

 Pavilion  Websta

# **B2B Sales Benchmarks: Latest Insights from 1.8M+ Opportunities in 2023**

# Quick Introduction



- **Guy Rubin, CEO of Ebsta, a Revenue Intelligence Platform**
- **20+ years experience in sales leadership**
- **Ebsta has helped 1,000s of companies build revenue engines that drive predictable revenue growth**

# Recap: Here's What We Analyzed



**3.2 Million**  
opportunities

**\$37 Billion**  
pipeline

**364**  
of the world's best performing  
companies



# State of B2B Sales after 2022

**29%**

reps made  
quota

**18%**

reps did not have quota  
set up

**-15%**

win rates

**-32%**

average deal value

**+32%**

sales cycle

# How Has Sales Performed Through 2023?

# State of Sales in H1 2023

**+7%**

**win rates**

**-18%**

**sales cycle**

**+9%**

**average deal value**

**But... we're not efficient**

# State of Sales in H1 2023

**27%**

reps made  
quota

**6x**

Velocity Delta:  
Top 23% of reps  
contributed 83%  
of revenue

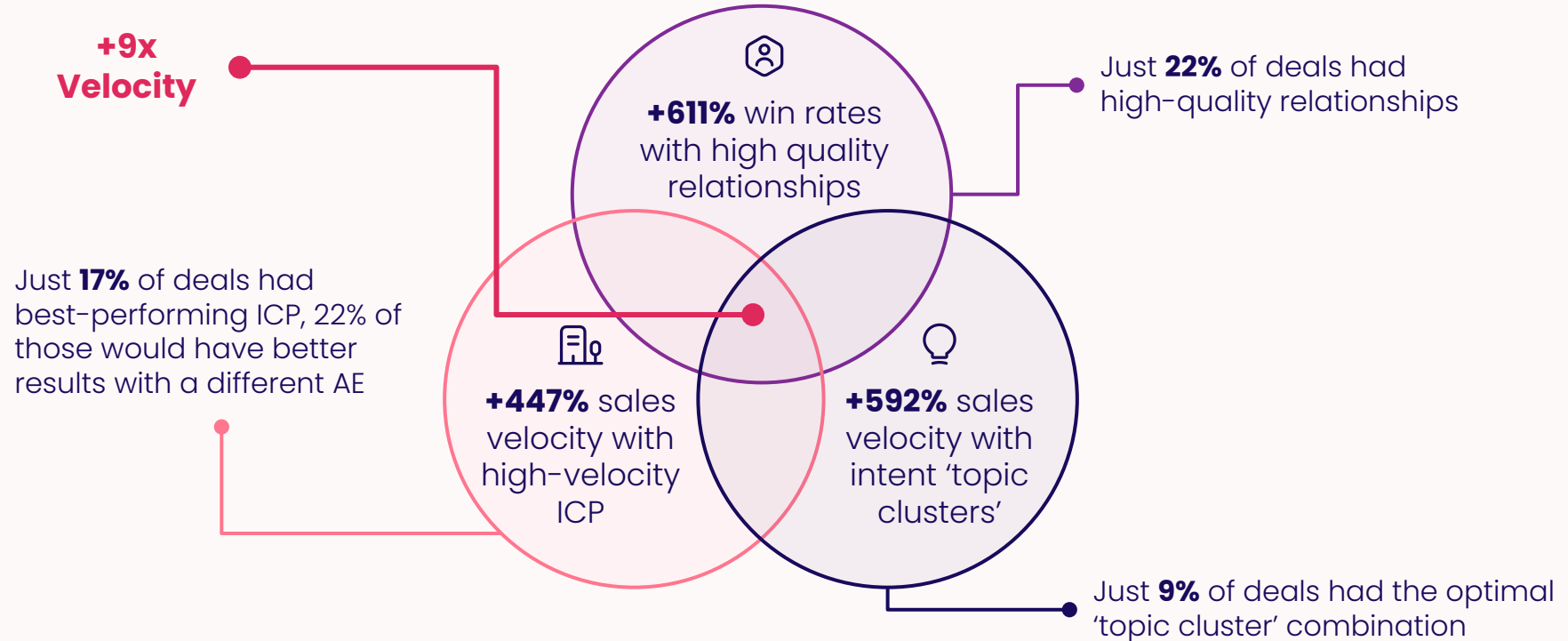
**39%**

deals slipped

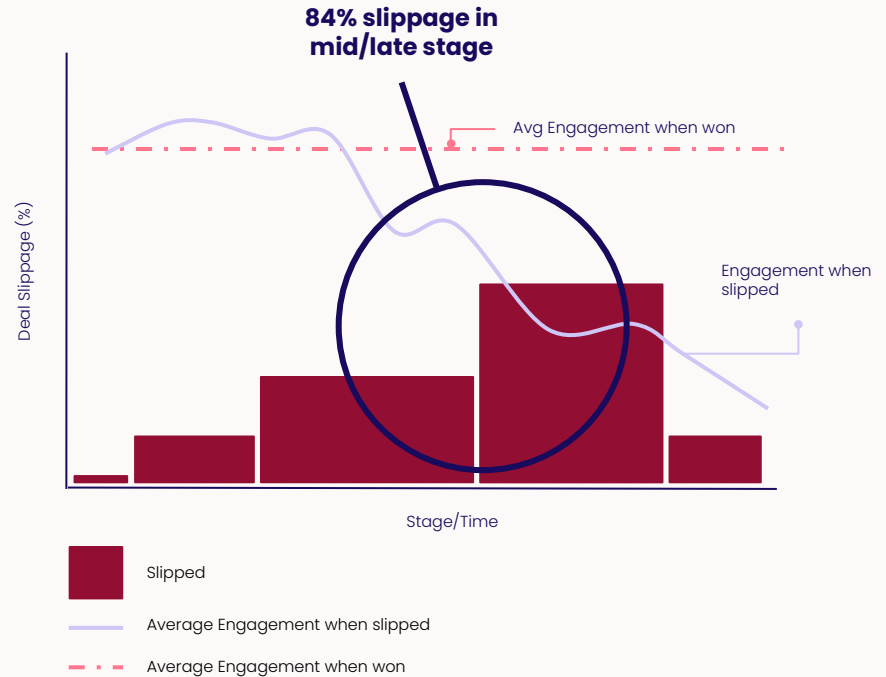
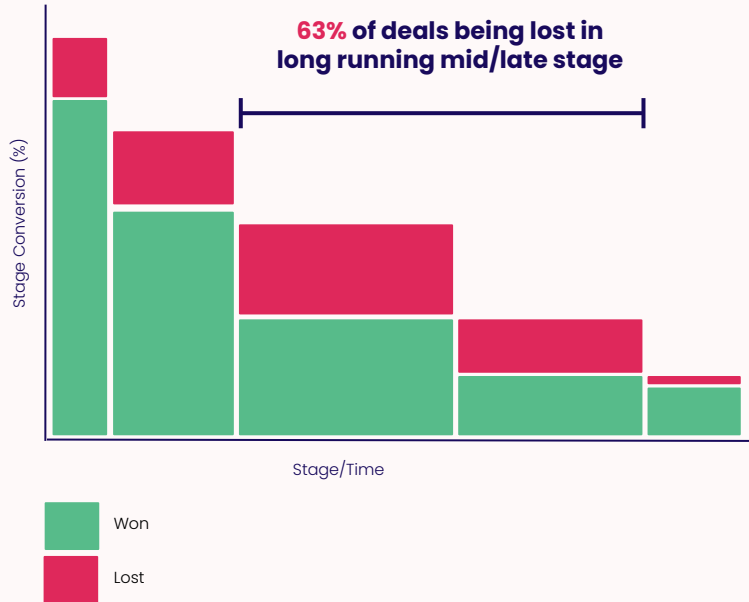
Win rates drop **47%**  
when deals slip



# 3 Proven Ways to Improve Win Rates



# Deal Slippage at Record-Breaking 39%



# Proven Ways to Reduce Deal Slippage



Low intent increases sales cycles by **71%**



MEDDPIC without Metrics, Economic Buyer and Decision Criteria at stage 2 resulted in a **31% drop in win rates**



Low-quality relationships increase average time in stage by **77%** and reduce win rate by **79%**

Just **16%** of opportunities achieved the benchmark for factors moving from Stage 2 to Stage 3

Qualification

Discovery

Evaluation

Solution

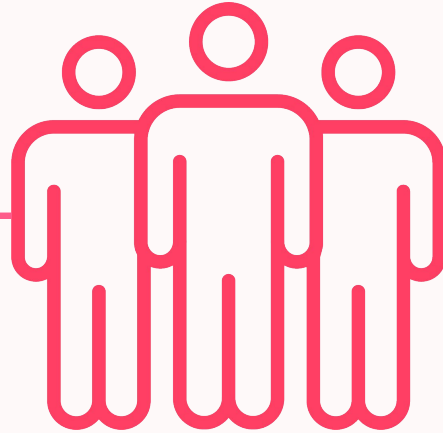
Proposal

# Proven Ways to Achieve Consistent AE Performance

**126%** more likely to have a next step or meeting defined

**81%** more likely to update an opportunity weekly

**72%** more likely to have greater than 30% of pipeline representing best-performing ICP



**804%** more high-quality relationships

**380%** more likely to have high-quality relationships in the sales process

**209%** more likely to be using a sales methodology

# Takeaways to Achieve Efficient & Predictable Growth

**#1** Build a high-quality foundation of relevant data automatically

**#2** Measure your pipeline and sales velocity to drive more effective results

**#3** Identify what factors (e.g. Relationships, Intent) have the greatest impact

**#4** Score Relationships, Account Propensity, Deals to help focus teams

**#5** Deep-dive into funnel to remove friction and amplify high-impact factors

**Want more proven ways to close deals faster?**



**Get your copy of the 2023 B2B Sales Benchmark Report**