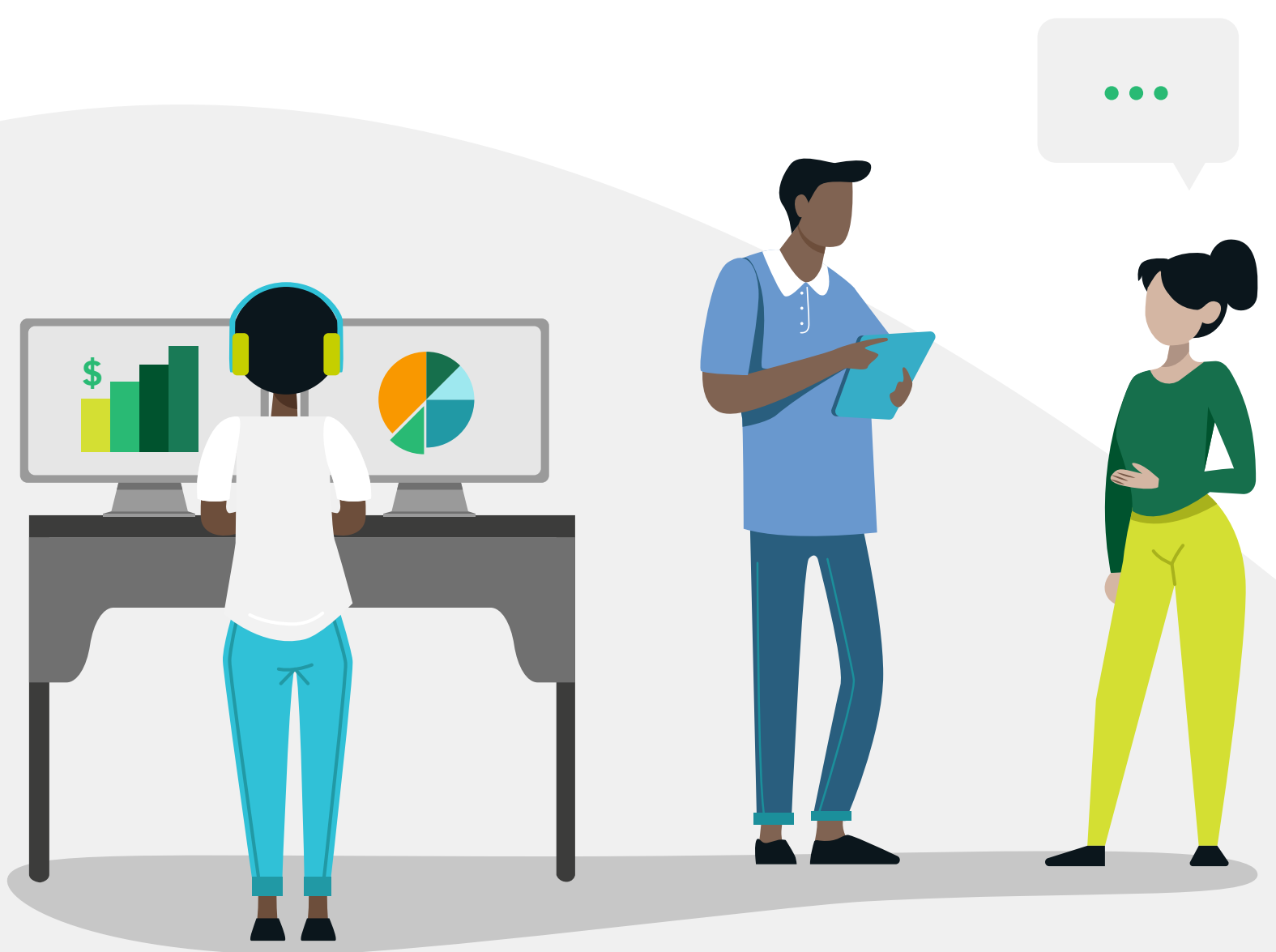


BCG Digital Sales Market Insights

VOLUME THREE

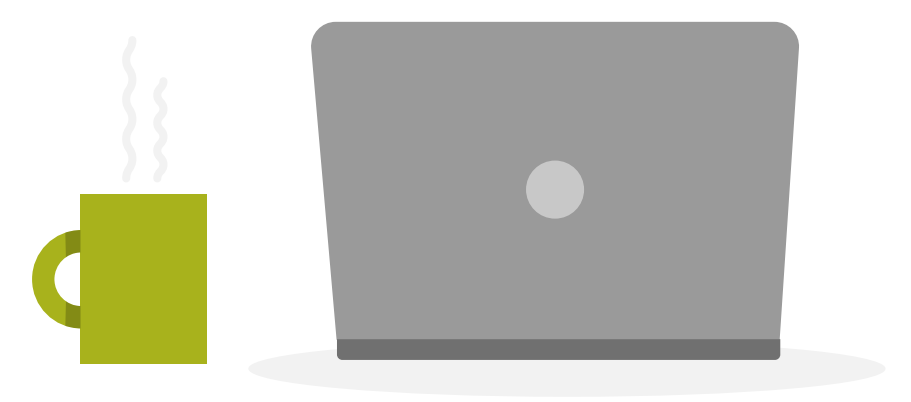
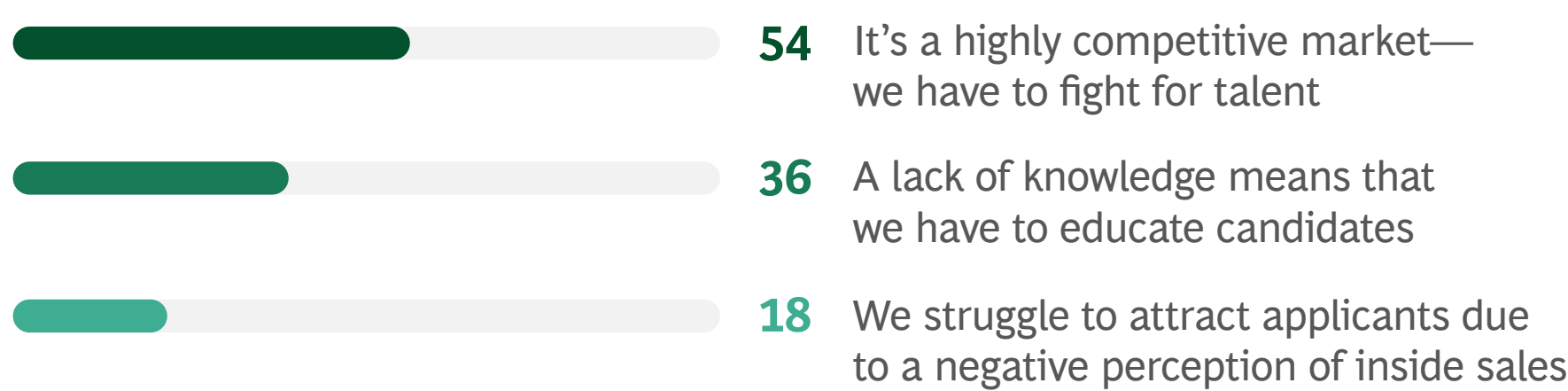


Improving the Talent Mix for Inside Sales

For our third survey in an ongoing series, BCG partnered with the American Association of Inside Sales Professionals to examine the talent mix at inside sales teams. The survey of C-suite-level business leaders at Fortune 500 companies reveals that inside sales talent has become an increasingly critical resource—and that organizations must devote more attention to recruiting and retention.

1 The competitive market for top inside sales talent has been exacerbated by an increased demand for virtual sales due to COVID-19.

PERCEPTION OF INSIDE SALES IN THE MARKET (%)



MAIN SOURCES OF TALENT



2 For both entry-level and senior roles, companies are most likely to recruit from within. The main sources of talent are customer-facing groups in the organization.

TOP THREE SOURCES OF INTERNAL TALENT FOR ENTRY-LEVEL ROLES (%)



3 Companies may be able to improve their recruiting results by tailoring their search criteria to specific roles.

TOP QUALITIES THAT COMPANIES LOOK FOR IN HIRING, FROM ENTRY-LEVEL REPS TO SENIOR MANAGERS



MINIMUM QUALIFICATIONS REQUIRED FOR ENTRY-LEVEL ROLE (%)



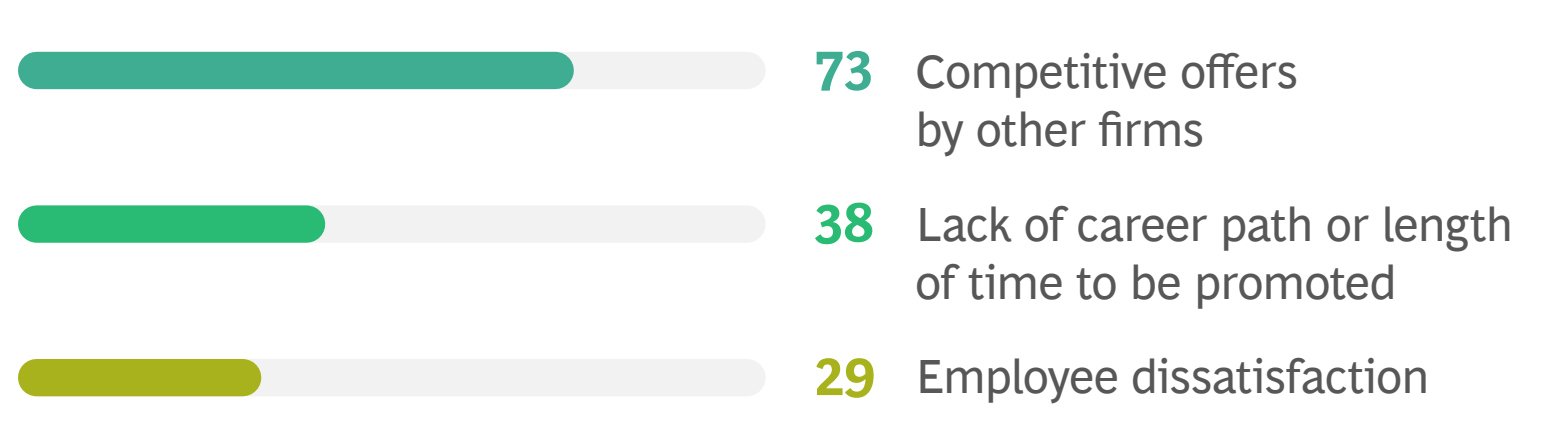
4 Companies may be limiting their talent pipeline by requiring a college degree for entry-level hires.

5 Inside sales teams have more churn than field sales teams do, but higher compensation and better career planning can improve retention.

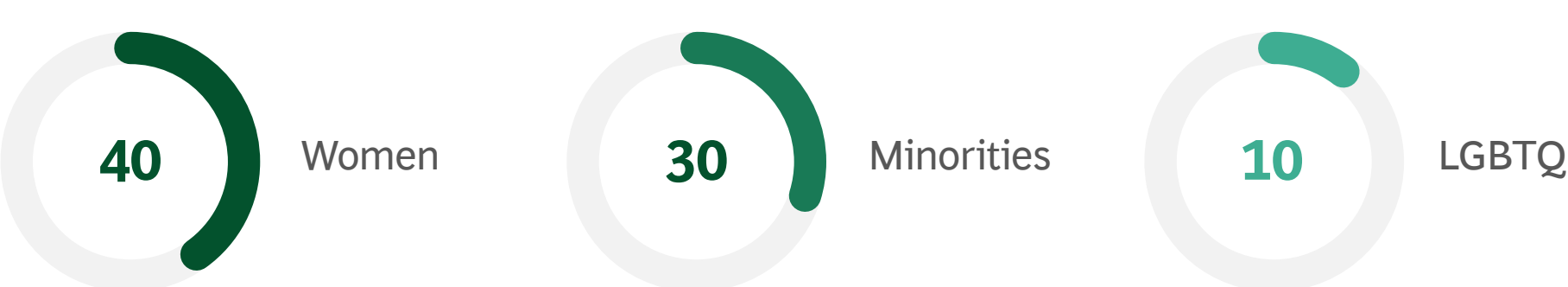
ANNUAL ATTRITION RATE



TOP THREE SOURCES OF ATTRITION (%)

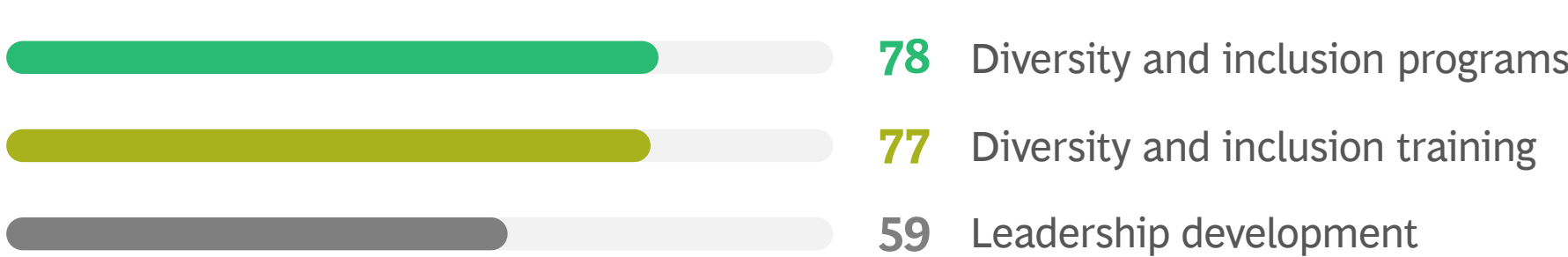


COMPANIES WITH TARGETS, BY GROUP (%)



6 Less than half of firms have explicit diversity and inclusion targets. Instead, most use broad programs as a key means of attracting and retaining talent.

TOP THREE MEASURES TO PROMOTE DIVERSITY AND INCLUSION (%)



Source: BCG Survey, February 2021, fielded to AAISP membership.