

Today's salespeople spend most of their time on activities **other than sales.**



What tasks are diverting salespeople from selling?



Prospecting is crucial for a healthy pipeline, but salespeople spend just **10%** of their time on this.



in a typical week.

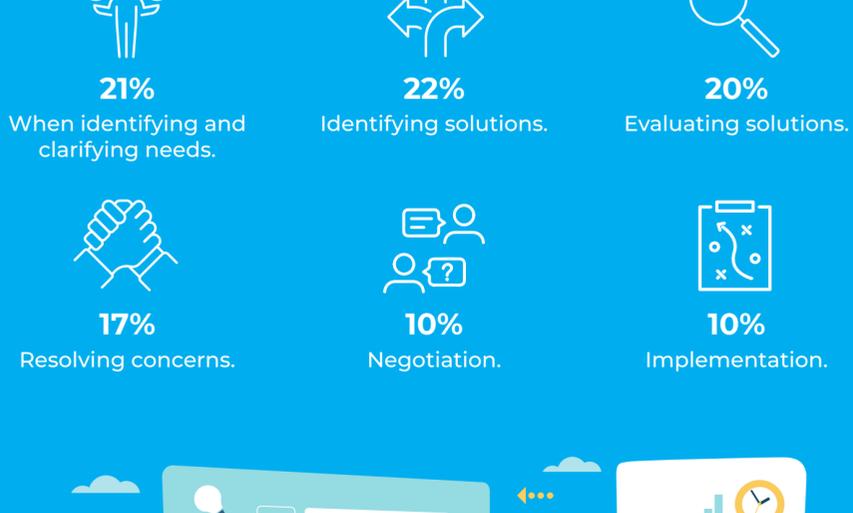
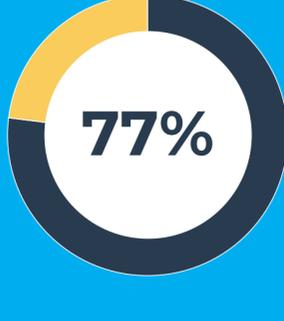
According to salespeople, what's the most difficult part of the sales process?



More than **50%** of salespeople believe it's more **difficult to get in front of prospects** than it was five years ago.

The buyer's perspective

77% of buyers agree that purchasing has become more complex.
Today, buyers engage with sellers later in the process.
First point of engagement:



Buyers are open to engaging earlier if:



Incognate can generate **sales-ready leads** for you to **optimise sales success, accelerate your pipeline and grow your business.**

If you need your lead-generation strategy to be more positive, proactive, and outbound, talk to us today about our **Reach approach.**

