

# Sales Material User Survey Results

## Issue 3.0: August 2006—June 2009



# Executive Summary

## Solutions for Sales

### The Basics:

- Solutions for Sales routinely surveys its clients in order to measure satisfaction and gather ideas for improvements
- The results in this report were gathered between August 2006 and June 2009 from a variety of companies
- This report is a summary of the opinions of users of Solutions for Sales materials (Sales Guide, Interactive Sales Kit, Sales Brief)
- Our response rate is 32%
- 68% of respondents said that the sales material has helped them to sell
- 65% of respondents say that the sales materials have made them more productive

**Solutions for Sales**

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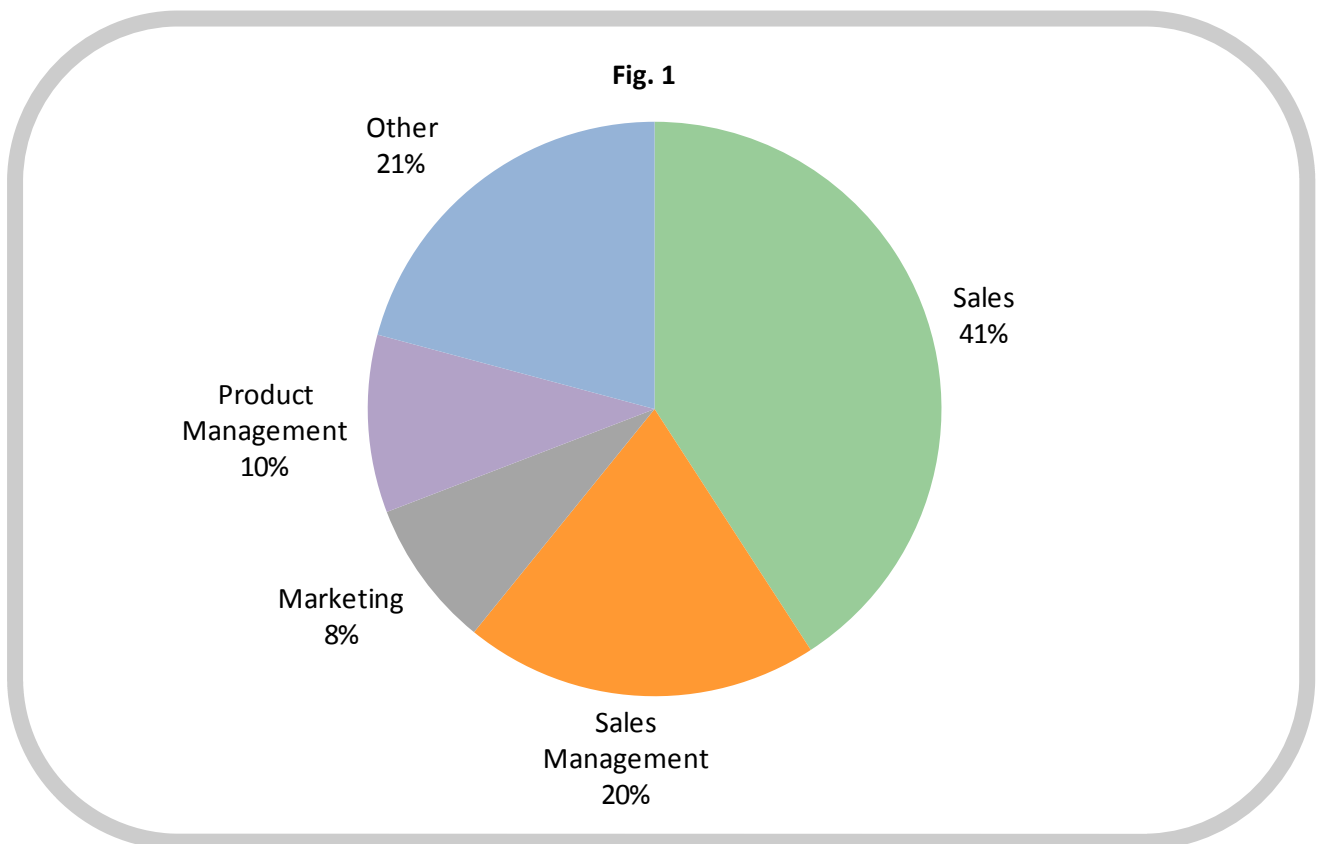
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# Survey Results

## Respondent Profile

Figure 1 shows the different roles of our survey respondents.

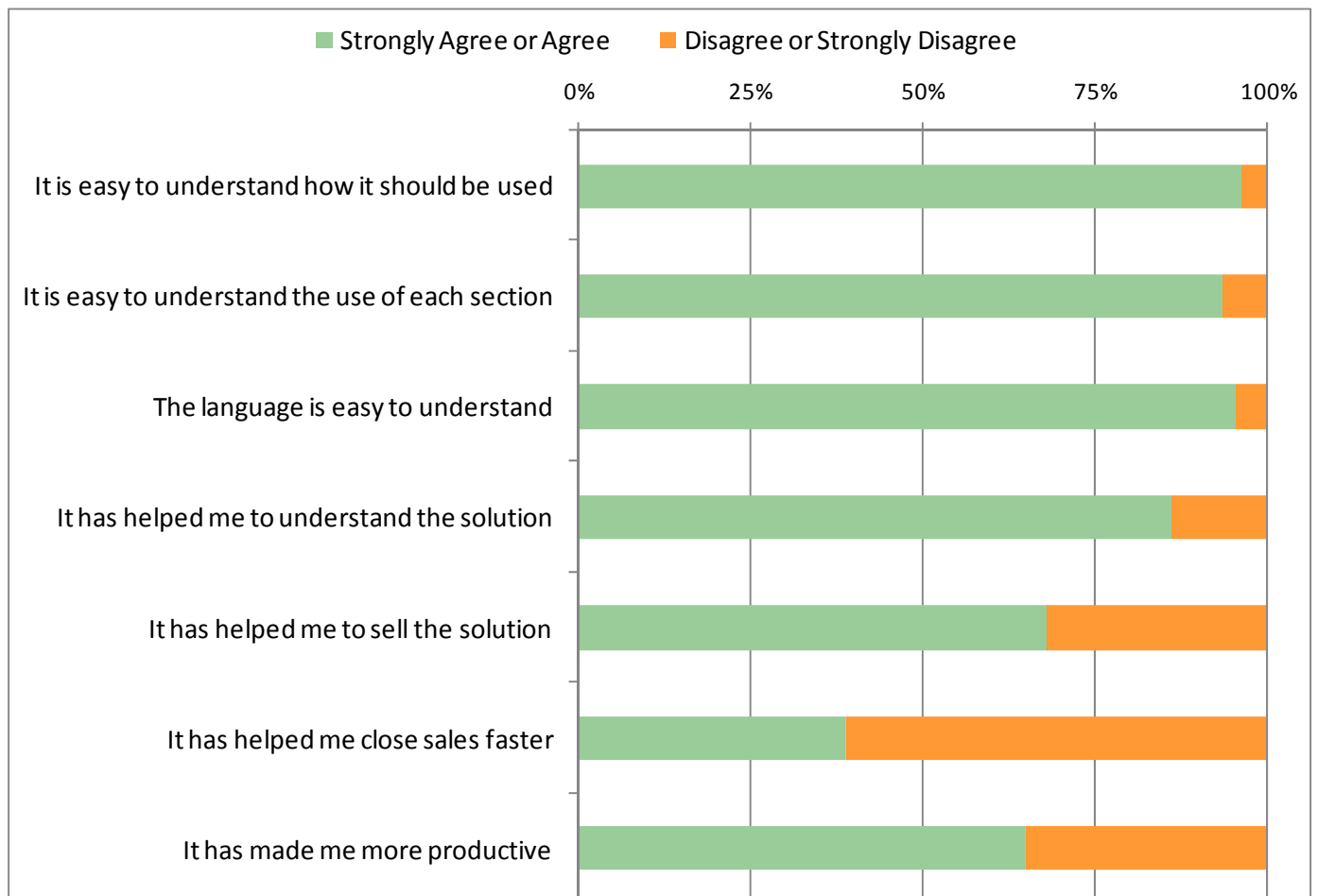
Our results show that the spread of different roles of people who are using the sales materials is quite broad, with by far the highest proportion of respondents (41%) working in Sales, the primary target. However, it is clear that Sales Guides, Interactive Sales Kits and Sales Briefs are useful to a wider audience than just salespeople.



# Survey Results

## Ease of Use

Respondents were asked to rate a number of statements about their Solutions for Sales (SfS) sales materials. 65% of respondents agreed that the sales materials provided by SfS have made them more productive and have helped them to sell, whilst 86% agreed that the materials helped them to understand the solution. The lowest score of 39% for "It has helped me close sales faster" may reflect the predominance of formal tender based sales in the sample. However, if Sales Guides result in 39% of sales closing faster, that is still a very valuable outcome.



# Survey Results

68% of respondents believe that their Sfs sales materials will help them win more sales in the future

## Effectiveness and Value

Respondents were asked to rate each section of the Sales Guide. The table below summarises their answers.



## Survey Results

89% of respondents felt that there is about the right amount of information in the sales material

### Quantity of Information

In this section the respondents were asked to rate the quantity of information in their SfS sales materials. 82% of respondents felt that the amount of technical information was about right and 76% that the amount of business information was about right. 89% felt that we got it right overall.

	Too much	About right	Not enough
Technical Information	1%	82%	17%
Business Information	5%	76%	19%
Overall	2%	89%	9%

### Verbatim Comments

Here's what some of the respondents said about the SfS sales materials:

*"It has helped in customer engagement"*

*"Good, easy to read material with condensed high level info"*

*"As a start, it is a one-stop shop for the field to quickly understand the product and its value proposition to kick start the sales process. It saves a lot of work in searching for information."*

*"In general is a very good tool for sales people to know more about the product, and how to emphasize its features."*

*"The Sales Guide provides information about competition and highlights the strong and weak points of our products."*

*"it helped me in understanding our key differentiators and the market"*

*"Excellent job. Look forward to the next update "*

*"This would be fantastic material to make available to partners"*

## Survey Results

### Overall Rating

**98%** of respondents rated the sales material as **Good** or **Very Good**  
**96%** of respondents said they would **recommend** Solutions for Sales to a friend or colleague

### Key Conclusions

- SfS sales materials help salespeople to understand the solution they are selling
- 68% of respondents said that the sales material has helped them to sell
- The sales materials are easy to use — on the whole salespeople understand how to use each section and the language used is clear
- There is about the right amount of information
- The highest scoring sections of the Sales Guide are 'Why you should be interested' and 'Creating the Vision'
- 39% of respondents say that it has helped them close sales faster
- 65% of respondents say that the sales materials have made them more productive

Further useful resources can be found at [www.solutionsforsales.com](http://www.solutionsforsales.com). Or for more information on how Solutions for Sales could help you sell more, please call +44 (0)1702 586742 or email [enquiries@solutionsforsales.com](mailto:enquiries@solutionsforsales.com)