Rallyware

2022-23 Sales Force
Global Performance Report

Contents

2022-23 Sales Force Global Performance Report

2022 was a year of transformation for sales-based workforces, or sales forces, across multiple verticals. As the immediate effects of the COVID-19 pandemic drew to an end, consumers anticipated spending more money on services and experiences, while being confronted with spiraling inflation, and less money on products and goods.

At the same time, we saw the rate of productivity drop near-historic levels, the sharpest fall since 1947. Surely that's a comedown from the heights of the pandemic, but how do businesses ramp it back up without sacrificing retention?

Industries like retail were faced with associate churn, inventory overstock, and under-delivery on earnings expectations. Other industries, among them direct-to-consumer sales, had rocky years in terms of lagging revenue, retention, and recruitment.

Yet many businesses grew and transformed in spite of these challenges.

In fact, diving into how they succeeded in the face of such tailwinds is informative, in that in doing so, we can evaluate trends in productivity and sales performance growth for 2023, 2024, and beyond.

With millions of global data points from our cross-vertical customers, Rallyware has extrapolated several significant numbers-backed insights about trends and sales behaviors in 2022, allowing us to forecast what is happening in 2023 and onward.
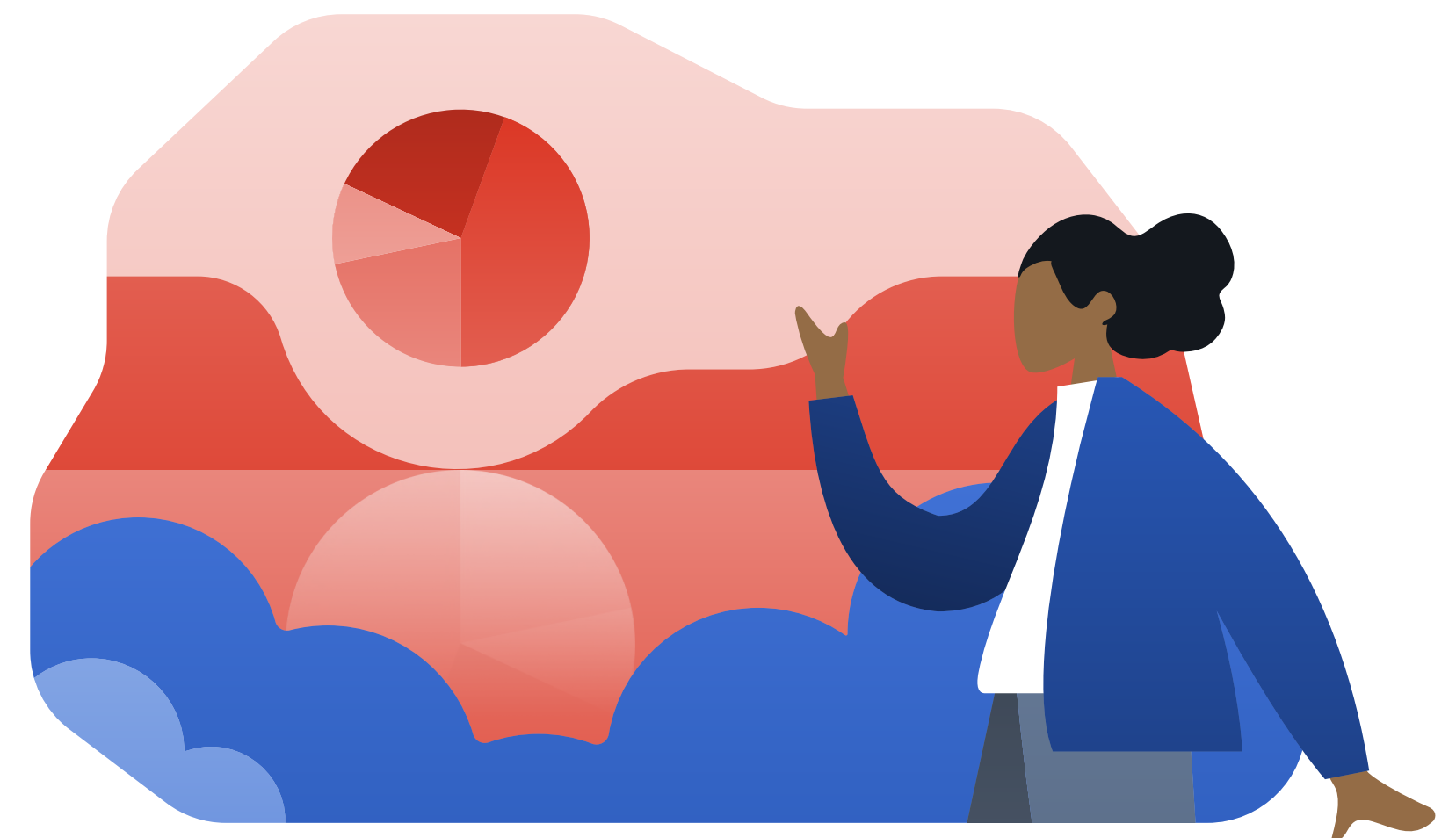
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Performance Enablement Technology: a Brief Summary

Rallyware's performance enablement technology is the lens through which this data will be viewed. In other words, this report assesses the business outcomes for sales-based workforces using Rallyware's native-built technology, which in turn demonstrates larger trends about what salespersons want and need in order to execute more sales better today.

Broadly speaking, this technology is (a) set up, implemented, and designed by Rallyware in partnership with customers' corporate administrators, who implement it; and (b) delivered as a cloud-based, all-in-one app directly to sales forces. The technology "enables" sales performance, meaning that the tools therein are used to increase sales productivity at scale.

Each individual salesperson's experience gets personalized by the technology for his or her business goals and real-time performance.

Furthermore, the platform guides the salesperson according to business outcomes defined in advance by the company as most relevant to them, then teaching and motivating intrinsic behaviors that lead to these outcomes, such as increased revenue or higher retention rates.

The solutions that companies can choose to implement for their sales forces include onboarding, training, and continuous learning; sales incentives; opportunity management; brand training; and more. These solutions smartly determine the contextually relevant activities, tasks, and content that will help the individual salesperson achieve the sales goals that matter to him or her. In this way, the technology does not say, "Complete this task because the company wants you to." Instead, it says, "Here is a task that matters for your success based on your performance and behaviors."

Global Sales Force Growth and Outcomes

In 2022, based on customer data, Rallyware saw among the customer community **25% more workforce members overall than 2021. 21% more members of the sales-based workforce actively engaged with the centralized app driving their learning, business management, and sales performance.**

+25%   workforce members

**+21%**   workforce members actively engaged
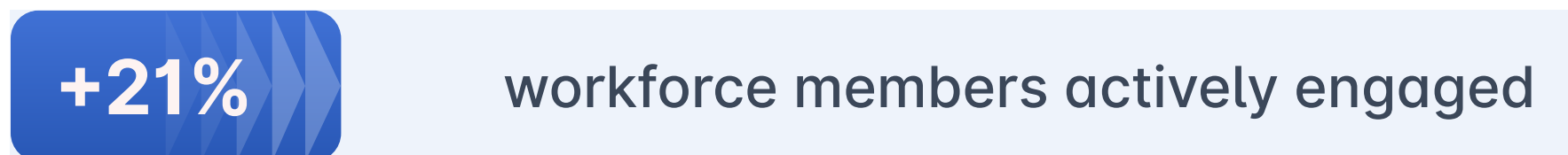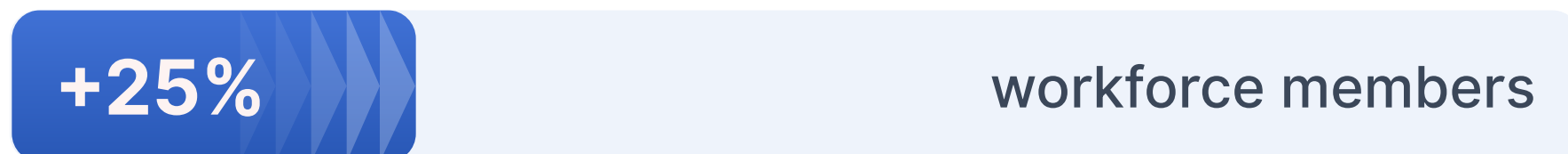
From this, we can conclude that the benefit of performance enablement technology (in this case, Rallyware) is beginning to be recognized at a larger and larger scale among business leaders with sales-based workforces, or "sales forces." Hundreds of thousands of sales force members, or salespersons, chose to engage with such technology to improve their sales results.

In terms of **training and learning content, 9% more salespersons than in 2021** became actively engaged with such content, with almost seven million learning and development tasks being completed among the sales force employing Rallyware's technology.

+9%   sellers actively engaged with training and learning content

Beyond tasks, Rallyware's "Digital Library" files, which are searchable company-specific **training materials, were viewed 11.2 million times – 63% more compared to 2021 – with 2.4 million downloads – which comes to 41% more than 2021.**

Digital Library in 2022-2023
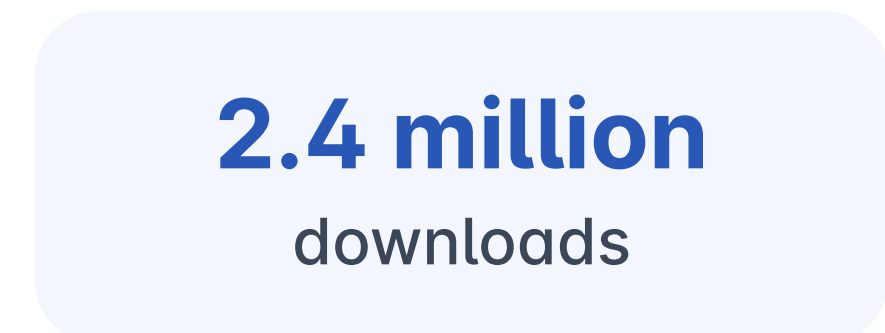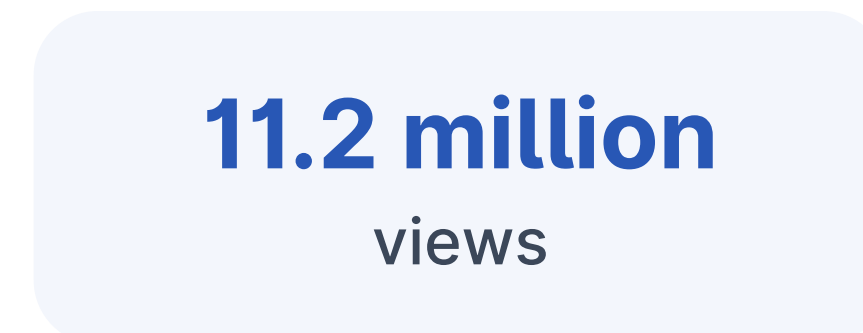
11.2 million
views

2.4 million
downloads

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Global Sales Force Growth and Outcomes

The frequency of the sales force's use of the Digital Library reflects the growing demand among salespersons for a single, reliable source of truth for the products they are selling, which comprise at least part of their livelihood.
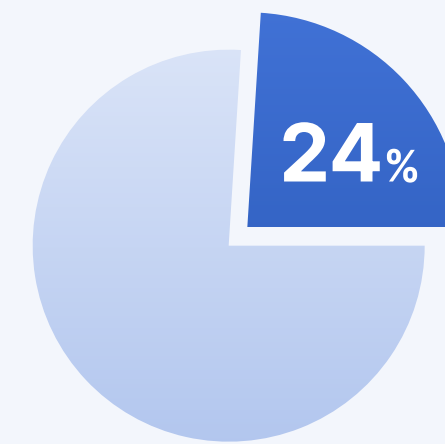
Now ultimately, technology is only as good as the concrete results it generates. In this sense, performance enablement technology for the sales force out-performed in 2022, in spite of the obstacles that consumer-facing businesses had to overcome. **Salespersons actively using their performance enablement technology, Rallyware's data indicates, had 21% higher sales than those less actively engaged with the platform.**

24% those 21% higher sales generated **24% of the total sales on average for the salespersons' affiliated companies.**

So we can conclude that the actively engaged users of workforce technology generated nearly a quarter, on average, of their companies' sales. Because this cohort tends to be far smaller than a quarter of a company's sales force as a whole, actively engaged salespersons far outperformed their "raw numbers," showing the elite force-multiplication effect of performance enablement technology.

In terms of cart size, these salespersons had a **3X higher average order size than less-active salespersons.** At a time when companies are figuring out how to get customers to expand the size of their spend, this is a critical metric to pay attention to.

+21% higher sales for sellers actively using performance enablement technology

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Global Sales Force Growth and Outcomes

This reflects the increasing importance of personalized, smart business-related tasks (learn X, contact Y) to drive the company's desired behaviors for each individual in an automated, smart manner.

Further, at a time when companies are optimizing for omnichannel sales, they should not forget the importance of optimizing for person-to-person selling; they should turn toward technology that helps the sales force increase cart size and consumer spend, in addition to technology that props up purely digital channels, such as e-Commerce. Creating a single, holistic brand experience that enables those online channels as well as person-to-person selling channels is essential.

Conclusion: : Why is this more important now than ever? In large part, we can conclude, because the "digital transformation" has changed what salespersons desire. They do not want to have to spend extra time searching laboriously for product information and other learning content. They want that content surfaced for them; and when it is, this motivates them to be more productive. Recent research in organizational psychology calls for "human-centered design principles" in the implementation of technology – technology that takes into account what matters to people, what drives them, and what they desire. Following this research, Rallyware's method of distributing learning content helps people sell more in an agile fashion is a great example of such design principles.

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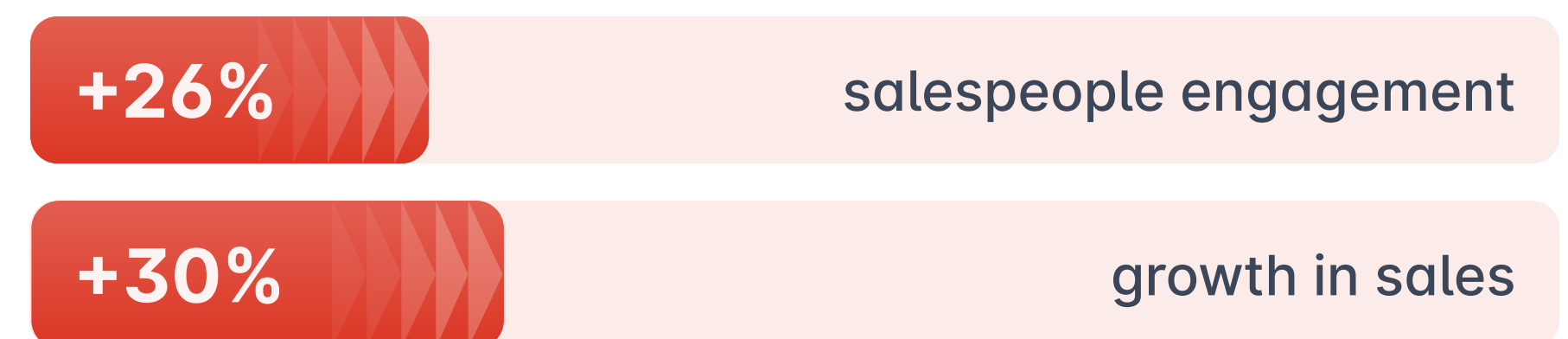| Website	Sales inquiries	Phone
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Sales Force Behaviors

In 2022, among the Rallyware customer community, we saw **15% more login sessions per salesperson than 2021.** Likewise, their sessions within their personalized performance enablement app ran **2.3X longer in comparison to 2021.**

+15% more login sessions per salesperson

2.3X longer sessions (compared to 2021)
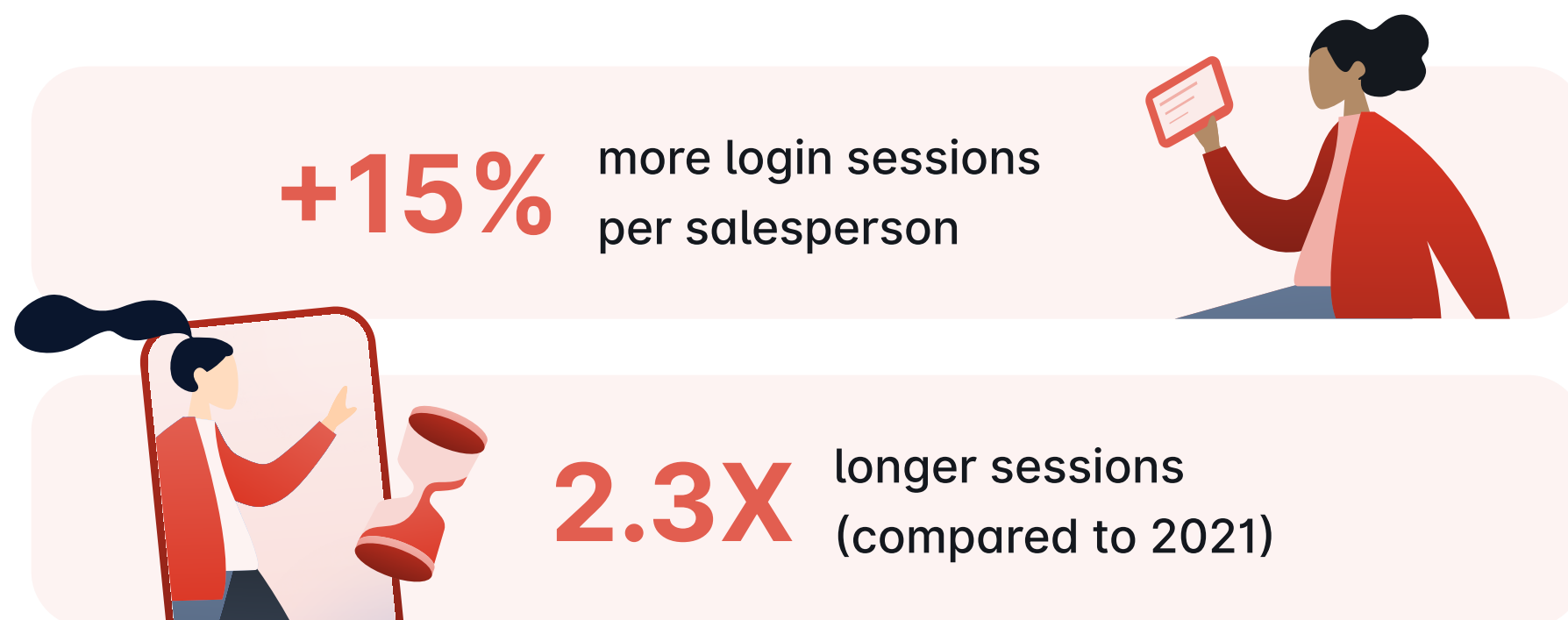
We can conclude that salespersons felt more engaged with the platform overall, while companies, where they had the option, preferred to consolidate multiple tools in a single platform, which perhaps helps account for the increased and lengthened sessions. There was simply more that could be done in the app.

In particular, based on Rallyware's extensive data analysis, companies that started with only learning and development tools and then consolidated sales incentives tools with these drove up to **26% more salesperson engagement and a 30% growth in sales in the first six months after the adoption and implementation of the sales incentives solution** together with learning and development tools.

+26% salespeople engagement

+30% growth in sales

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Sales Force Behaviors

Similarly, companies who started with both Rallyware's learning and development and sales incentives solutions consolidated together, so that data automatically flowed between them from the beginning of their implementation, saw a **64.6% salesperson retention rate for the first six months – 5.3X higher than the benchmark rate –** suggesting that the consolidation of tools makes for a more engaging and empowering experience.

+64.6%

sellers retention for first 6 month

5.3X higher than the benchmark rate

Conclusion: Why is this? In a moment of severe inflation, salespersons wanted to get as much out of their sales activities as possible. Each moment counted. Thus, when they found a platform that, like performance enablement platforms, automatically surfaced the most relevant actions for them to take in order to grow their sales, they became more and more engaged with such platforms, relying on them increasingly over time.

Furthermore, the consolidation of multiple solutions in one experience made each action suggested by Rallyware's smart engine even more personalized, due to the greater amount of contextual data from other areas of the platform. For instance, if a salesperson only had $100 left to sell for the week before receiving a prize from the company, the platform might alert them to learning content to help them sell a particular product.

# Notifications, Communications, and Sales Gamification: Engagement Boosters

Smart notifications are one of the main ways to enable salespersons for higher productivity. Especially for mobile-first apps, **with the average American checking their phone 352 times per day,** it's necessary to find smart, non-intrusive ways to continually draw the workforce's mindshare to the technology designed to enable their sales performance, which is often competing with social network apps, games, and other forms of entertainment.

When these notifications are targeted and personalized, all the better – logically speaking, the salesperson is more likely to tap on and interact with an update that matters to his or her goals, as they are in workforce-oriented performance enablement technology such as Rallyware. Such notifications are also a great way to disseminate key corporate and campaign communications instantly and at scale – as well as personalized onboarding and training.

In 2022, globally across Rallyware's customer community, **more than 212 million notifications were delivered and nearly 97 million of those went on to trigger engagement with learning and development tasks.**

212 million
notifications delivered

97 million
actions triggered
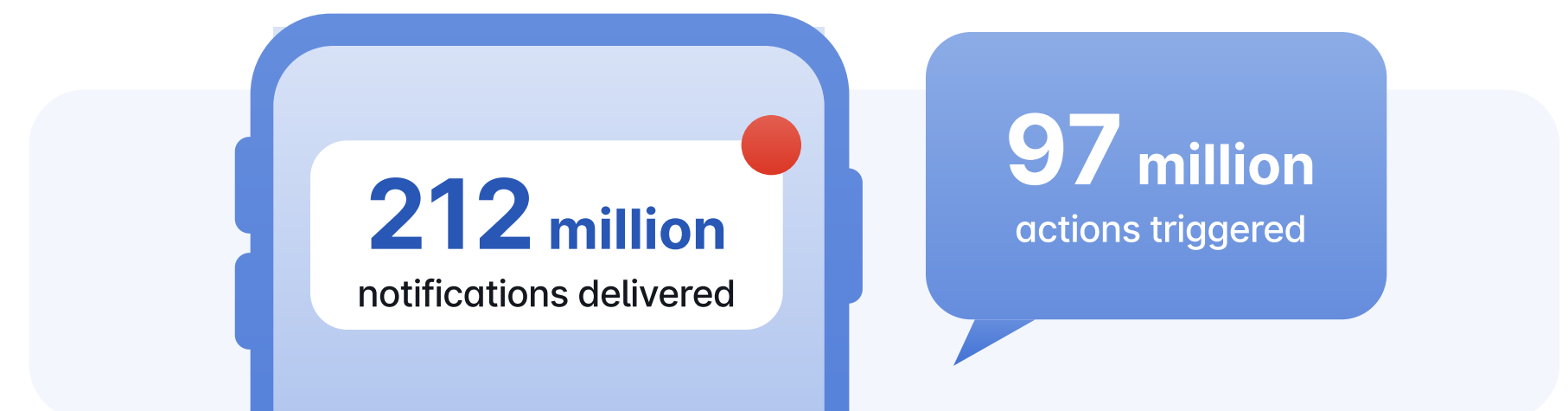
Further analysis showed that salespersons who interacted with notifications displayed a **7.4X higher completion rate compared to users who skipped or ignored notifications.**
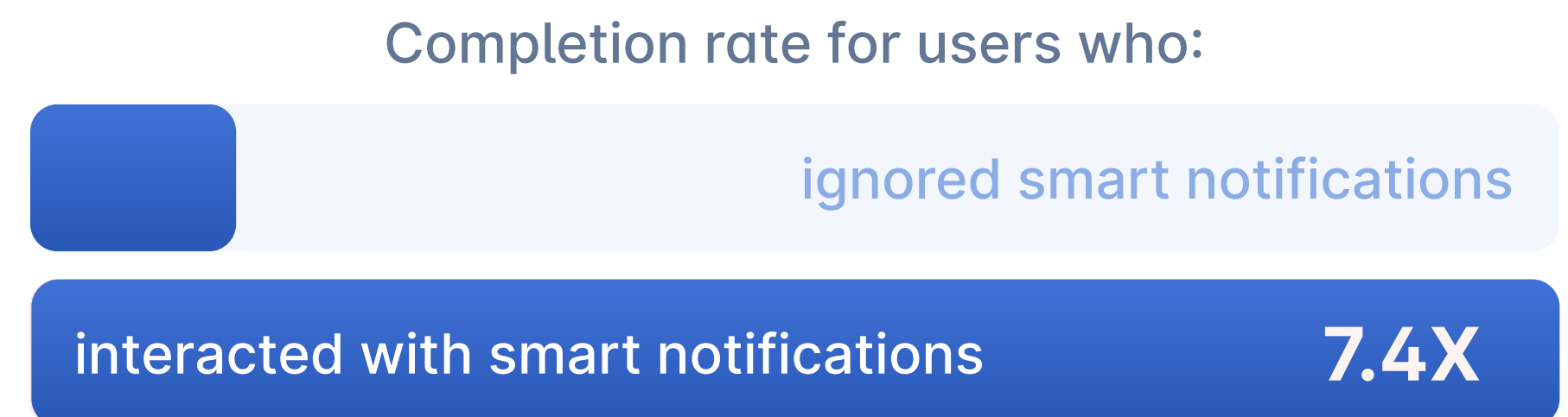
Completion rate for users who:

ignored smart notifications

interacted with smart notifications · **7.4X**

Relevant sales gamification features for further engagement include visualized progress markers, achievement badges, and leaderboards. Now, for Rallyware's customer community, gamification in 2022 was especially effective in terms of retention. **Data-driven sales gamification, which surfaced personalized gamified activities (e.g., completing a task to earn a badge), led to 81% higher retention of salespersons compared to those who were not interacting with gamified features.**

+81% higher retention for salespeople engaged in data-driven gamification

Implementing sales gamification can thus be a game-changer, so to speak, in reducing workforce churn.

Conclusion: We can theorize that because sales gamification features fulfill the motivational requirements of autonomy, competency, and relatedness, such features motivated salespersons to continue being productive – pursuing and completing sales.

Gamification features are an engagement booster. Scientifically speaking, gamification comes out of the psychology of "Self-Determination Theory." This theory states that humans have three main intrinsic motivators in terms of their productivity: autonomy, competency, and relatedness.

- **Autonomy:** The ability to set goals and follow them.
- **Competency:** The ability to improve at a skill.
- **Relatedness:** The ability to form and interact with a community.

Gamification fulfills these three psychological motivators by helping salespersons set goals and track their progress; see real-time upskilling; and see how their efforts compare to others on the same level in the company hierarchy. In this manner it is key in motivating productivity and creating the feeling of fun–the point at which sales efforts no longer feel burdensome ("I have to do this to make money") but instead spring from the desire of the salesperson ("I get to do this and make money!").

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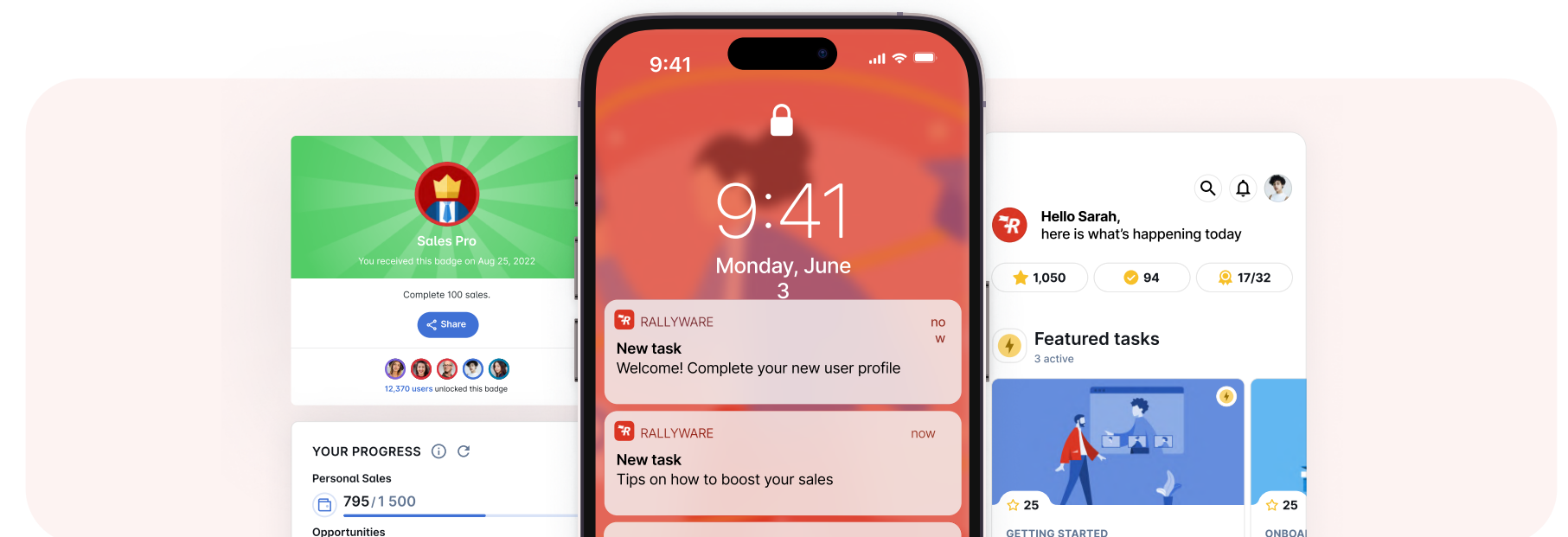sales@rallyware.com

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A Transformational Year for Sales Force Productivity

In a year defined by inflation and a precipitously falling rate of productivity, technology provided a way forward for salespersons to sell more with less manual effort. That is to say, by personalizing and suggesting the actions that will help them to make sales, performance enablement technology helped salespersons do more in less time. This counteracted inflationary trends and slumping productivity **by (a) boosting sales and (b) making it easier to be more productive.**

In 2023 and 2024, we foresee secular inflation continuing to some degree, along with problems like overstocking in retail, falling recruitment in direct selling, slower premium growth for insurers, and other issues for companies that use sales-based workforces to draw profits. Businesses are seeking to cut expenses and save on overhead costs like technology.

However, corporations should look toward performance enablement technology platforms for the sales-based workforce.

In 2022, such technology showed strong results in terms of increasing sales, while the consolidation of technology both made the app experience more personalized for salespersons at the same time that it decreased costs for companies by cutting out superfluous tech vendors. Most importantly, performance enablement technology in the form of Rallyware implemented human-centered design principles, which researchers have argued are necessary for technology in the age of automation, in order to increase rather than decrease productivity. Rallyware mattered to the people who used it. Perhaps, in terms of the growth and scaling of companies, that mattered most of all.

Is your sales force fully enabled for success?

Do they have access to technology that consolidates the following in an all-in-one platform?

Technology	Yes or No?
Custom training and learning content	
Searchable digital library	
Personalized behavior modification	
Mobile and web usability	
Sales incentives	
Smart notifications	
Sales gamification	

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