



Data-Driven Sales Survey

A look at how today's sales leaders interact with their data.





INTRODUCTION

Modern sales teams live and breathe data. From identifying opportunities to understanding performance, having the numbers on your side helps you lead with confidence.

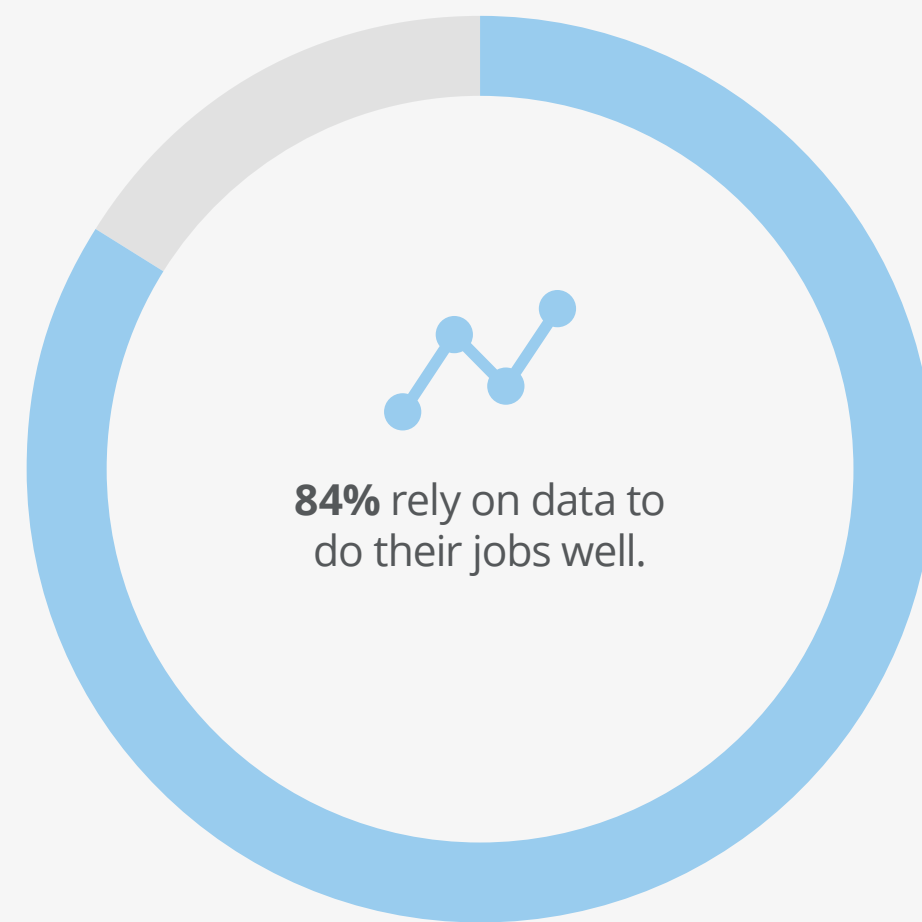
Our Data-Driven Sales Survey polled more than 400 sales leaders to see how this plays out in the trenches. Can sales organizations access the data they need? Are they confident in its accuracy? Are they using it effectively? We asked hard questions—and the answers surprised us.

FINDINGS





**Sales leaders need data
to do their jobs well.**





Sales leaders want up-to-date information.

(And they're not getting it.)

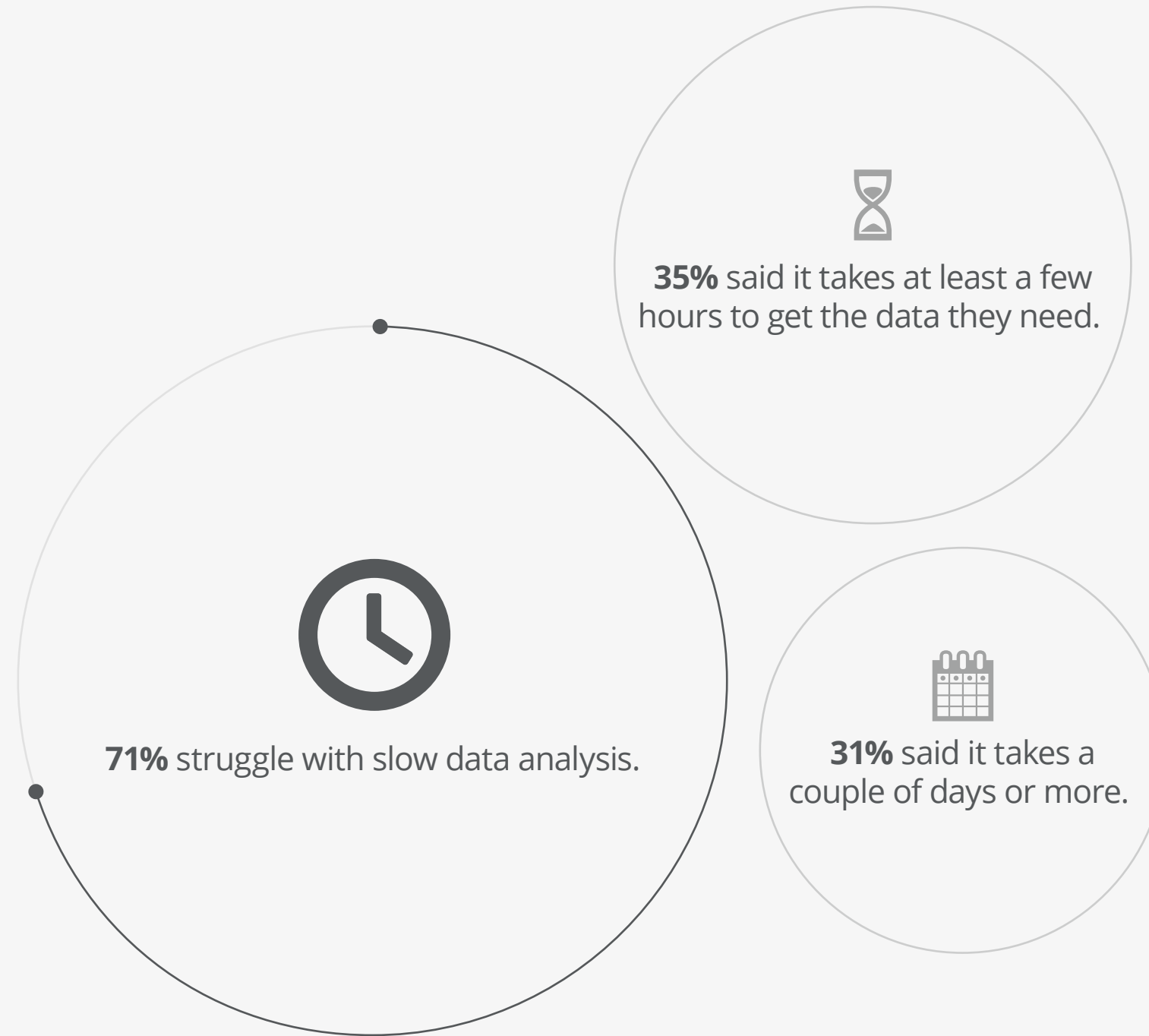


BUT

66% can't access their data in real time.

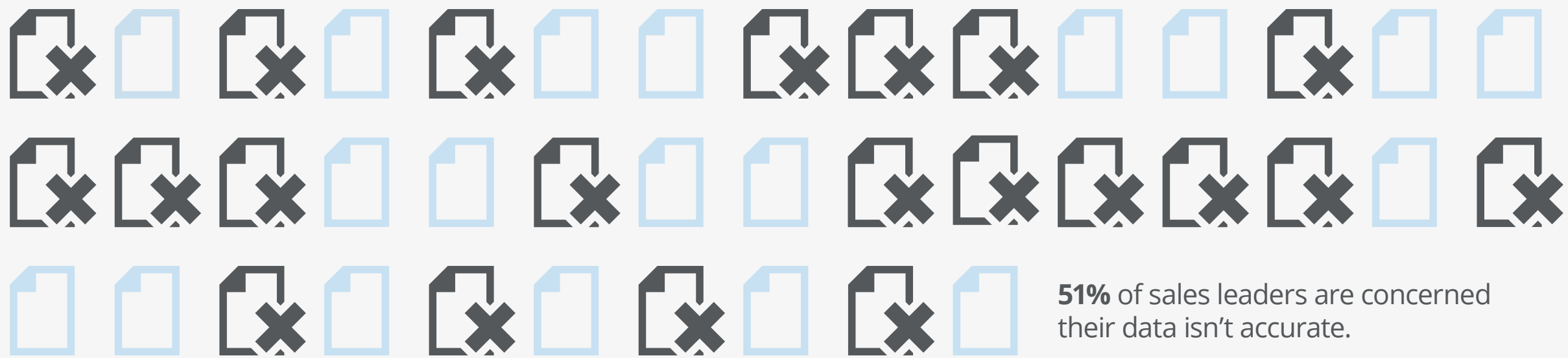
65% say it takes *too long* to receive insights from their data.







**Sales leaders are concerned about
the accuracy of their data.**



Access to data is not only slow—it's elusive.



60% have to wait for somebody else for access to their data.



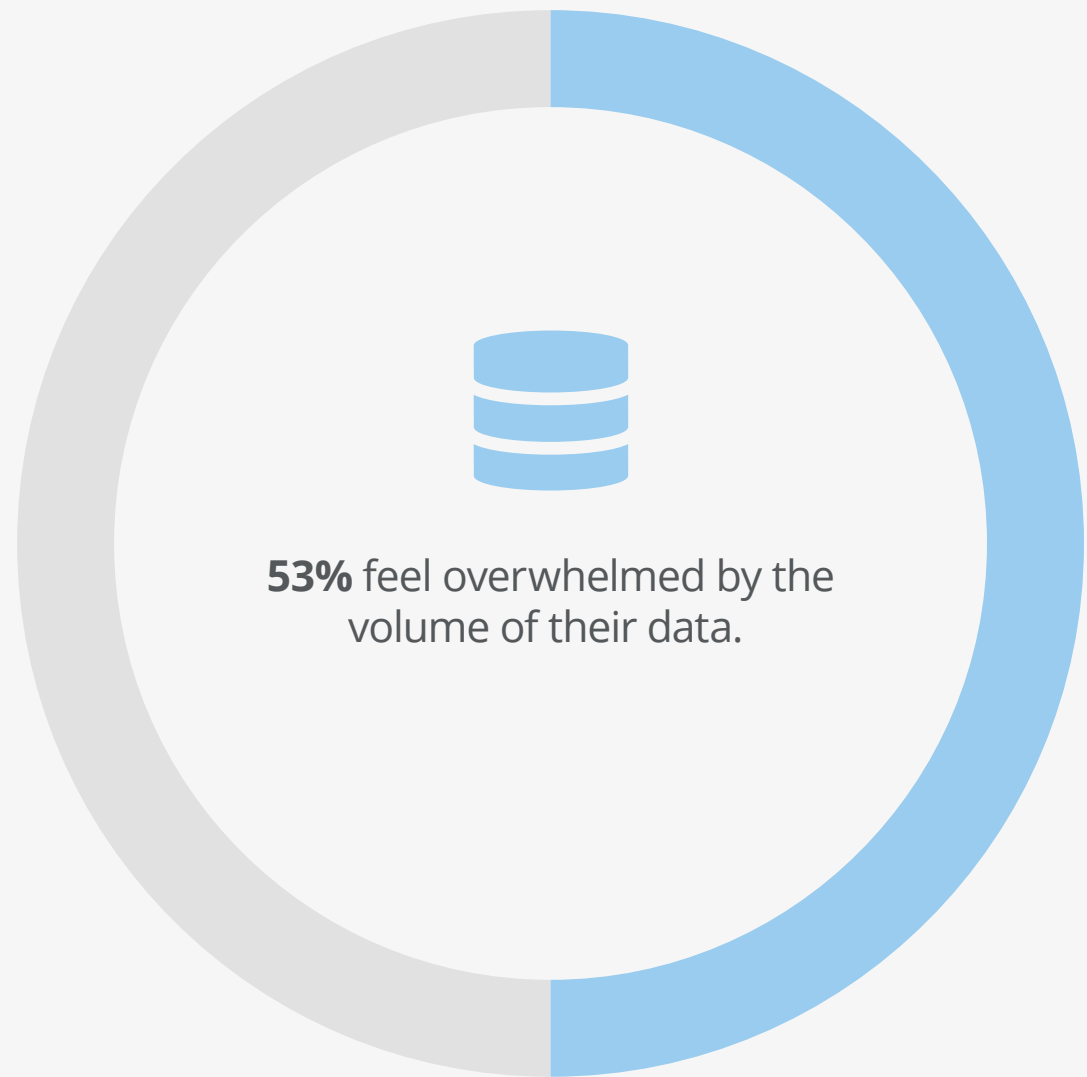
38% have no access to data they need.

65%

of sales leaders say it's too difficult to get meaningful insights from their data.



Data is overwhelming sales leaders.

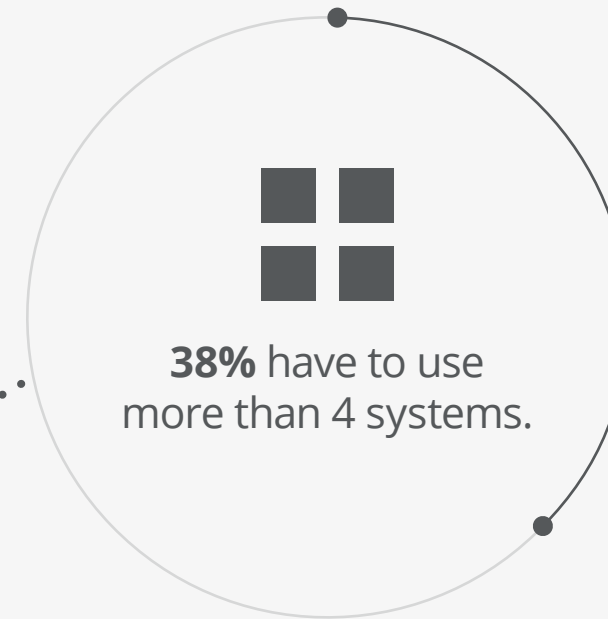


Problems sales leaders have with their data:

not mobile **frustrating**
complex **behind** overwhelming don't know what to do with it
not always accessible
unreliable too hard to access **not enough time**
inaccurate **slow** irrelevant lack of confidence
disparate don't know what to measure **hard to understand** not up to date **desktop only**



**Sales leaders want a better way
to consume their data.**



92%

of sales leaders want to see
data in a ***single dashboard.***

Only **31%** can.



66%

would consume sales data more often *if* they could see it in real time.



73% would consume data more often if they could see it in one place.

87%

think it's important to have access to sales data on **all** their devices.



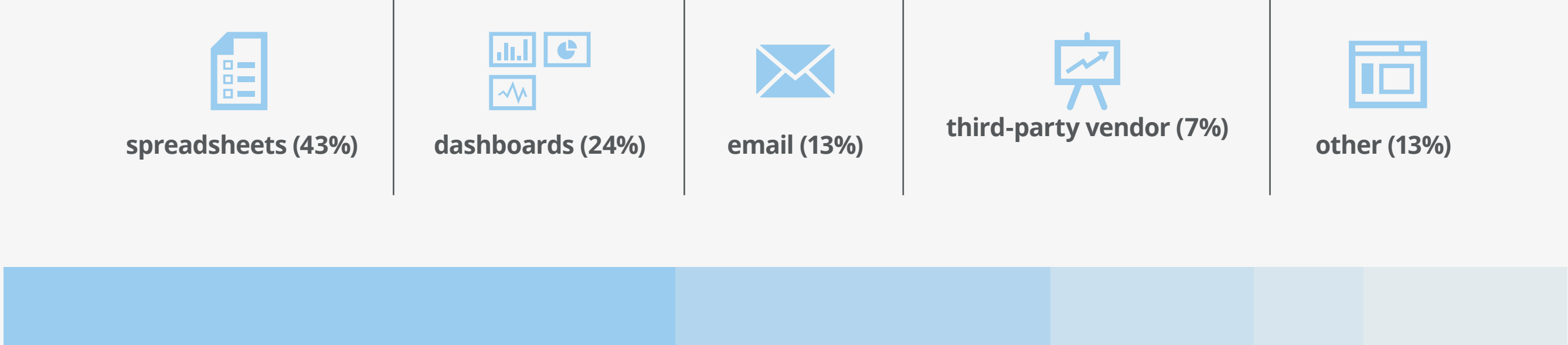


Sales leaders spend too much time reporting.

41% of sales leaders are responsible for creating their own reports.




Sales results are typically consumed as:



Sales results are typically delivered as:




spreadsheets (36%)




dashboards (19%)



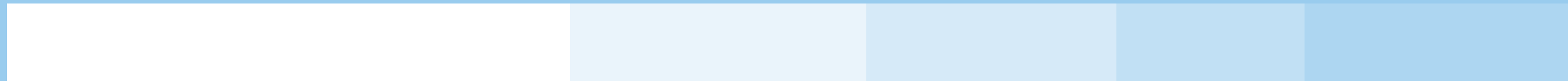
email (16%)



PowerPoint (12%)



other (17%)

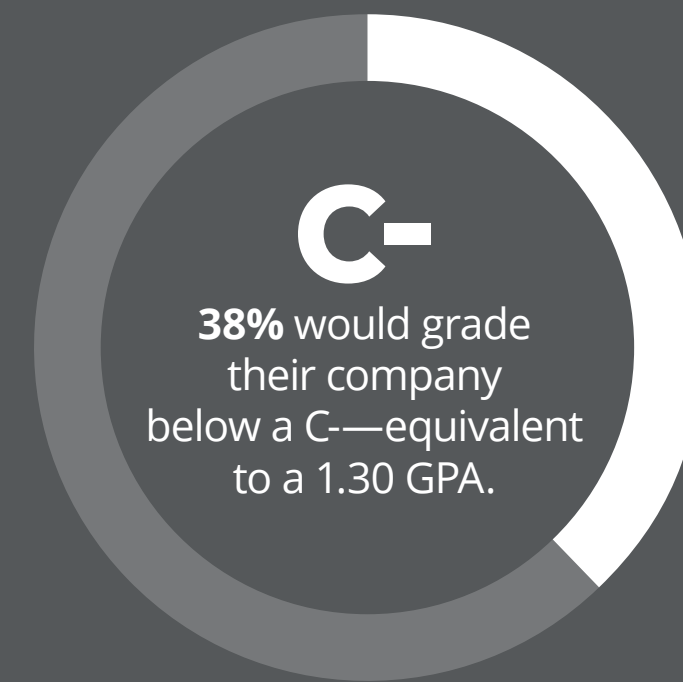




Reporting needs a serious reboot.



Only **2%** of sales leaders rate their relationship with their sales data an A- or better.





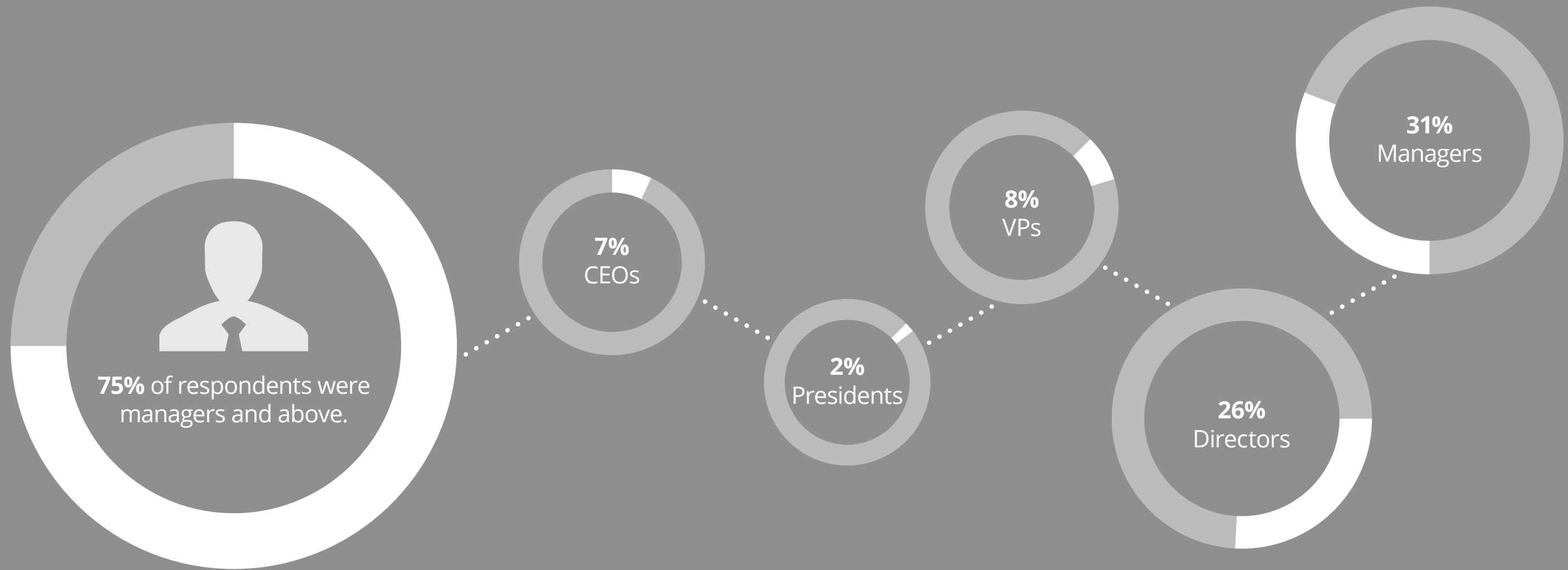
METHODOLOGY



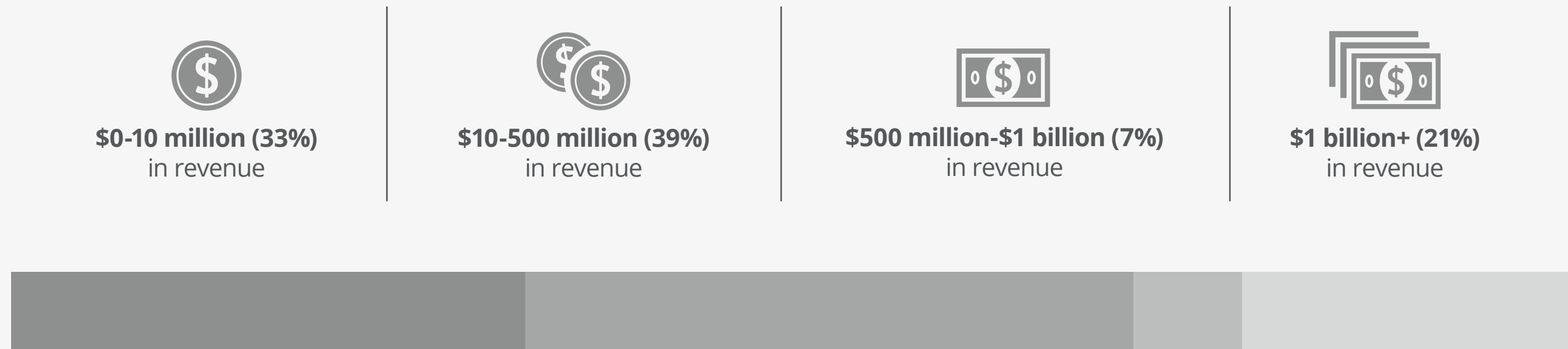
More than **400** sales leaders
completed the survey.



Of those surveyed...



Great mix of big and small companies:



Great mix of big and small companies:



A background network diagram consisting of various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow white. The connections form a complex, interconnected web across the entire page.

CONCLUSION

Sales leaders need timely access to data in order to do their jobs well, but most of them don't have it. Those who do, however, often lack confidence in their data's accuracy.

In a data-rich world, many sales leaders are overwhelmed by the amount of information available, and spend hours each week creating reports. Ultimately, only 2% of survey participants would rate their relationship with sales data as an A- or better.

Domo transforms the way sales leaders take care of business.
[See for yourself](#) how Domo can help you do the same.

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