High-Impact Sales Strategy in a Digital World
Driving Revenue and Profit Growth

North America 84%
South America 5%
Europe 9%
Asia
Australia

Top Five Countries
- United States 70%
- Mexico 7%
- Brazil 4%
- Germany 4%
- Nigeria 2%

Top Five Industries
- Manufacturing 50%
- Services 17%
- Retail Trade 13%
- Finance, Insurance & Real Estate 6%
- Transportation, Communications, Electric & Gas 6%

Top Five Job Functions
- Sales 61%
- Marketing 11%
- Business Development 3%
- General Management 5%
- Strategic Planning 4%

Management Levels
- Top 28%
- Senior 50%
- Middle 20%

PAST PARTICIPANT PROFILE