The Sales Happiness Index 2022
SURVEY METHODOLOGY & DEMOGRAPHICS

Respondent Qualifiers:

- Live and work in the United States
- Have worked in sales since 2019 or prior

600 total respondents

- Male: 60% | Female: 40%
- Average age: 37 years old
- Representation: 45 of 50 states (excluding MT, ND, OR, VT & WY)

Survey conducted at 95% confidence, +/- 4% margin of error in October 2021
TODAY’S Day to Day
SINCE THE ONSET OF THE PANDEMIC,

The role of a salesperson has become increasingly time-consuming

77% Of respondents reported that they are working more hours now than before the pandemic, with the average salesperson working 39 hours per week.
WHICH DOES HAVE

Some benefits to their earnings

36%

Of respondents reported that they are working more hours and expect to make more money in 2021 than they did in 2020.
BUT OFTENTIMES, SALESPEOPLE

Feel the need to adopt an “always on” mentality

91%

Of respondents said they work after hours or on weekends either “occasionally” (75%) or “consistently” (16%)

62%

Work on weekends or after hours in order to catch up on administrative tasks

52%

Work on weekends or after hours in order to successfully close deals
AND ALTHOUGH NEARLY ALL
Agree on the importance of work/life balance in theory...

93%
Agreed that a good work/life balance is important to them
IN REALITY, THE MAJORITY

Have experienced burnout

69%
Of respondents said they have experienced burnout due to their job

1/2
Of those that have experienced burnout, 50% said they feel burnt out often
WHICH HAS DETRIMENTAL EFFECTS

On mental health

73%

Of those who have experienced burnout said it has negatively affected their mental health.
ANOTHER ASPECT OF SALES

Impacted by the pandemic was travel

77% Of respondents said they are travelling less for work now than pre-pandemic (March 2020)

44 While respondents travelled an average of 44 days per year before the pandemic, they now expect to travel an average of 37 days in 2021

37

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INSTEAD OF HOPPING ON A PLANE

Many salespeople are now hopping on a video call

89% Of respondents said they use video calls for work purposes

65% Of respondents agreed that video calls contribute to burnout ...

61% feel pressure to keep the camera on during work calls when they would rather turn it off

With an average of 12 Hours per week being spent on work-related video calls
WHICH ISN’T ALWAYS

A bad thing

76%
Agreed that remote collaboration during the pandemic has helped them win deals
BUT MANY OF THESE MEETINGS

Simply aren’t worth their time

67%

Agreed that at least half of the meetings they sit through each day seem unnecessary or are for purposes that could be more efficiently accomplished in other ways (i.e. email, Slack, etc).
WHILE IN-PERSON MEETINGS

Aren’t gone forever

77% Of respondents expect in-person meetings to increase through the end of 2021

43% In fact, 43% of respondents attended their first in-person meeting since March 2020 within the last quarter
MANY SALESPEOPLE BELIEVE
Some of the pandemic-induced shifts are permanent

2/3
Of respondents believe that in-person meetings will never return to pre-pandemic levels

71%
Believe that work-related travel will never return to pre-pandemic levels
WHEN IT COMES TO SALES TECH

You can have too much of a good thing

75% of respondents said that their company’s tech stack makes a big difference in their productivity.

57% said that their company’s tech stack is harmful to theirs.

The average number of tools in a company’s sales tech stack is 13. But, on average, respondents only use 8 of these tools regularly.
ESPECIALLY WHEN THE TOOLS

Don’t work well together or are hard to use

55%
Of respondents said they don’t use certain tools because they are extraneous

50%
Cited a lack of useful integration between tools

36%
Of respondents said they don’t use certain tools because they have found a workaround that is easier
WORKING, But not selling
THEY MAY BE WORKING MORE HOURS,

But salespeople feel that too many of those hours are wasted on activities other than selling

- 74% Of respondents said much of their workday is spent on activities that don’t contribute to selling
- 41% Of the sales workday is spent on non-revenue-generating activities on average
- 88% Agreed that most time they spend on non-revenue-generating activities is time lost
THE TOP ACTIVITIES

That take away time from selling:

55%  
Said internal calls or meetings

54%  
Said scheduling calls or meetings

48%  
Said responding to internal inquiries via email/Slack/etc.
UPDATING THEIR CRM

Has also proven to be a big time-waster

25%

Said updating Salesforce or another CRM frequently takes time away from selling — and those below the management level were 32% more likely to say this than average.
AND MANY PLACE THE BLAME
On their company’s management

8 in 10
Respondents said that management does not understand how time-consuming non-revenue-generating activities are

78%
Said that a lack of understanding from management on how much time is consumed by non-revenue-generating activities leads to misalignment between expectations and what sellers can reasonably achieve
NON-REVENUE-GENERATING ACTIVITIES are a barrier to salespeople’s earning potential

85%
Of respondents said that the time spent on non-revenue-generating activities makes it harder for them to maximize their earning potential and that if they could reduce time spent on non-revenue-generating activities, they could generate higher earnings from themselves.

81%
Said that if they could reduce time spent on non-revenue-generating activities, they could generate more revenue for their company.
AND WITHOUT THEM, Salespeople could bring home more money

- **95%** Of respondents agreed that reducing time spent on non-revenue-generating activities would help them meet quotas
- **8 in 10** Agreed that reducing time spent on non-revenue-generating activities would help them earn bonuses
- **86%** Agreed that reducing time spent on non-revenue-generating activities would increase their paycheck
...A LOT MORE MONEY

If no time was spent on non-revenue activities, salespeople (including managers) estimate they could generate...

- **38%** More revenue per quarter
- **66%** Larger paycheck
AND SPEND MORE TIME

Doing the things that help them earn

66%  Would use the time back to contact new prospects or existing customers

64%  Would meet with new prospects

42%  Would make sales presentations or do demos
HAPPINESS & outlook
MOST COMPANIES HAVE A CLEAR

Sales process

86%  
Said that their company has a clear sales process/sales procedures

Which 42%  
Said that they rarely stray away from
AND SALESPEOPLE FEEL

Productive at work

93%

Said that their current work environment is conducive to productivity
WHICH LEADS TO AN OVERALL Sense of job satisfaction

87% of respondents are happy working in sales and in their current role, and 89% are happy at their current company. In fact...

98% Of respondents are employed at the same company that they were in 2019.

56% Reported that their company’s NPS is over 21
1 IN 4 REPS

Plan to quit sales in 3-6 months

27%
Anticipate working in sales for at least the next 36 months — but, those who have experienced burnout were
22% less likely to say this than average

But 25%
Only anticipate working in sales for the next 3-6 months — and those working at a company with an NPS of 20 or less were
74% more likely to say this than average
WHEN IT COMES TO HOW THEY FEEL

About working at their current company

03%
Anticipate working at their current company for less than 3 months,

while...
23%
Anticipate working at their current company for the next 3-6 months,

27%
Anticipate working at their current company for at least 36 more months
NPS IS A GOOD INDICATOR OF HAPPINESS

Salespeople at high-NPS companies tend to stay.

83%
Of those working at a company with an NPS of 20 or less being more likely than average to say they anticipate working at their current company for the next 3-6 months.

30%
Of those who have experienced burnout were less likely than average to say they anticipate working at their current company for at least 36 more months.
BUT EVEN HAPPY SALESPEOPLE

Could be convinced to leave

6 in 10
Would be motivated to leave their company for better benefits

1/2
Would be motivated to leave for more flexibility — and those under management level were

51%
Would be motivated to leave for higher pay
AND FOR REPS WHO WANT TO LEAVE

The reasons are clear

43%
Cited a lack of benefits

33%
Cited a lack of access to the best tools and technology to be successful

31%
Cited a lack of bonuses
COMPANIES CAN INCREASE RETENTION

Through better sales technology and resources

36% Said that they would be motivated to leave their current company for one that offers better technology or resources

21% Would leave for a role where they could spend less time on non-revenue-generating activities
BUT IF THEY DON’T MAKE THE EFFORT,

Another company will

68%  
Of respondents have been recruited by another company this year

59%  
Saying they have been recruited more than once this year,

72%  
Said that if they were to walk away from their current company today, they feel optimistic about finding another job in a reasonable amount of time
IT’S MORE IMPORTANT THAN EVER TO RETAIN YOUR TOP SALES TALENT.

Dooly can help.

Eliminate the busywork

Dooly saves reps 5+ hours a week by instantly syncing notes to Salesforce, updating their pipeline in 1-click, and automatically adding new contacts to an account.

Sell with consistency

Dooly gets every seller in sync with pre-built templates that capture the mandatory fields needed for MEDDIC, Command of the Message, and more so they can move deals forward.

Close deals Faster

Dooly lets reps easily share notes with key stakeholders, tag their manager to approve a request in Slack, and access the enablement content they need.
IN MANY CASES, WHEN REPS USE DOOLY, They won't work without it again

Will Reed
@willreed_21

(1/5) We first heard about @DoolyHQ from *raving* users inside the Spark portfolio. Reps told us they'd "quit or pay out-of-pocket" if they weren't able to continue using the product, given it tends to save them HOURS/week in admin work - helping them spend more time selling.
Join Top Revenue Teams Selling Happier with Dooly
Want to see how Dooly can help drive 38% more revenue for your team this quarter?

BOOK A DEMO NOW