

CSO Insights 2010 Telemarketing-Insides Sales Study Reveals 47% Of Sales Reps Did Not Meet Their Quota Last Year

History may repeat itself as 85% of firms surveyed planned to increase quotas for 2010

BOULDER, CO--June 8, 2010--CSO Insights announces the release of their annual Telemarketing/Insides Sales Report ([Telemarketing/Insides Sales Performance Optimization 2010 Key Trends Analysis Report](#)), showing the top Telemarketing/Inside Sales metrics selected based upon size of change over the past two years, a significant discrepancy between field and inside sales, or a change in trend direction.

The study surveyed nearly 250 firms worldwide across 97 metrics. Participants identified themselves as responsible for Telemarketing/Inside Sales. CSO Insights found many key findings, including:

- Account research continues to lead all other Internet uses.
- On-line collaboration is taking on new meaning and importance for telemarketing/inside sales.
- Customer self-service moves up again this year.
- Sales cycles have lengthened for inside sales over the past two years.

"There's a great deal happening in Inside Sales and it's all very exciting," said Barry Trailer, Managing Partner for CSO Insights. "The adoption of enabling technology, higher percentage of leads being generated by marketing, and anticipated growth in telesales teams this year all suggest this is going to be an increasingly important segment of companies' overall revenue mix."

Three of the top 10 metrics driven by sales research are:

1. **Quota attainment is down:** 53% of telemarketing/inside sales reps met or exceeded their quota last year; this is up one point from two years ago, but down four full points from one year ago.
2. **Number of calls to close deals is up:** 63% of sales close with 3-9 calls, down from 72% a year earlier; only 1% went to 1-2 calls to close, the other 8% went to >9 calls to close.
3. **Adoption of CRM is at a record high:** Telemarketing/inside sales are well ahead of field sales in consistent use (>90%) of CRM. Benefits of implementing CRM are similarly led by improved forecast accuracy.

"The new telemarketing/inside sales rep is increasingly experienced, professional, and productive," said Barry Trailer. "Companies are innovating in new ways to measure, compensate, motivate, and retain these valued assets, as shown in various metrics in this report. Our analysis reflects this changing attitude."

The Telemarketing/Insides Sales Performance Optimization 2010 Key Trends Analysis report is available at [Sales Research Publications](#) or email Laura Andrus at Laura.Andrus@csoinsights.com.

About CSO Insights

CSO Insights (www.CSOInsights.com) is a sales research firm that specializes in measuring how companies are leveraging people, process, technology, and knowledge to improve the way they market and sell to customers. Over the past 16 years, CSO Insights' sales effectiveness survey of over 10,000 sales effectiveness initiatives has become the standard for tracking the evolution of how the role of sales is changing, the challenges that are impacting sales performance, and what companies are doing to address these issues. ###

Media

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- To interview Barry Trailer, please email Barry.Trailer@csoinsights.com or call 415-924-3500.
- *Tags: telemarketing, inside sales, telesales, sales research*