



# Press Release

**FOR IMMEDIATE RELEASE**

## ***Over 30% of Sales Revenue Comes from the Top 15% of the Sales Team***

New York, NY – May 1, 2009. Extraordinary Sales Performance, a results-driven sales training company, announced today the results of its April Benchmark survey. It found that in a typical organization, the top sales performers, defined as the top 15% of the typical sales team, contributed 32% of the organization's sales revenue.

The Benchmark was conducted online with sales leaders within the United States. Respondents included Sales Managers, Sales Directors, VP of Sales, and SVP's.

### Summary of Findings:

- The two top performing segments of a typical sales organization accounted for 15% of the population yet contributed 32% of Sales in 2008.
- Adding the sales of the next 25% of the team, those rated as Above Average, the top 40% of a typical sales force contributes over 55% of all sales.
- 80% of the organizations rank their salespeople by total dollars sold, while 20% of the respondents rank their salespeople by the extent to which they achieve their annual sales plan.
- 53% of organizations have a recognition and reward program for top performers.

This benchmark is yet another confirmation of how the Pareto Principle applies to sales resources. An earlier study done by Harvard University and the Gallup Poll found that 93% of all goods and services sold in North America are sold by the top 4% of the selling population. It also determined that a top salesperson sells in a day that which an average salesperson takes a minimum of 2 weeks to accomplish.

Extraordinary Sales Performance (ExSP) is dedicated to working with Enterprises to identify its top performers and customize coaching programs which will drive these top performers to consistently outperform their monthly, quarterly, and annual sales goals. The program accomplishes this by focusing on having each top performer master *The 12 Attributes of Extraordinary Sales Performers*. Through the use of "deliberate practice", the ExSP program addresses this set of key mind-set and skill-set attributes, and sales system enablers, over a four month intensive coaching period.

As reported in the survey, respondents confirmed that the difference between their very top performers and their above average performers was the far greater capacity with which the top performers applied best sales practices.

"In economically challenging times like this, the data suggests a powerful way for sales leaders to give their organizations the boost they need to achieve sales goals," notes Howard Mager, Managing Director of ExSP, "enabling the top sales people to consistently produce extraordinary results, will produce the greatest sales ROI".

For more information about ExSP, visit [www.extrasalesperformance.com](http://www.extrasalesperformance.com) or call 800-493-1334.

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