

WHY YOUR SALES TEAM NEEDS KNOWLEDGE MANAGEMENT

You can't afford to have an untrained, inexperienced, and unprepared sales team. Potential clients are almost twice as likely to buy when the person selling to them is on top of their game. Set your sales team up for success by arming them with the knowledge and expertise they need to win.

REASON 1

40% of a buyer's decision to purchase is **DIRECTLY RELATED TO SALESPERSON EFFECTIVENESS.**



REASON 2



47.5% of sales representatives take **10 MONTHS OR MORE TO BEGIN CONTRIBUTING TO COMPANY GOALS.**

REASON 3

Salespeople spend **40%** of their time **LOOKING FOR OR PREPARING CONTENT FOR CUSTOMER COMMUNICATIONS**



REASON 4



Sales reps spend on average **23% OF THEIR TIME SEARCHING FOR, CREATING, OR UPDATING DOCUMENTS.**

REASON 5

90% of the content produced by marketing **IS NEVER USED BY SALES.**



SURVEY SAYS

EXECUTIVES FEEL SALES REPS ARE OFTEN UNPREPARED:



57% said reps weren't knowledgeable about their industry.



70% said reps weren't prepared to answer their questions.



75% said reps weren't informed about their business.

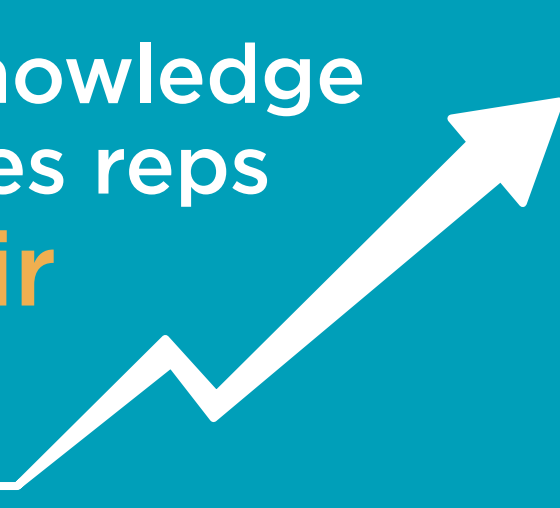


77% said reps didn't have any case studies.



78% said they didn't even have any case studies.

At companies that excelled at knowledge management, the number of sales reps **meeting or exceeding their quotas increased by 25%.**



To learn more about how knowledge management can enable your sales team,

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