Maximizing Sales Force Performance

**Past Participant Profile**

**Top Five Countries**
- North America: 77%
- South America: 12%
- Europe: 6%
- Asia: 5%
- Australia: 0%

**Top Five Countries**
- United States: 68%
- Mexico: 4%
- Canada: 4%
- Brazil: 4%
- Nigeria: 4%

**Top Five Job Functions**
- Sales: 48%
- General Management: 8%
- Marketing: 6%
- Business Development: 5%
- Strategic Planning: 3%

**Top Five Industries**
- Manufacturing: 33%
- Services: 27%
- Finance, Insurance, and Real Estate: 11%
- Wholesale Trade: 4%
- Retail Trade: 3%

**Management Levels**
- Senior: 44%
- Middle: 26%
- Top: 24%