Sales Force Effectiveness
Adapting for Success in a New Environment

Top Four Countries
- United States: 84%
- Canada: 6%
- Guatemala: 6%
- Brazil: 3%

Top Three Industries
- Manufacturing: 71%
- Wholesale Trade: 21%
- Mining: 7%

Top Five Job Functions
- Sales: 71%
- Marketing: 14%
- Consulting: 7%
- Business Development: 4%
- Operations/Manufacturing: 4%

Management Levels
- Senior: 58%
- Top: 16%
- Middle: 26%