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2024 B2B Sales Benchmarks: H1 Update Analysis of $57bn in revenue

4.7 Million

Opportunities

$57.3 Billion
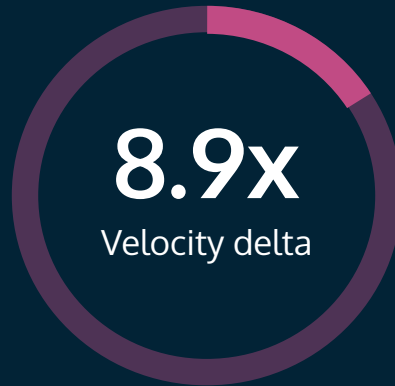
Revenue

566

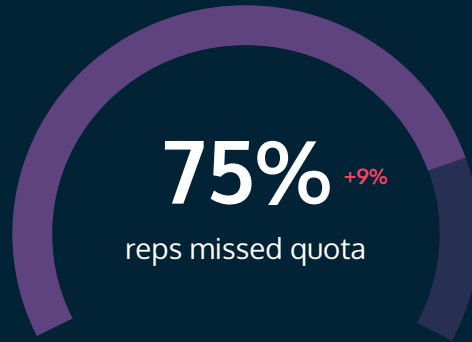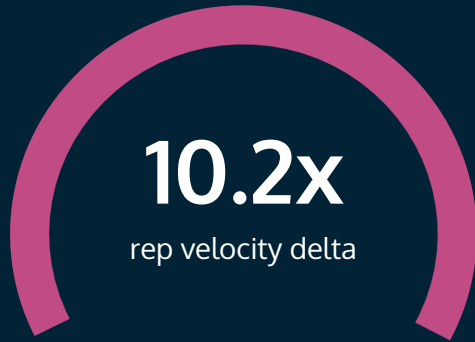Of the world's best
performing companies

1.2m+

Hours of conversations

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Where We Started 2024

-18%
win rates

-21%
deal values

+16%
sales cycles

69%
reps missed quota

8.9x
Velocity delta

44%
deals slipped

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State of Sales in H2 2024

How are sales teams performing compared to 2023?

10.2x
rep velocity delta

75% +9%
reps missed quota

34% -26%
deals slipped

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Only a quarter of reps are hitting target

-7%
Win Rates

+7%
Deal Values

75% +9%

reps missed
quota

+20%
Sales Cycles

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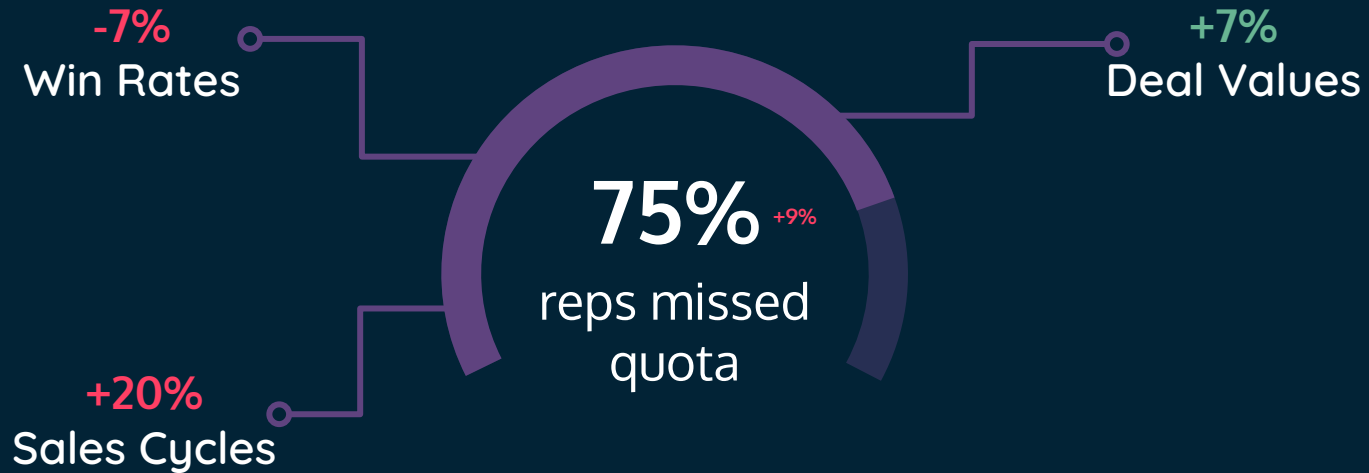
Pipeline creation is increasing significantly

+25%
Pipeline Created

34% -26%
deals slipped

Sales team sizes shrunk by **9%** in Q1, then grew **18%** in Q2...

46% of deals slipped in Q1, and then fell to **34%**....

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Quota targets are growing despite sales velocity slowing

+37%
Quota Target

10.2x
rep velocity delta

-15%
Sales Velocity

16% of reps contributed
83% of revenue

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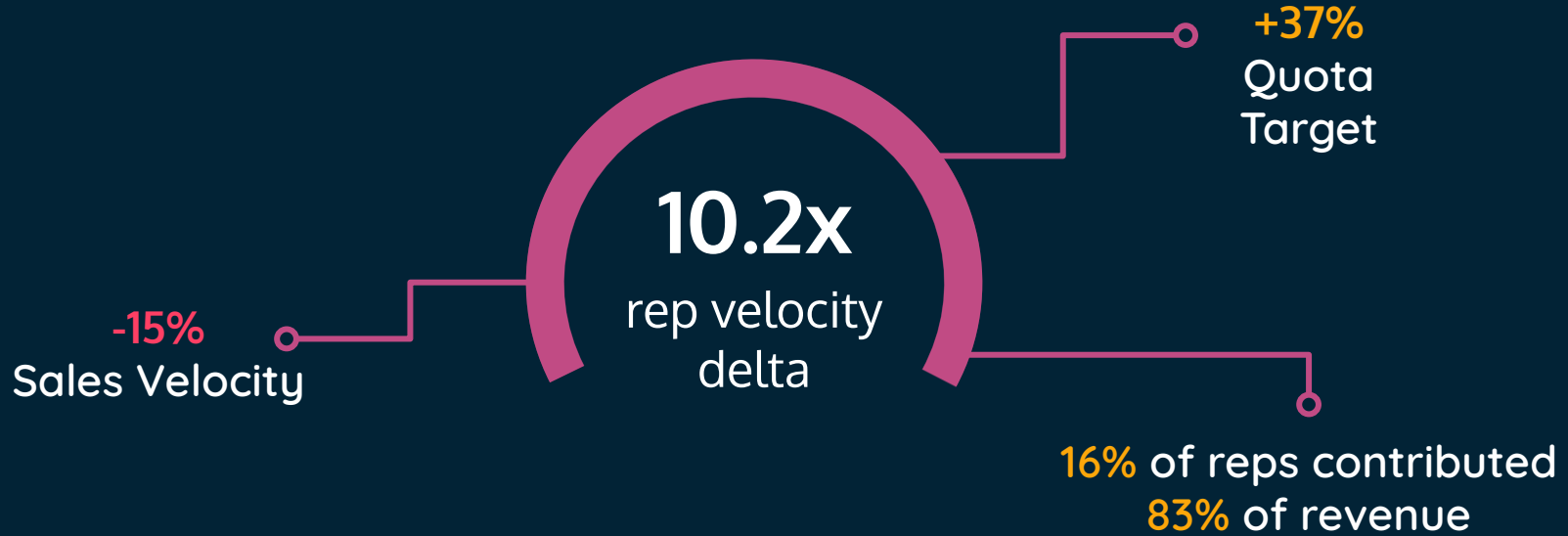
"Those who cannot remember the past are condemned to repeat it"

How can we replicate their success?

25%
Reps exceeded quota

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Win rates increase 3.1x when opportunities match ICP

ICP Pipeline Created 2024 vs 2023
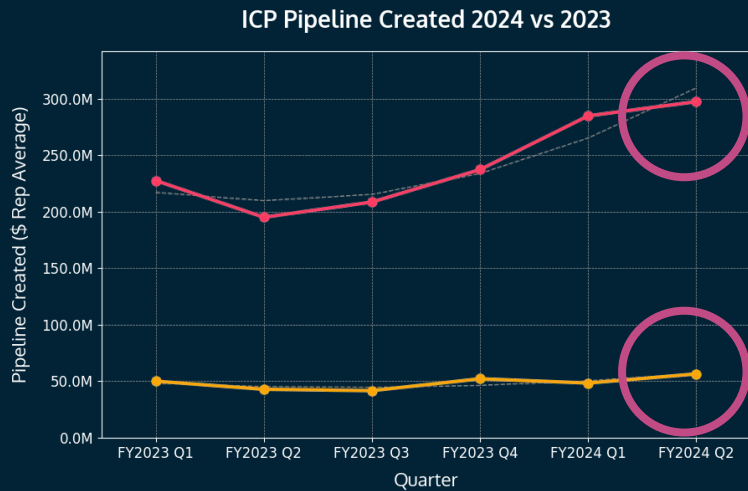
+25% increase in total pipeline since the end of 2023

18% of 2024 pipeline matches the business's ICP

- All Pipeline Created
- ICP Pipeline Created

Pipeline Created ($ Rep Average)

Quarter

FY2023 Q1 FY2023 Q2 FY2023 Q3 FY2023 Q4 FY2024 Q1 FY2024 Q2

0.0M 50.0M 100.0M 150.0M 200.0M 250.0M 300.0M

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Maintain pipeline health with data-driven pipeline reviews

Qualifying deals effectively increases sales velocity by 4.7x

Adoption of a Qualification Methodology - By Rep Performance

Top performers are **357%** more likely to use a methodology

Adoption of a qualification methodology has increased by **19%** since 2023

However, **68%** of deals moved past the 'qualification' stage are not qualified effectively
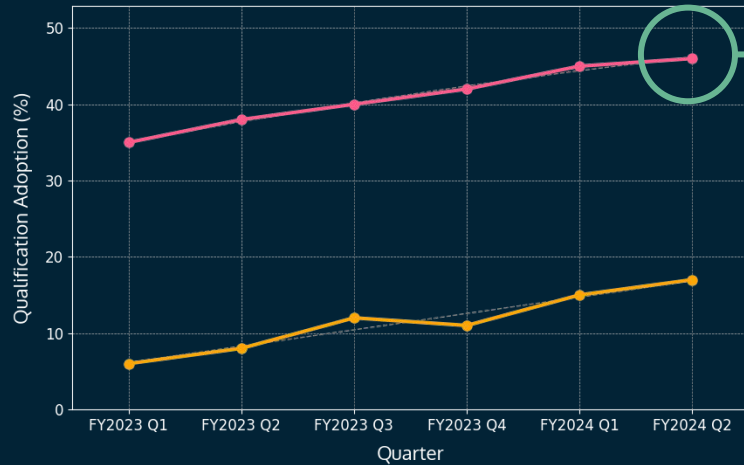
■ Top Performer
■ Low Performer

Improve adoption by automating qualification

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Ebsta helps qualify deals automatically

588% more likely to follow a methodology effectively
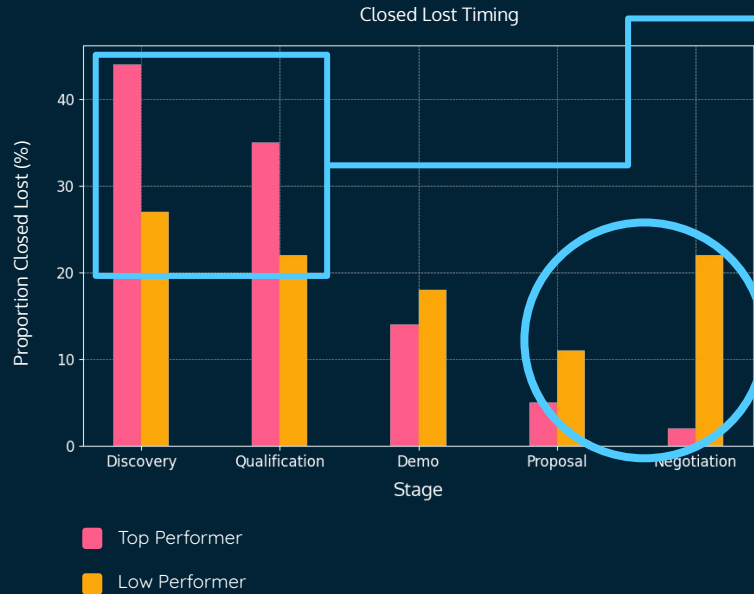
5.6 meetings to get > 80% MEDDPICC
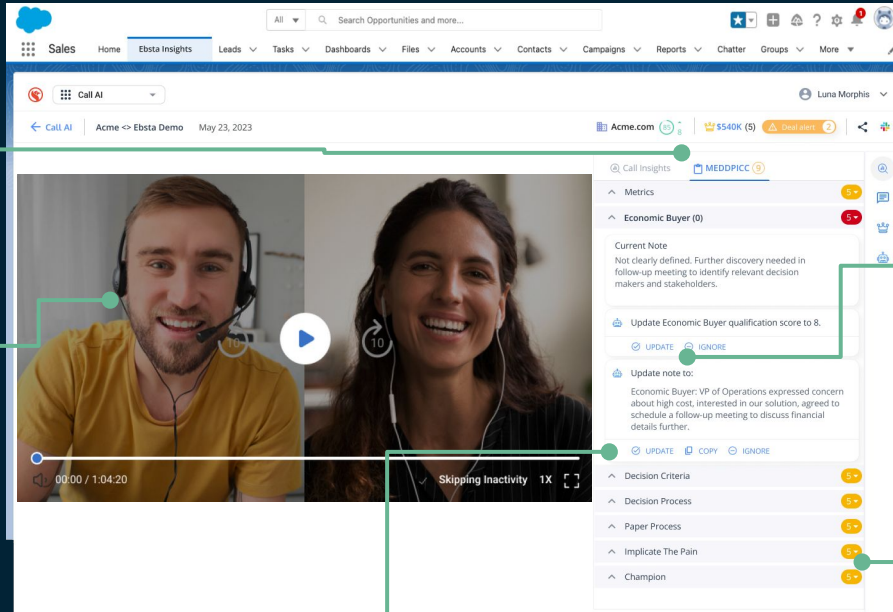
324% more likely to win deal if MEDDPICC completed by Solution Presented stage

75% of closed won opportunities had MEDDPICC completed

Top performers **361%** more likely to have MEDDPICC completed

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Insufficient discovery leads to poor value alignment and pipeline health

Closed Lost Timing

Top performers are **263%** more likely to close an opportunity at "Discovery" or "Qualification" stages

Low performers are quick to progress deals to the latter stages, but spend longer losing a deal due to insufficient qualification

33% of low performer's deals lost at proposal + negotiation stages

Reveal unhealthy pipeline with AI-enhanced pipeline visibility

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Ebsta reveals risk in the pipeline
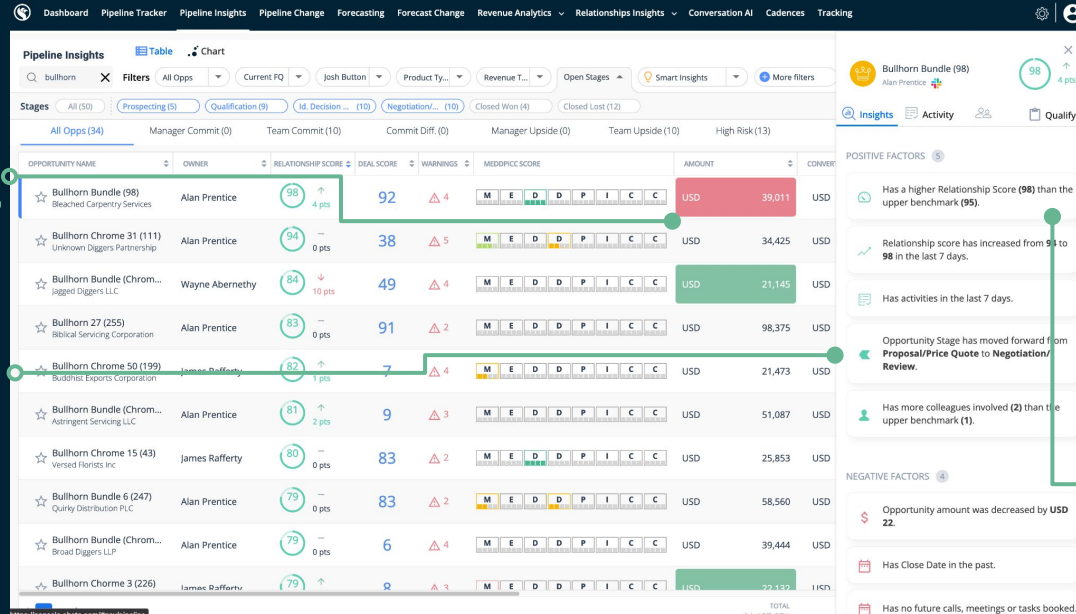
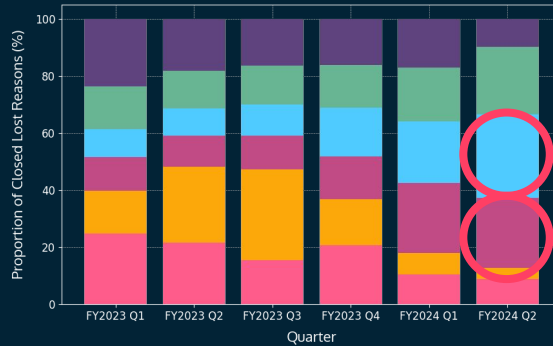Opportunities that are updated weekly are **17%** more likely to be closed won

Win rates **203%** higher when closed in the "golden period" of historical stage benchmarks

More than 7 days of activity (with no future activity) reduces win rates by **65%**

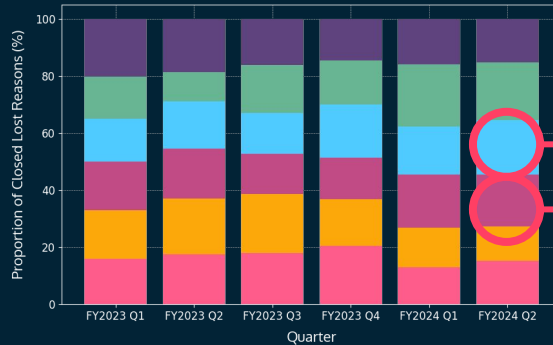Engaging the CXO early in stage increases velocity by **9.2x**

Buyers are more aware when making investment decisions

Reason for Closed Lost: All Reps

Reason for Closed Lost: Top Performers

Legend:
- Competitor
- Functionality
- Decision Maker
- Momentum
- Timing
- Budget

Majority of deals are being closed lost because a lack of momentum and lack of a decision maker, often caused by poor ICP fit, and poor multi-threading

Top performers are **250%** more likely to have the C suite engaged early

Top performers are **77%** more likely to create pipeline that matches their ICP

Spot deal risk early with AI-enhanced pipeline visibility

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Engaging the CXO early in stage increases velocity by 9.2x

Proportion of Stakeholders Engaged by Seniority

		C-Suite	VP	Director
Top Performer	Discovery	13%	19%	34%
	Qualification	49%	68%	48%
	Demo	34%	63%	88%
	Proposal	50%	53%	57%
	Negotiation	54%	81%	88%
Low Performer	Discovery	2%	6%	14%
	Qualification	4%	13%	13%
	Demo	10%	12%	18%
	Proposal	15%	20%	33%
	Negotiation	32%	67%	59%

The number of relationships involved in the buying process has grown since 2023 (Enterprise remains the same):

- Mid-market = +37%
- Commercial = +23%

Win rates are **+14%** the senior finance persona is engaged by the mid-stage

Win rates are **42% lower** when the C suite are engaged late

Improve multi-threading by scoring relationship strength

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How Ebsta improves multi-threading by scoring relationship strength

Top performers are 519% more likely to have the required high-quality relationships

241% more likely to have the 'economic buyer' engaged before the 'solution presented' stage

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Panel 1

Acme Ltd - Live - New Deal
Adam Roberts Share

95 — 0 pts

Insights   Activity   10   Qualify

POSITIVE FACTORS 7

- Has a higher Relationship Score **(95)** than the upper benchmark **(84)**.

- Has more relationships **(10)** than the upper benchmark **(6)**.

- Has activities in the last 7 days.

- In a call on 2 February 2024: The prospect, Greg Leech, actively participated in the conversation and asked questions, indicating a high level of engagement.

  ▶ PLAYBACK (00:20:04 - 00:21:04)

- In a call on 2 February 2024: There was no specific discussion about implementation or decision-making timelines in the conversation.

- In a call on 2 February 2024: There was no specific discussion about the fit of the...

Panel 2

Acme Ltd - Live - New Deal
Adam Roberts Share

95 — 0 pts

Insights   Activity   10   Qualify

🔍 Search Relationships

AM Ash Davies
Sales Director   87
☰ 2 days ago
👍 👤 Eve Collins + 3 colleagues

AG Amanda Green
CRO   86
☰ 2 days ago
👍 👤 Eve Collins + 3 colleagues

ME Mike Ellicott
      86
☰ 2 days ago
👍 👤 Eve Collins + 4 colleagues

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Satisfying objections by the mid stage improves velocity by 3.4x

Objection Volume By Time

Objections concerning ROI and value have increased by 127% since 2023

Buyers are increasingly aware of what functionality (AI included) they require, as objections have risen by 111% since 2023

Top performers are 109% more likely to satisfy objections by the mid stage of the sales cycle

Win rates decrease -64% when ROI is discussed late stage

Legend:
- Price
- Timing
- ROI/Value
- AI/Features
- Integrations

Improve with coaching AI recommendations from calls

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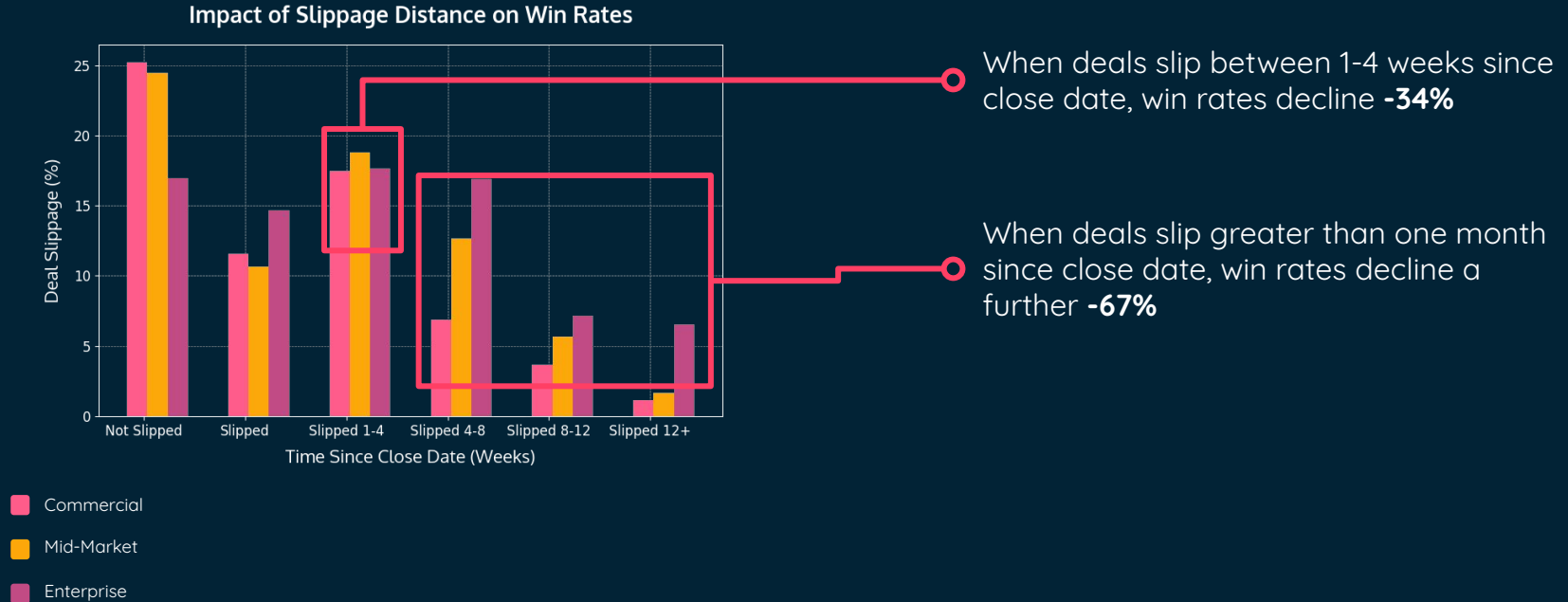# Ebsta summarises and alerts to objections

GPT Call Summaries

Auto summary of objections and concerns

Auto summary of pricing discussions

Auto summary of competitor comments

Win rates decline by 83% when deals slip

Impact of Slippage Distance on Win Rates

When deals slip between 1-4 weeks since close date, win rates decline **-34%**

When deals slip greater than one month since close date, win rates decline a further **-67%**

Legend:
- Commercial
- Mid-Market
- Enterprise

Chart axes:
- Y-axis: Deal Slippage (%) — 0, 5, 10, 15, 20, 25
- X-axis: Time Since Close Date (Weeks) — Not Slipped, Slipped, Slipped 1-4, Slipped 4-8, Slipped 8-12, Slipped 12+

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Prevent deals slipping with AI-enhanced pipeline visibility

THANK YOU

🔗 https://ebsta.com

in www.linkedin.com/in/rubinguy/

See how Ebsta guarantees to improve rep quota attainment at www.ebsta.com

Win rates decreased 7% compared to 2023
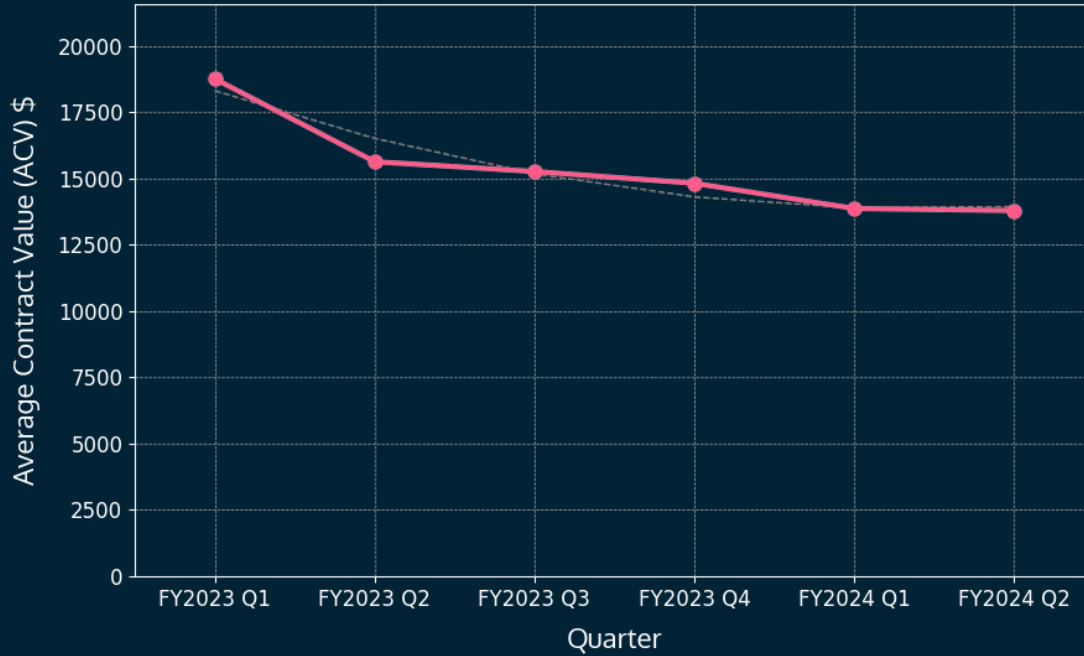

Win Rate % 2024 vs 2023
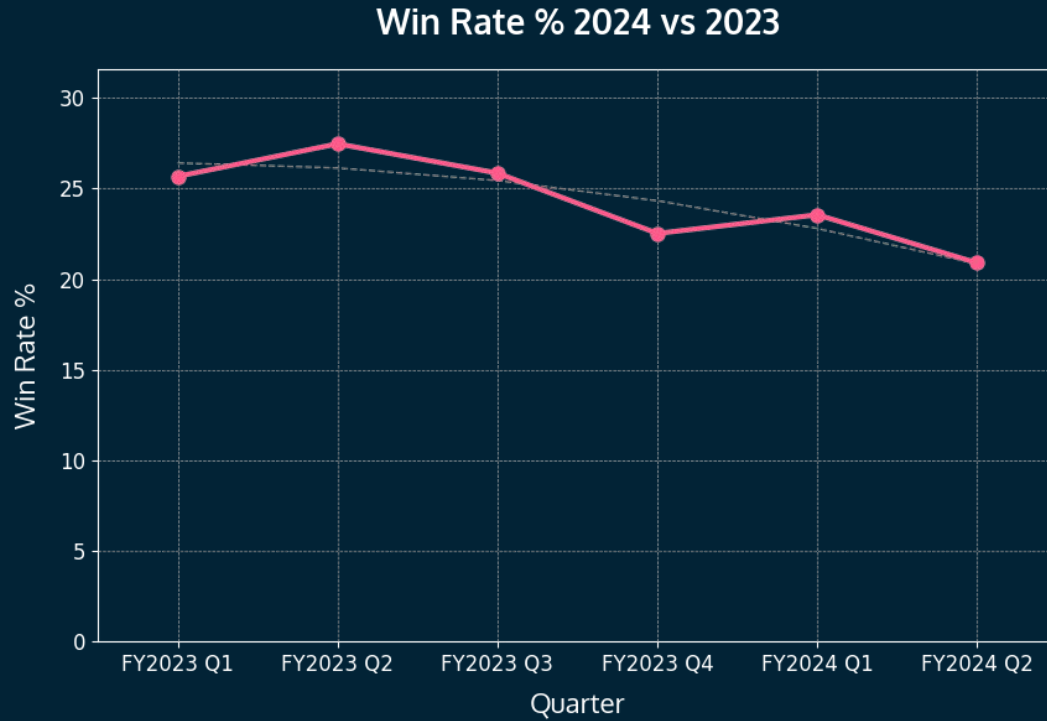
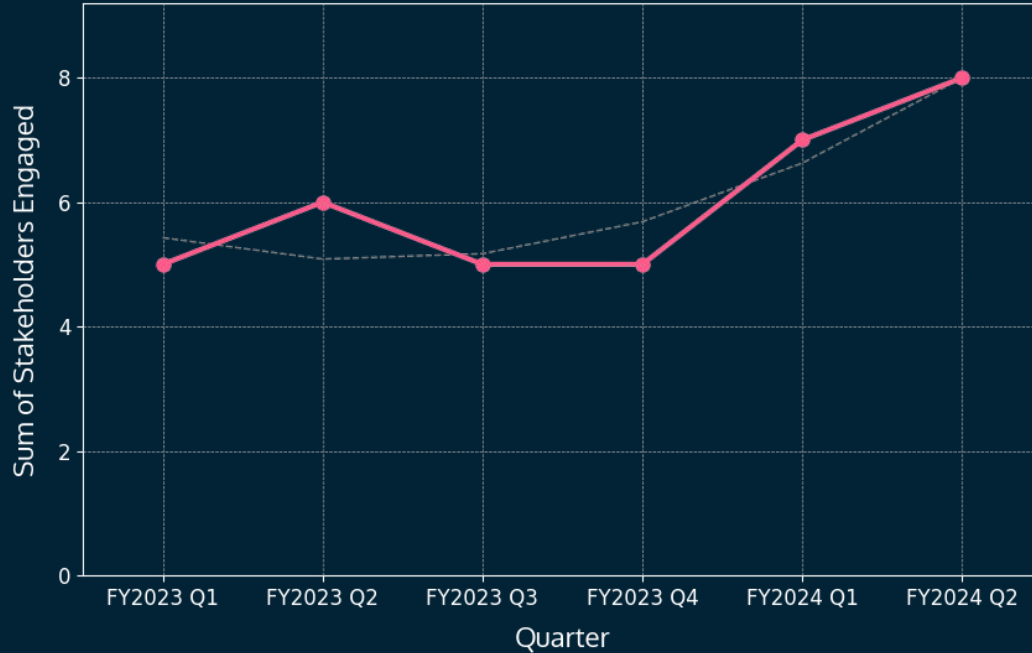# Sales cycles grew 20% compared to 2023

Sales Cycle 2024 vs 2023
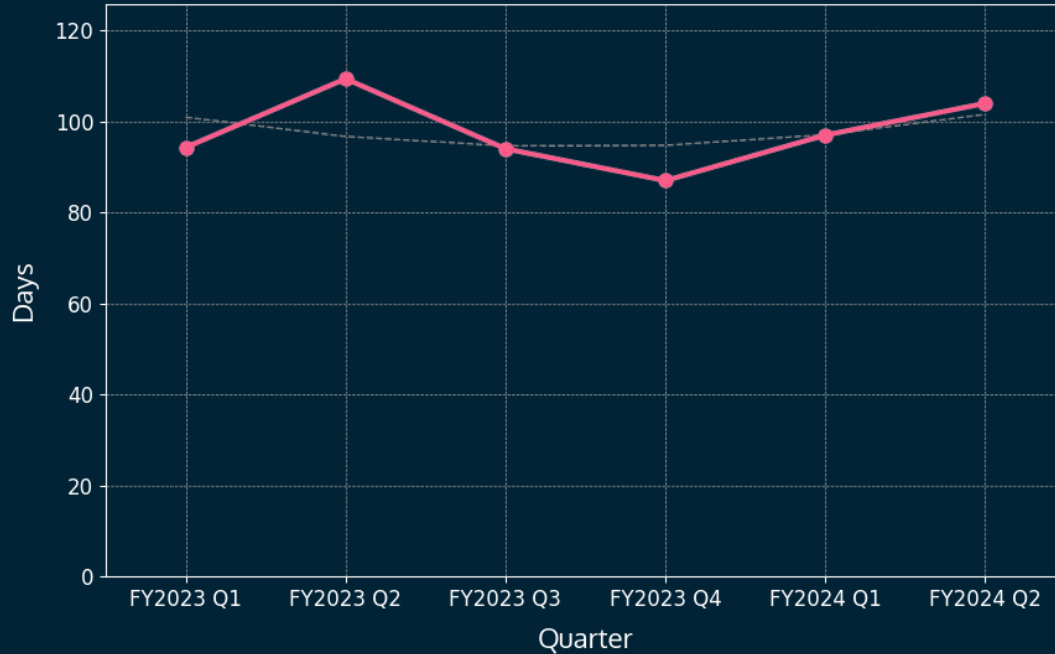
Deal values increased 7% compared to 2023
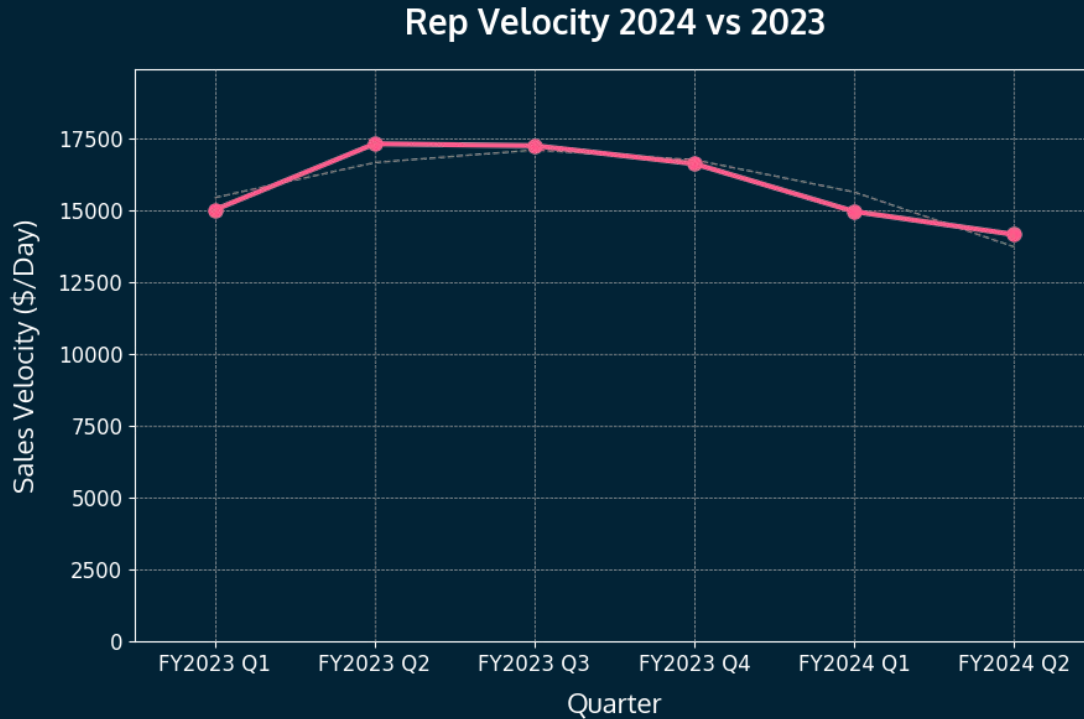

Deal Value $ 2024 vs 2023

The number of stakeholders involved grew from 5 to 8
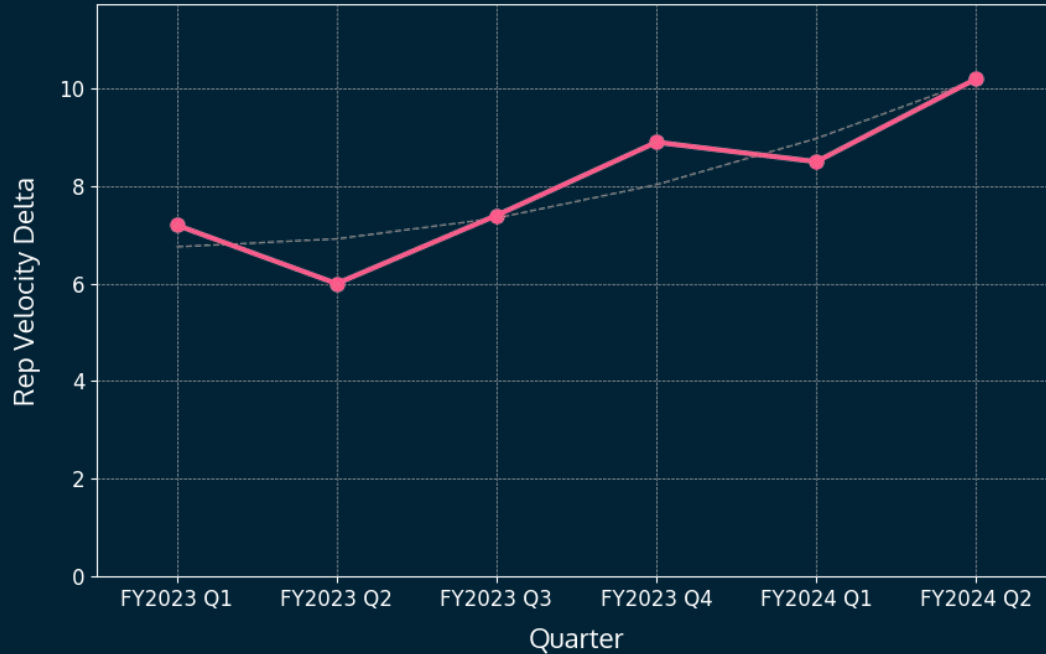

Relationships Engaged 2024 vs 2023
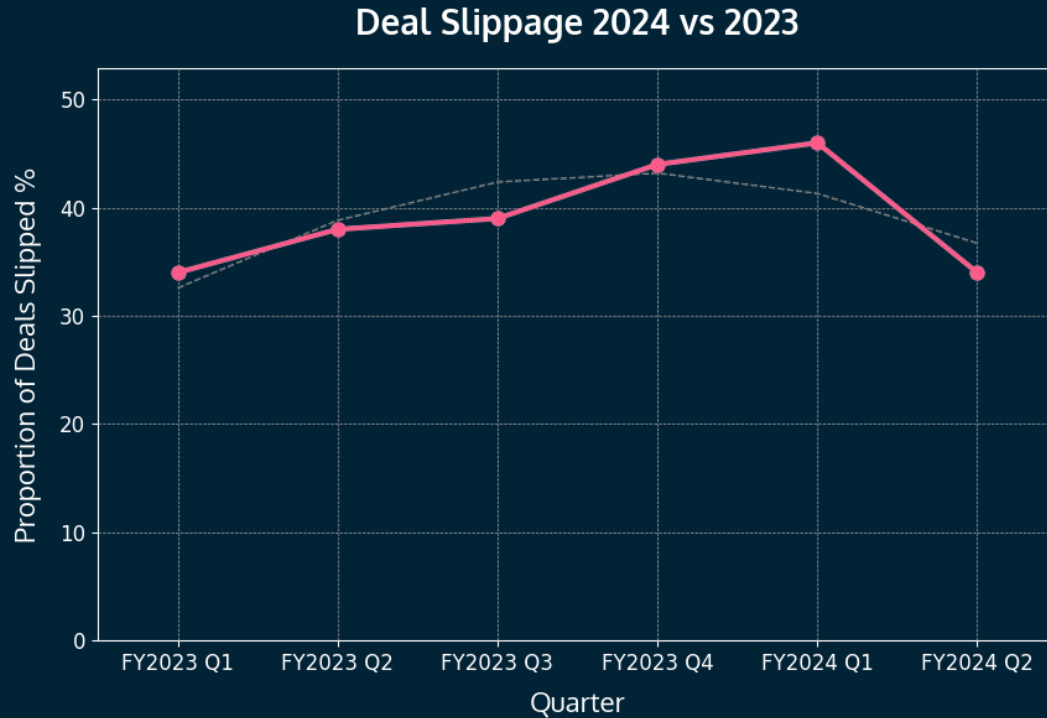
Rep velocity decreased by 15% compared to 2023

Rep Velocity 2024 vs 2023

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Rep velocity delta increased to 10.2x

Rep Velocity Delta 2024 vs 2023

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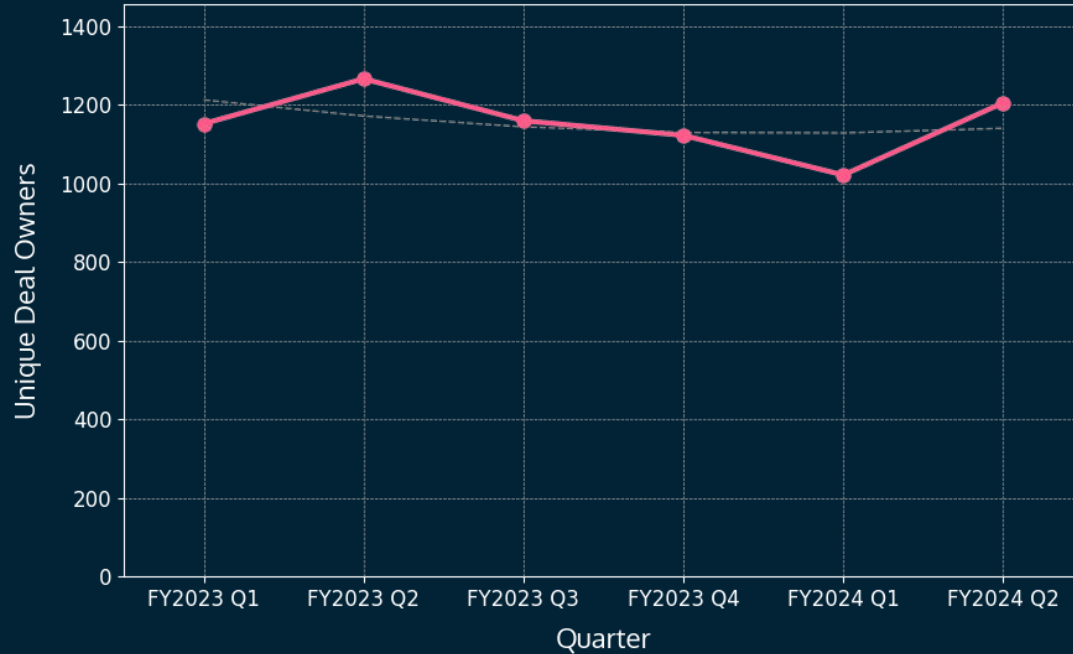# Deal slippage increased to 46% in Q1 before dropping to 34%

Deal Slippage 2024 vs 2023

75% of reps missed quota in Q2 2024
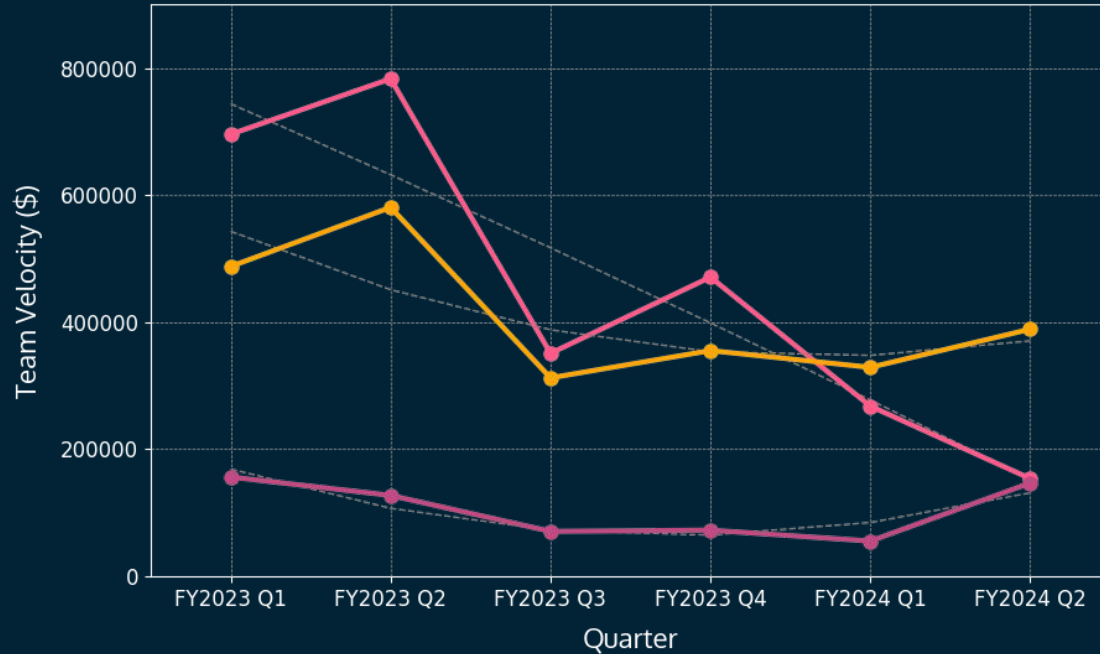

Quota Attainment 2024 vs 2023

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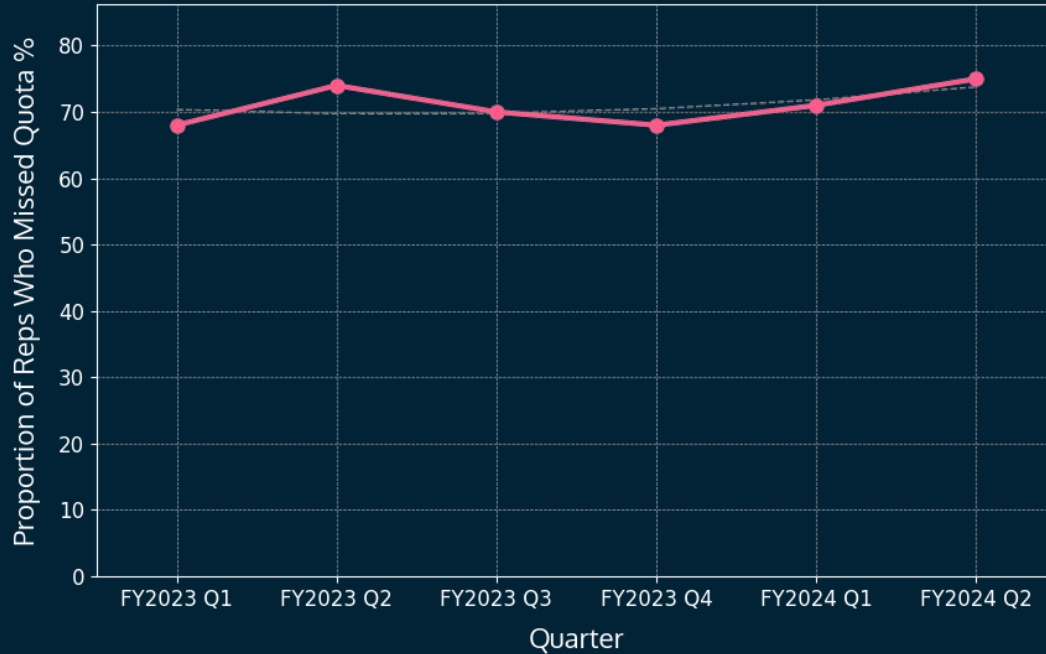
Sales team sizes shrank by 9% in Q1 '24 before growing by 18% in Q2

Sales Team Size 2024 vs 2023

Team velocity is improving in mid market and enterprise opportunities

Sales Velocity 2024 vs 2023

Legend:
- Commercial
- Mid Market
- Enterprise

Y-axis: Team Velocity ($) — 0, 200000, 400000, 600000, 800000

X-axis: Quarter — FY2023 Q1, FY2023 Q2, FY2023 Q3, FY2023 Q4, FY2024 Q1, FY2024 Q2

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Qualification adoption is growing across all verticals

Adoption of a Qualification Methodology - By Vertical

Legend:
- Commercial
- Mid Market
- Enterprise