

2023 B2B Sales Benchmarks: Latest Insights from 3M+ Opportunities

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Here's What We Analyzed



3.2 Million

opportunities

\$37 Billion

pipeline

364

of the world's best performing companies



State of B2B Sales in 2022

71%

reps missed
quota

18%

reps did not have quota
set up

-15%

win rates

-32%

average deal value

+32%

sales cycle

But... we're not efficient

State of Sales in H2 2023

73%

reps missed
quota

6x

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

39%

deals slipped

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

\$2 Trillion

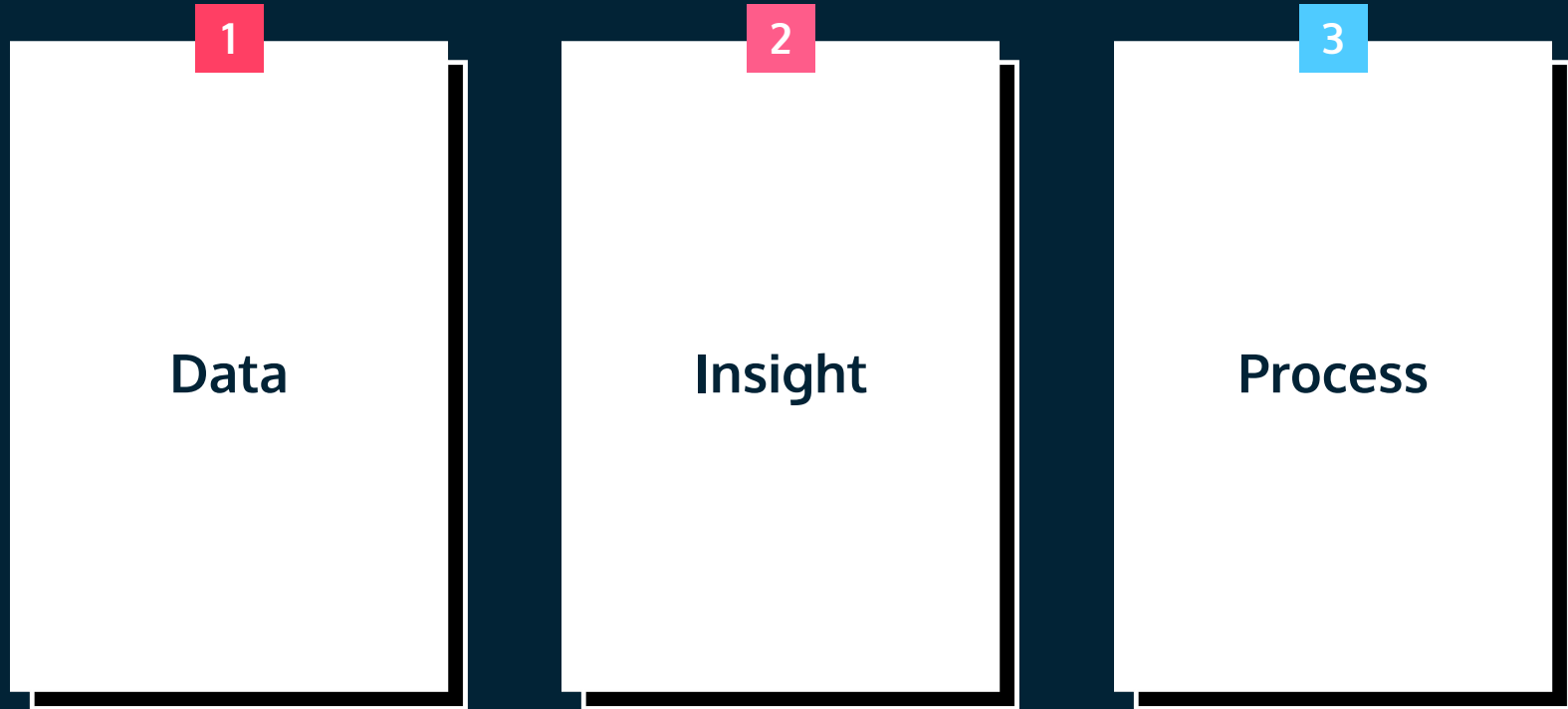
Wasted on ineffective sales and marketing*

*According to Boston Consulting Group

"A rising tide floats all boats..... only when the tide goes out do you discover who's been swimming naked."

Warren Buffett
CEO, Berkshire Hathaway

Stages to Predictable Revenue

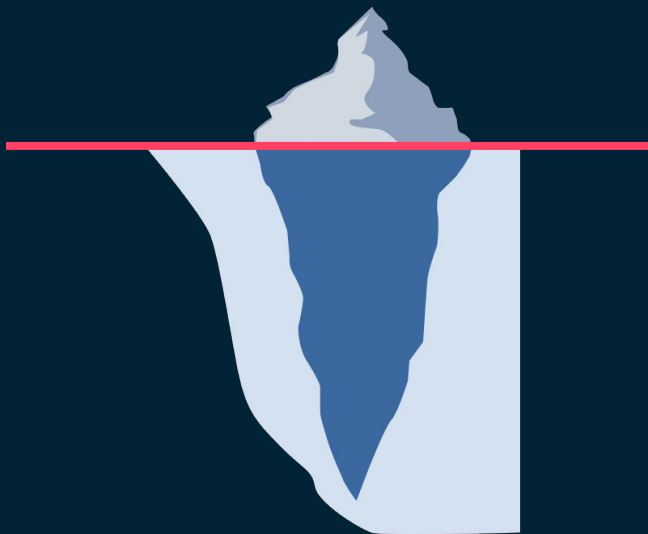


1.Data

Automate Your Data Foundation

Here's what's missing

- Emails
- Meetings
- Calls
- Texts
- Relationships
- Files
- Marketing Data
- Product Usage Data
- Intent



Gut feel:
No visibility
No insight
No action

6%

contacts missing from HubSpot

98%

HubSpot contacts have no relationships

20%

more time on high-value tasks by eliminating busy work

17%

of deals are updated after meetings

2. Insight

Key Factors Influencing Revenue

+447% sales velocity with ICPs matched by firmographic data (e.g. industry or employee size)

1.
ICP

+592% sales velocity with high 1st and 3rd party intent signals (e.g. content engagement, product usage and “topic clusters”)

2.
Intent

Targeting the right relationships at the right time boosted a companies velocity by **171%**

3.
Personas

+633% win rates with stronger relationships

4.
Relationships

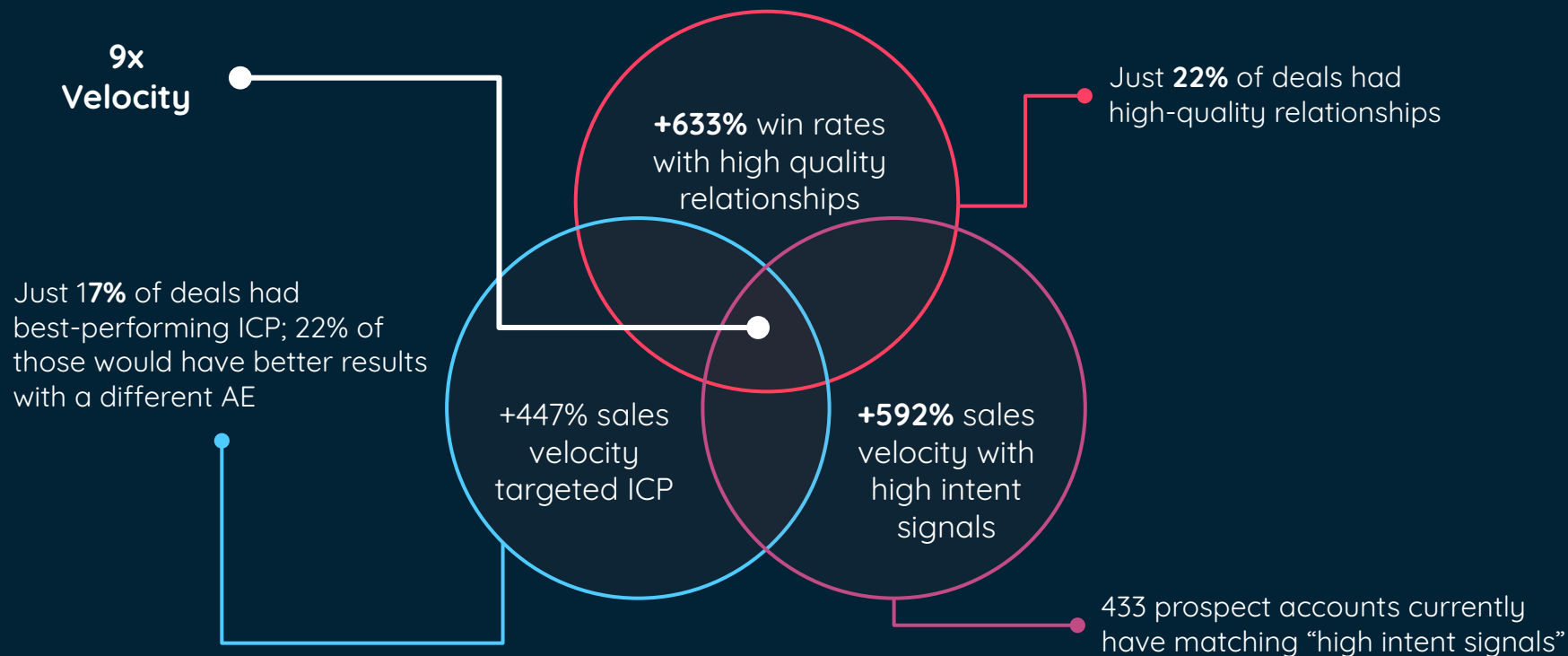
6.
Time

Deals that run for >50% of average sales cycle decrease win rates by **90%**

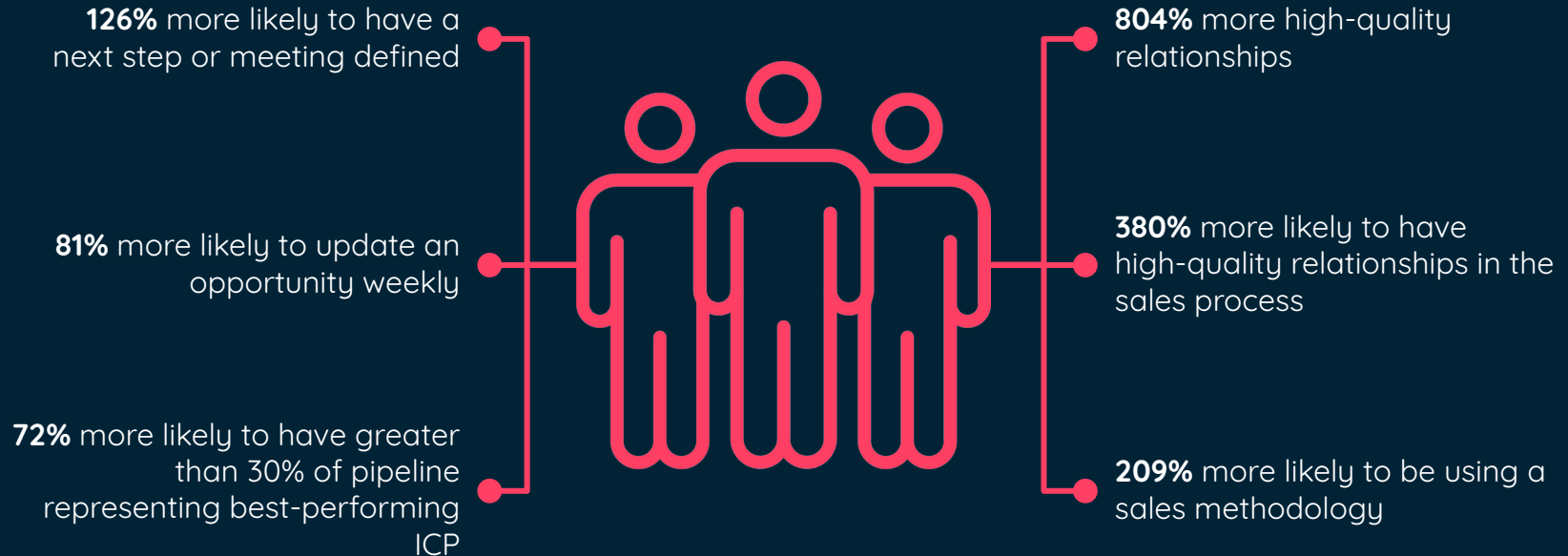
5.
Deal Qualification

High adoption of a sales methodology (e.g. MEDDPICC) increases Win Rates by **311%**

9x Velocity with Combined Insights

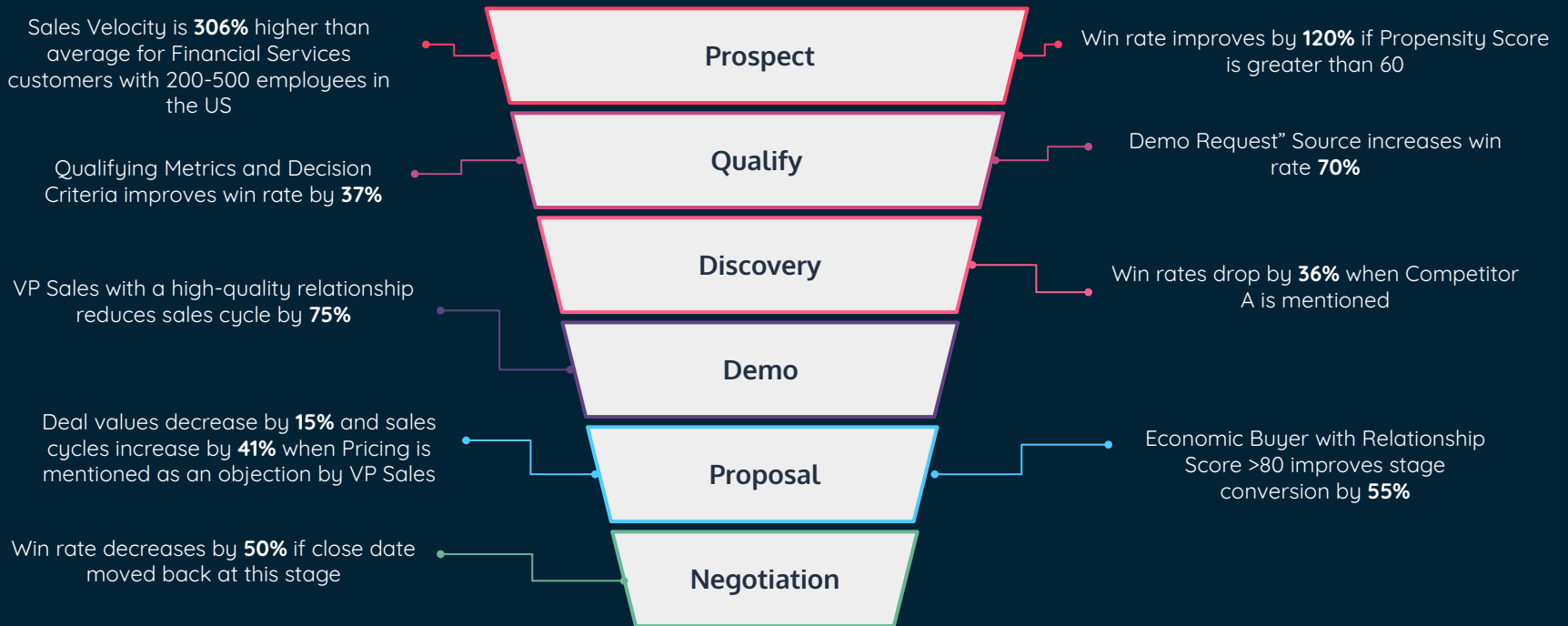


How Top-Performers Achieve Consistent Results

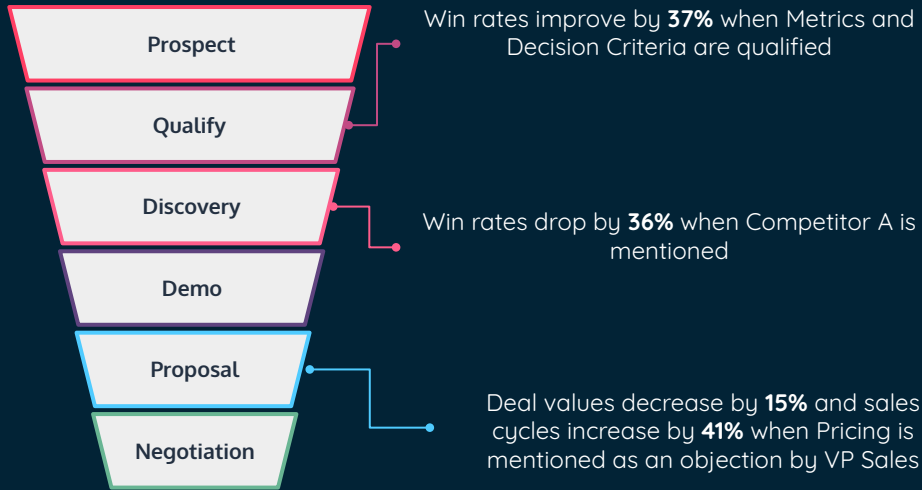


3. Process

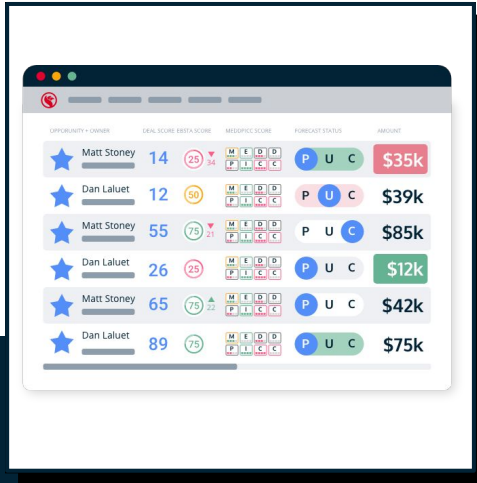
Better Decisions with Actionable Insights



Guide Sellers with Conversational Insights

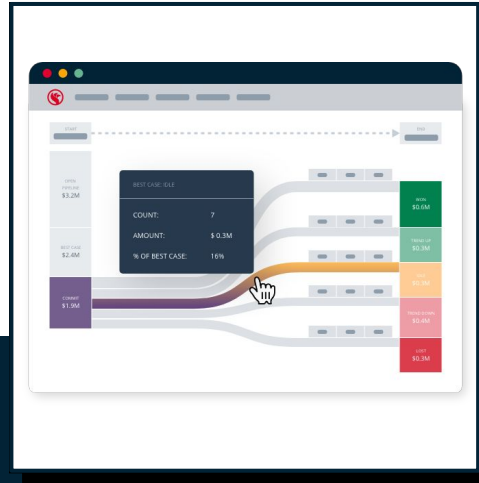


Powering Your Revenue Operation



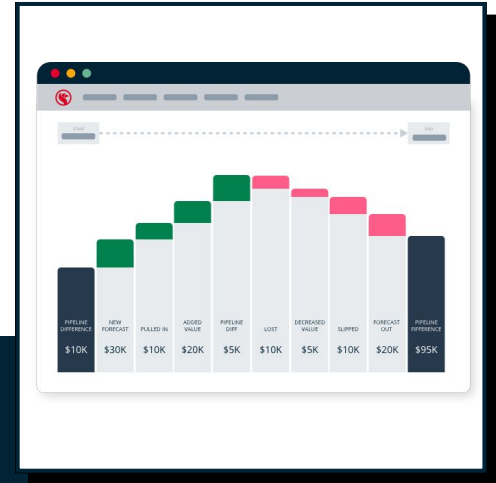
Reps

Prioritize Deals & Determine
Next Best Action



Managers

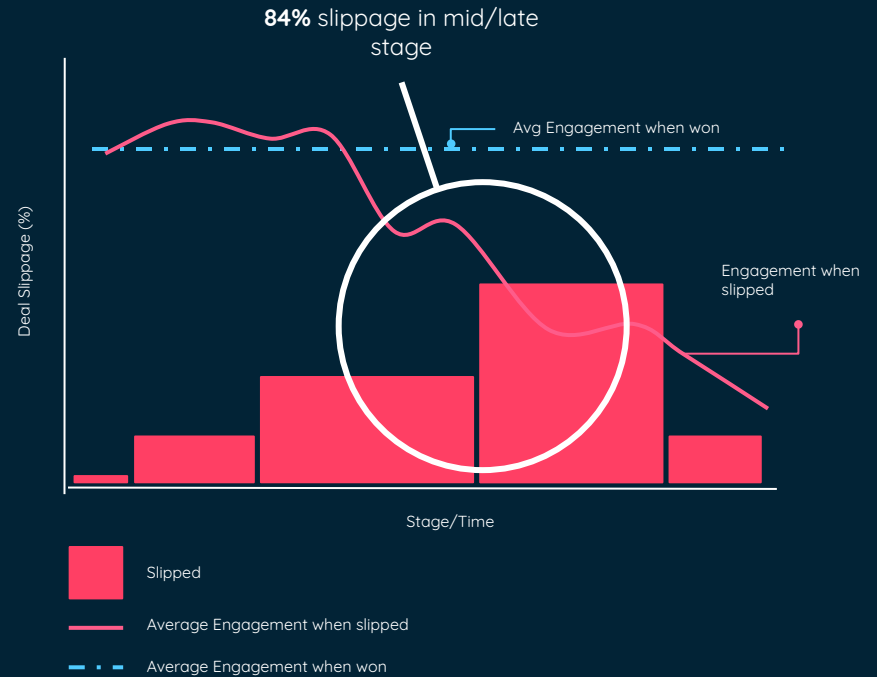
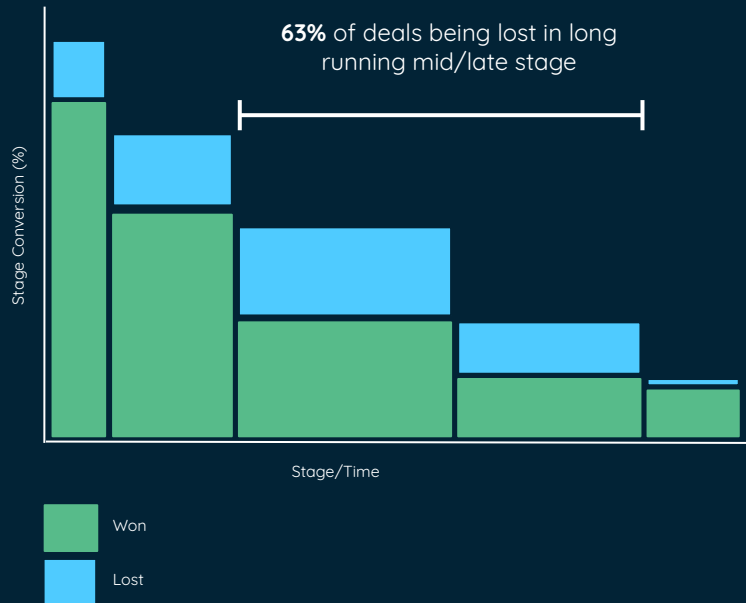
Run More Effective Pipeline
Reviews & Spot Risk Faster



Leaders

Plan from Consistent Processes &
Accurate Forecasts

Deal Slippage at Record-Breaking 39%



How To Spot Risk of 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

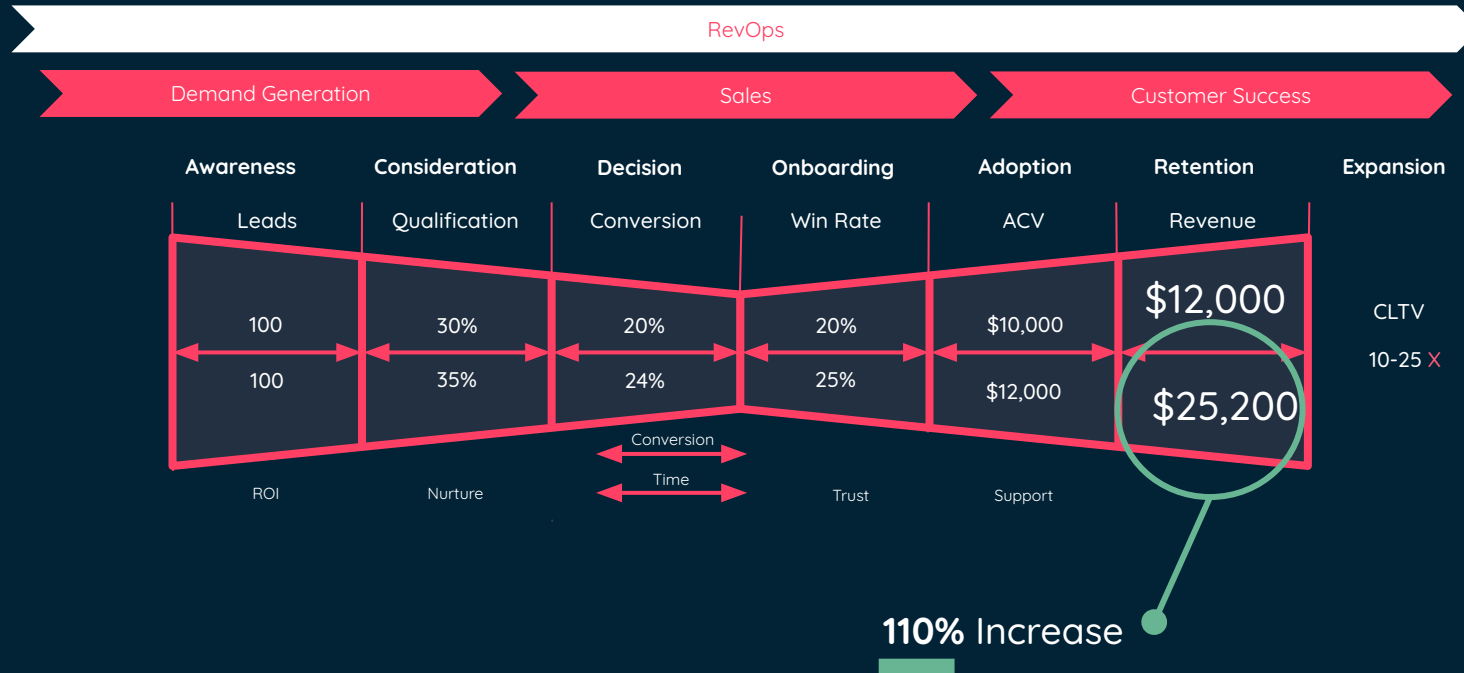
Discovery

Evaluation

Solution

Proposal

Drive Results Across All Revenue Teams



Takeaways

- 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

INBOUND 23

THANK YOU

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ways to close
deals faster?



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