



High performance. Delivered.

The key to sales productivity and growth? Spend less time selling.

Are Chief Sales Officers losing the sales battle? For those still fighting for the point of purchase, the answer is yes.

Thanks to digital, customers are now 57% through the sales process by the time they meet a rep. The result – in 2014, nearly a fifth of CSOs failed to meet their revenue targets, attaining on average just 82% of their goals.

Still, some CSOs are finding ways to win. They're developing compelling customer experiences that persuade them to buy more, stay longer and refer others in three key ways:

They **stake their claim** and position sales agents as trusted advisors and relationship managers.

They **inject customer experience discipline into sales** by selecting the team members and channel partners best suited—and most motivated—to deliver experiences that influence sales.

And they **clean house** by fixing bad experiences that erode customer loyalty, and investing in service improvements that produce better outcomes.

Learn more about how owning the customer experience can drive sales with our full report:

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