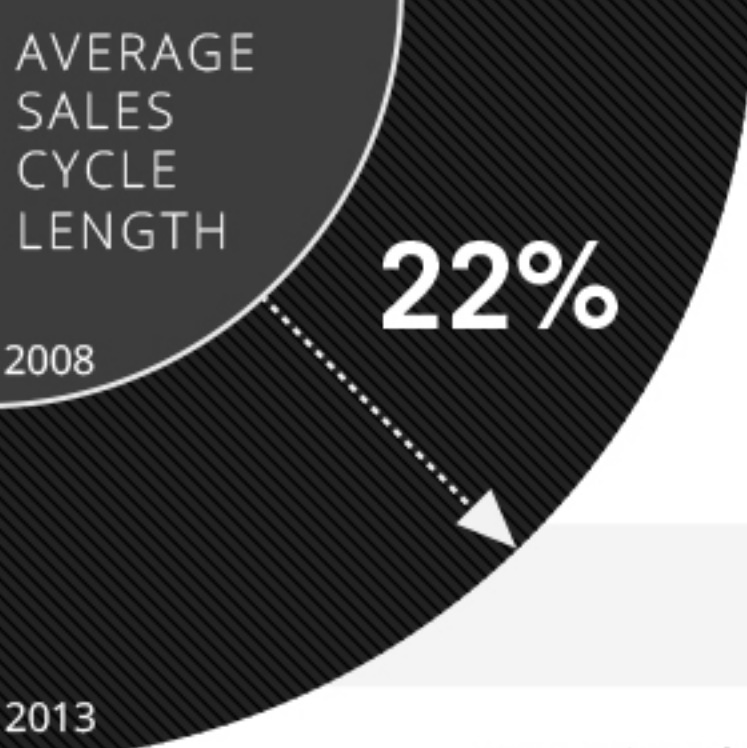


SALES PROPOSAL EFFECTIVENESS

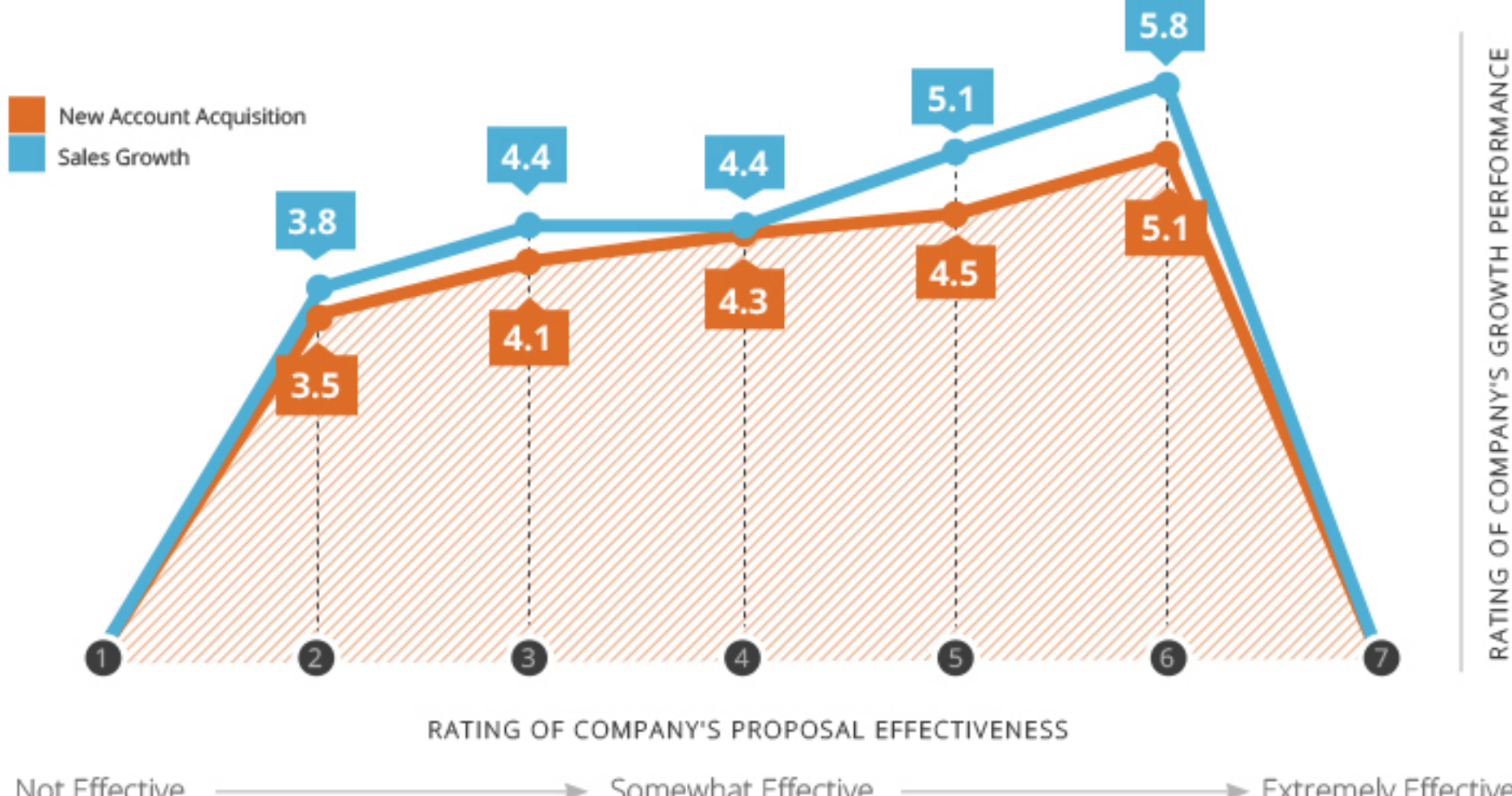
Download the full whitepaper here: www.examplelink.com



Even though there are more tools and faster communication methods at our disposal, the average sales cycle is **22% longer** than it was five years ago². In an effort to provide data on sales proposal effectiveness, the Sales Management Association (salesmanagement.org), along with the combined efforts of TinderBox and Miller Heiman (millerheiman.com), has compiled a benchmark study¹ on current proposal management practices in 76 business-to-business sales organizations, surveying top performing companies from May to July 2013. Here are some of the key findings from that study:

DO SALES PROPOSALS MATTER?

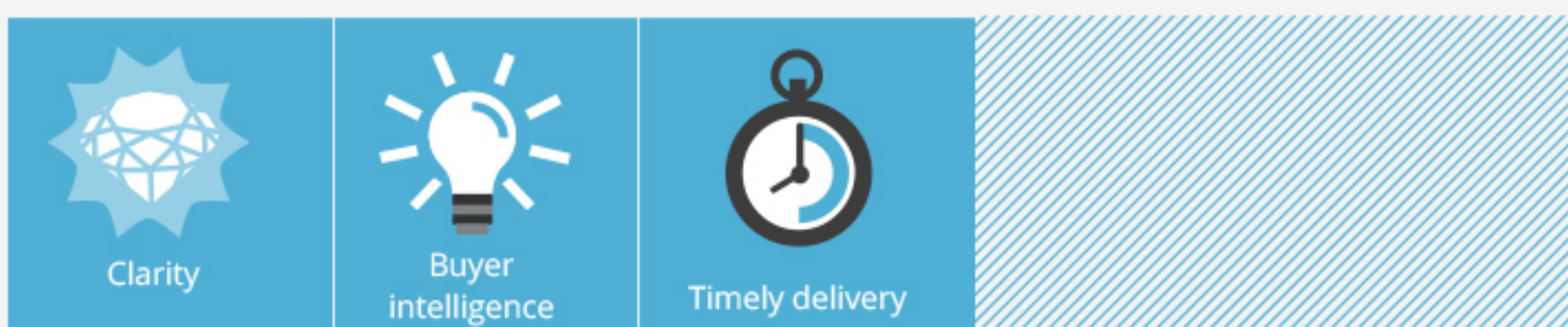
In our study, we found respondents' ratings of their proposal capabilities were highly correlated with growth performance.



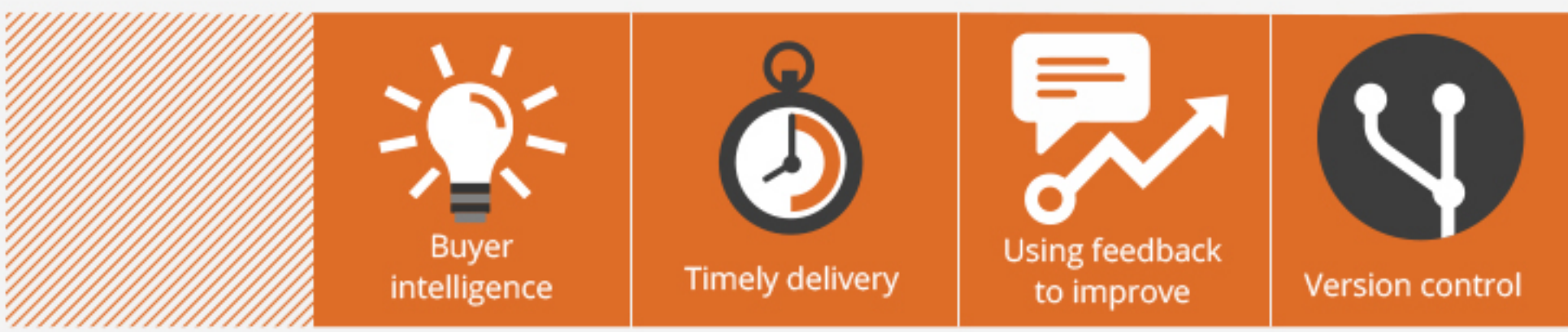
RATINGS OF PROPOSAL CAPABILITIES

GROWTH PERFORMANCE

Top performing companies believe these are the most important aspects of a proposal



But, there are gaps in what sales organizations consider to be important and how effective they are in these areas



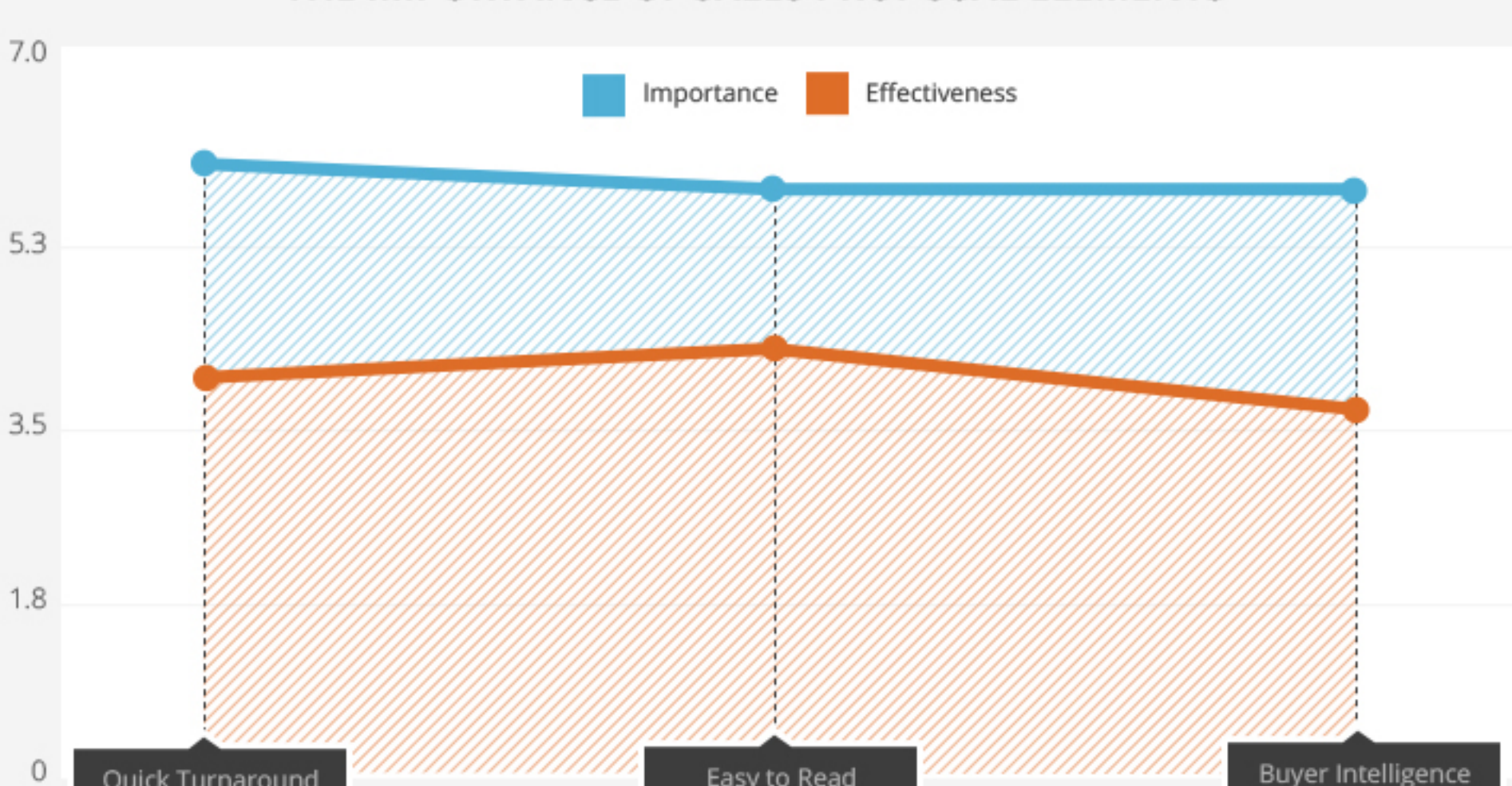
These businesses believe they are **most effective** at creating proposals with:



Our study found that the areas for **greatest improvement** are:



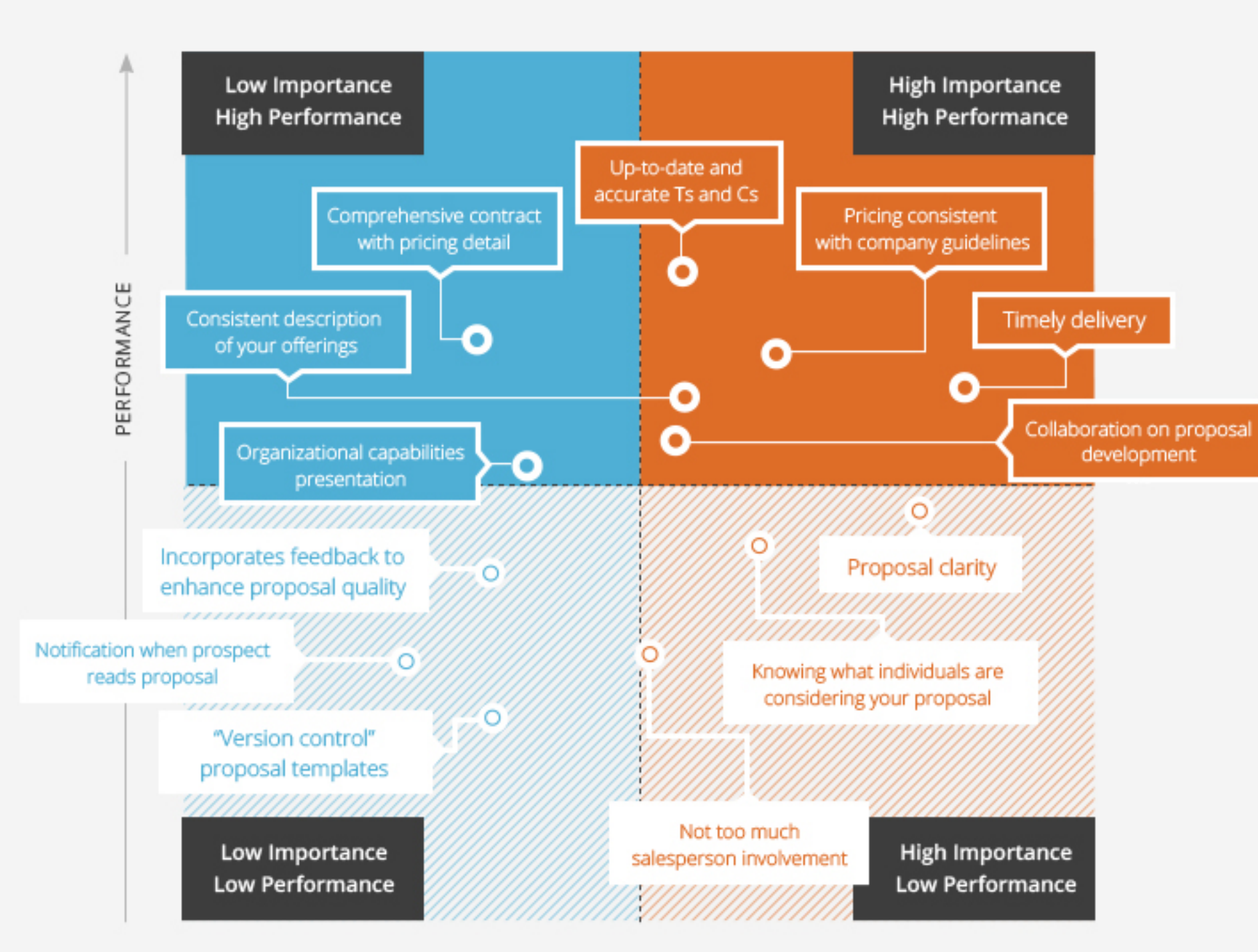
THE IMPORTANCE OF SALES PROPOSAL ELEMENTS



Surveyed organizations rated quick turnaround time, making proposals easy to read, and gathering buyer intelligence as the three most important elements of the proposal process at which they are least effective

How important are each of these proposal elements to the success of your sales force?

How would you rate your sales organization's effectiveness in each?



Therefore, the most impactful investments for companies improving proposal effectiveness are:



To read the full benchmark report, download the whitepaper today:

Looking for a proposal automation solution that will help you improve your sales proposal effectiveness?

Request a Demo from TinderBox

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www.GetTinderBox.com



www.salesmanagement.org

Infographic by



www.marketingtechblog.com

Sources

- <http://gettinderbox.com/resource/sales-proposal-research-update/>
- <http://gettinderbox.com/resource/closing-the-gap-between-sales-and-marketing-through-sales-enablement/>
- <http://salesmanagement.org/webcasts/single-article/research-update-sales-proposal-effectiveness>