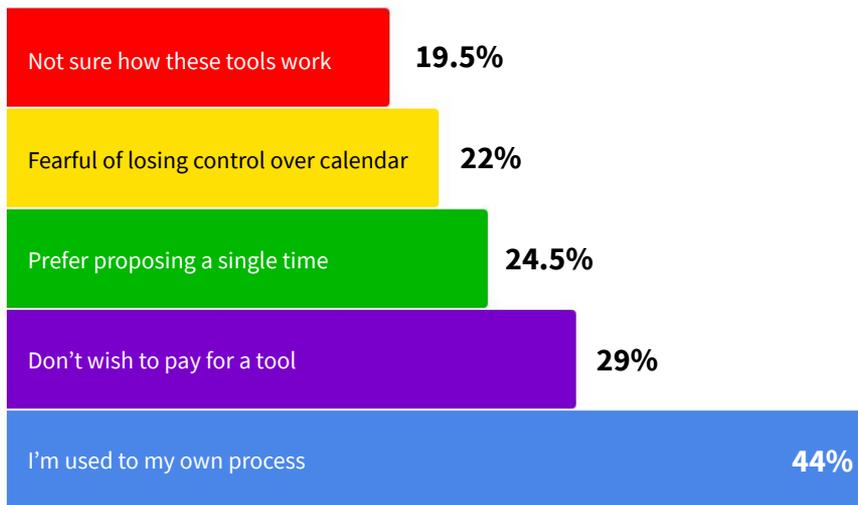


35% need three touches or more to schedule meetings

Reasons for not using a scheduling tool

A significant proportion of sales professionals do not use a scheduling tool when securing meetings. Forty-five percent (**45%**) are not familiar with a meeting scheduling tool.

The most common reasons for not using a tool to help are:





About the Survey

Pipedrive queried 266 professional salespeople at the end of 2018 on issues that affect meeting scheduling. The results indicate key issues that create scheduling inefficiencies. 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://pipedrive.com)

About Pipedrive Research

Pipedrive's research organization queries sales professionals across the globe. With hundreds of thousands of salespeople in our 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.