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NOVEMBER 09, 2023

Presented by  consensus

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Art Fromm

Owner/Founder | *Team Sales Development Inc.*




PRESENTING

**Actionable Insights from the
2023 Consensus SE Report**

Welcome!



Sales Engineering 2023 Compensation & Workload Report

consensus 

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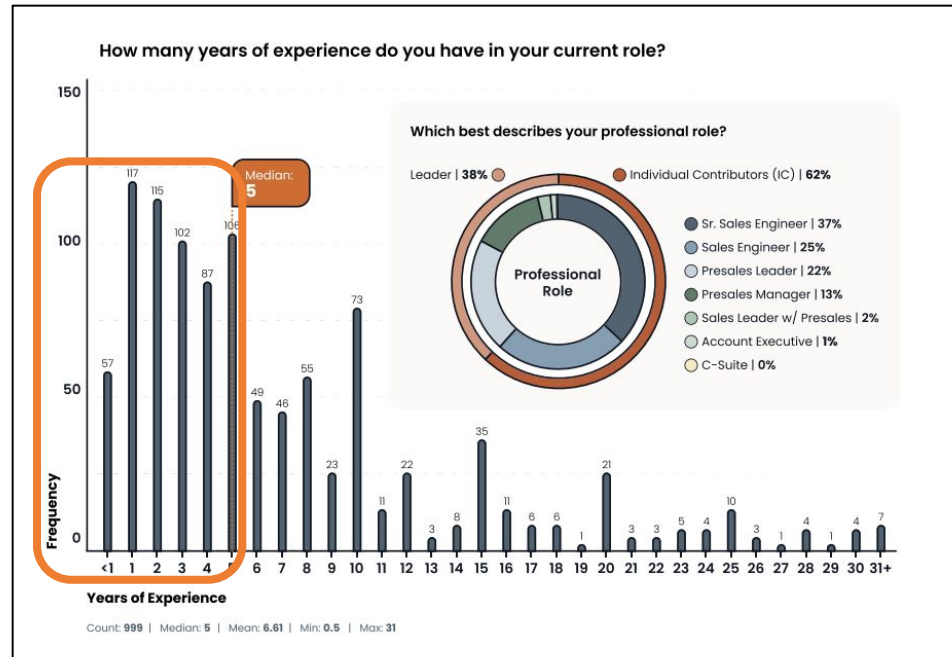
Actionable Insights from the SE Report

1. Length in role
2. Quota and performance measurements
3. Where is time spent
4. Presales influence and recognition
5. SE Burnout

We will look at the implications and what Sales, SEs, Management, and Enablement can do to improve outcomes

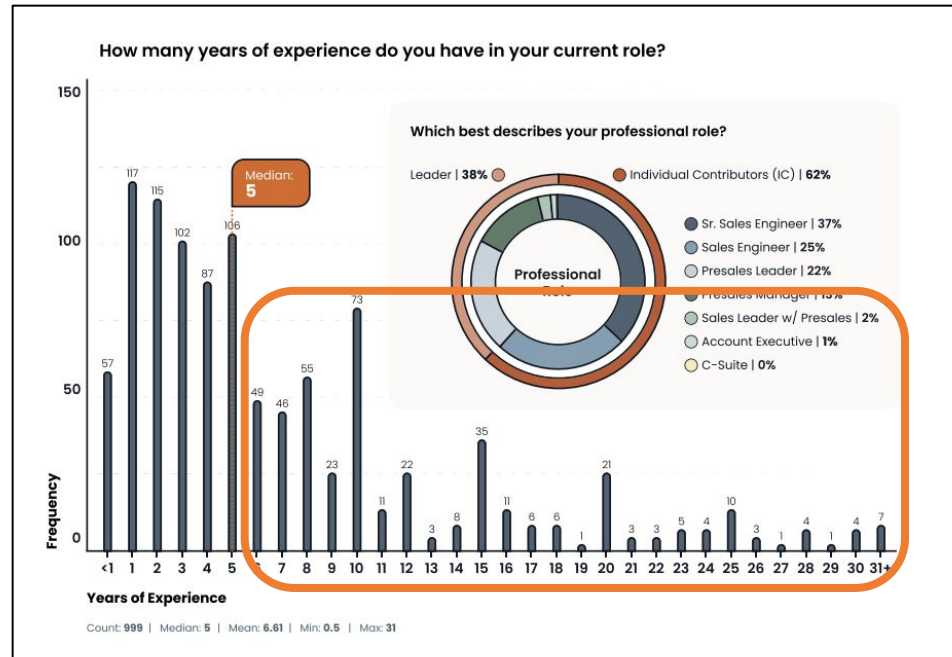
1. Page 9 - 50% of SEs have been in the role less than 5 years

- Critical to begin career with proper understanding of role and overall process
 - Selling and Buying Process
 - Beyond “Technical Win”
 - Presales and Sales teaming for best mutual outcomes
- Management and Enablement
 - Urgency to train properly




1. Page 9 - 50% of SEs have been in the role more than 5 years

- Important to capture wisdom from veterans
- Management and Enablement
 - CRM system
 - Develop repository of info
 - Share with all



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2. Page 14 - One half to three quarters of SEs have a quota

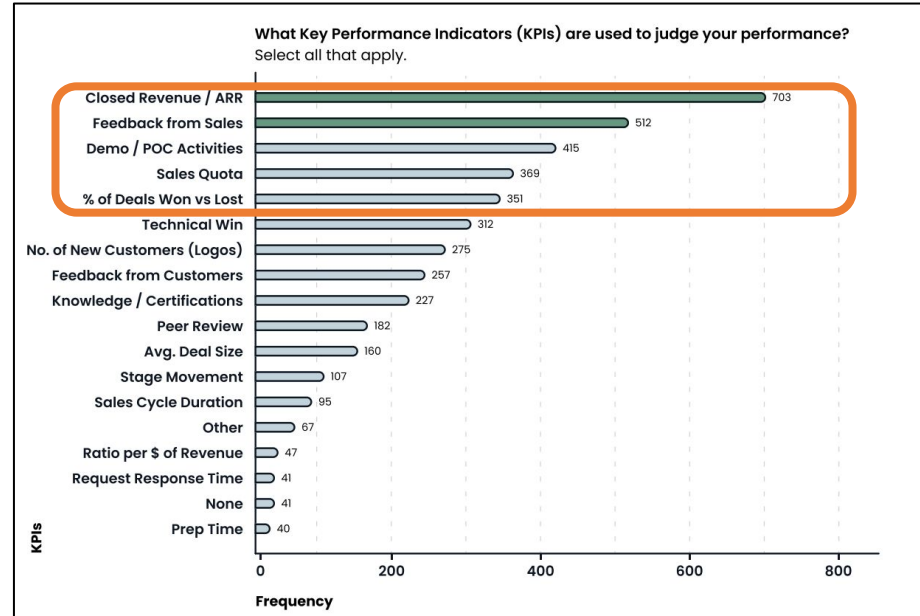
- Team only quota
 - Ranges from 30 to 50%
- Personal + Team quota
 - Ranges from 40 to 59%!
- Working as a strong sales/presales team is critical for achieving quota and win-win

	Individual Contributors (IC)						Stock Options	Quota			
	OTE							Personal Only	Personal & Team	No Quota	Team Only
	Median	Mean	Min	Max	Count	Median Exp. in Years					
USA	180,000	188,222	51,500	416,500	325	3	63%	12%	6%	37%	45%
UK	133,500	136,358	55,000	292,000	80	5	56%	16%	2%	44%	38%
EU	119,000	143,771	53,000	902,000	65	5	52%	9%	8%	32%	51%
Canada	160,000	163,797	56,400	309,485	29	5.5	63%	30%	16%	24%	30%
AU	174,000	175,311	77,977	328,000	19	5	73%	26%	0%	21%	53%

	Leaders						Stock Options	Quota			
	OTE							Personal Only	Personal & Team	No Quota	Team Only
	Median	Mean	Min	Max	Count	Median Exp. in Years					
USA	255,000	277,481	104,000	623,000	177	5	74%	4%	6%	32%	58%
UK	193,100	226,696	75,000	971,500	51	5	78%	2%	4%	43%	51%
EU	164,000	160,921	77,142	299,000	47	7	54%	8%	9%	35%	48%
Canada	190,000	222,253	105,000	500,000	15	5	73%	0%	7%	27%	66%
AU	189,000	207,037	580	480,000	17	8	76%	12%	11%	18%	59%

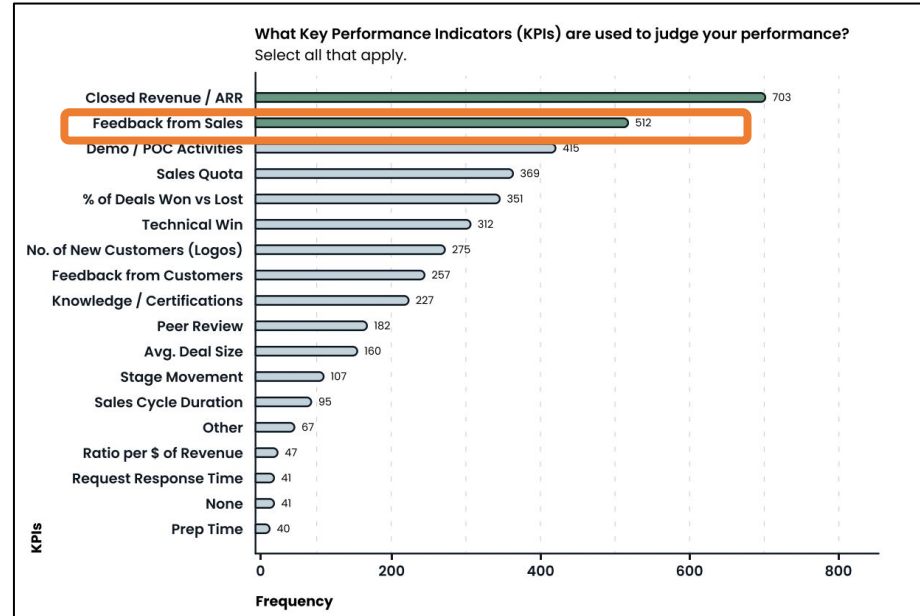
2. Page 50 - “Closed Revenue/ARR” is KPI for SEs 77% of the time

- 4 of 5 Top KPIs based on Sales outcomes
- Critical for SEs and Sales to work together for best team outcomes
- SE to Sales “Help me help you”
 - Qualification & Discovery
 - Sharing Info
 - Planning outcomes



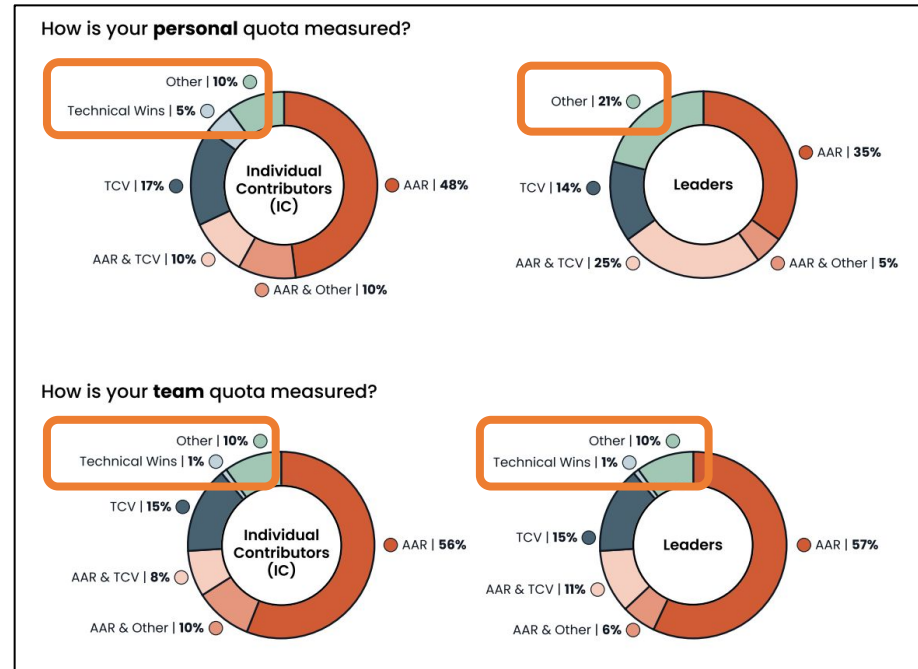
2. Page 50 - “Feedback from sales” is the 2nd highest KPI for SEs

- Clients inherently trust SE
- Sales doesn't (sorry)
- As an SE what are you doing to increase trust?
 - Prep/Training
 - Operate at Business Level
 - Work as a Team “Yes, and”





2. Page 52 - Technical Win is one of the smallest KPI components

- Annual Recurring Revenue (ARR) and Total Contract Value (TCV) are top measurements
- “Technical Win” has nominal impact for KPIs
- Team together better to achieve Technical and Business Close

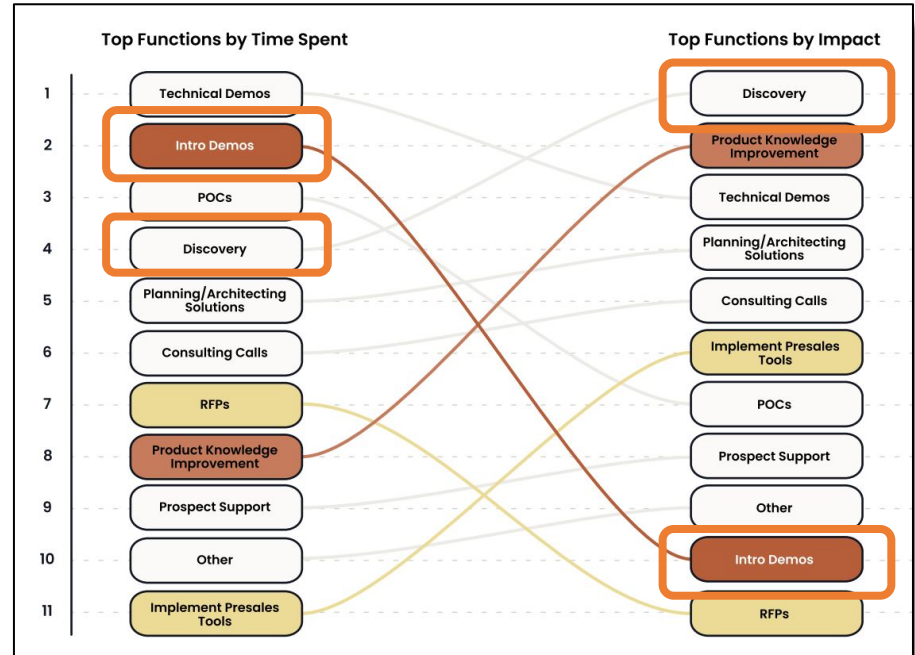


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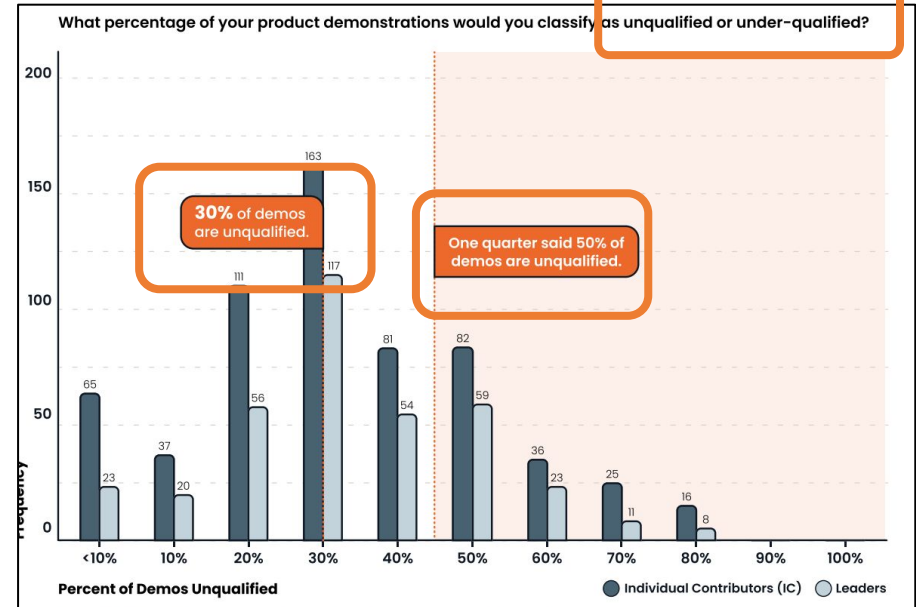
3. Page 41 - Too much time being spent on ineffective Intro Demos

- Intro demos (ranked #2 in time spent) have minimal impact (ranked #10)
- Need better qualification and discovery (#1 most impactful but #4 in terms of time spent)
- Use demo automation to offload intro demos



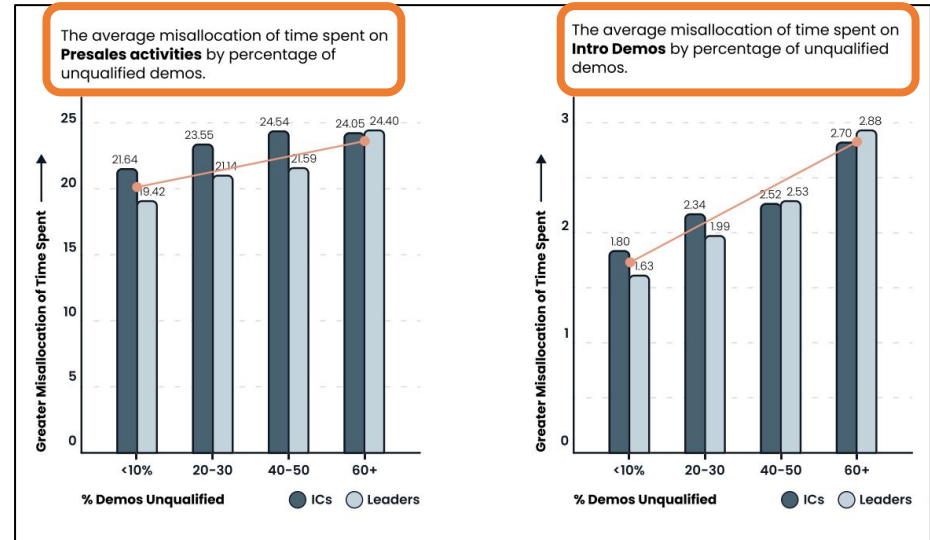
3. Page 72 - 30% of presales demos are unqualified! And 1/4 of the respondents said 50% of demos were unqualified!

- Sales needs to improve qualification and discovery execution and sharing information
- SEs need to push back gently but firmly “Yes, and”
- Management needs to insist on better pre-demo information and teaming



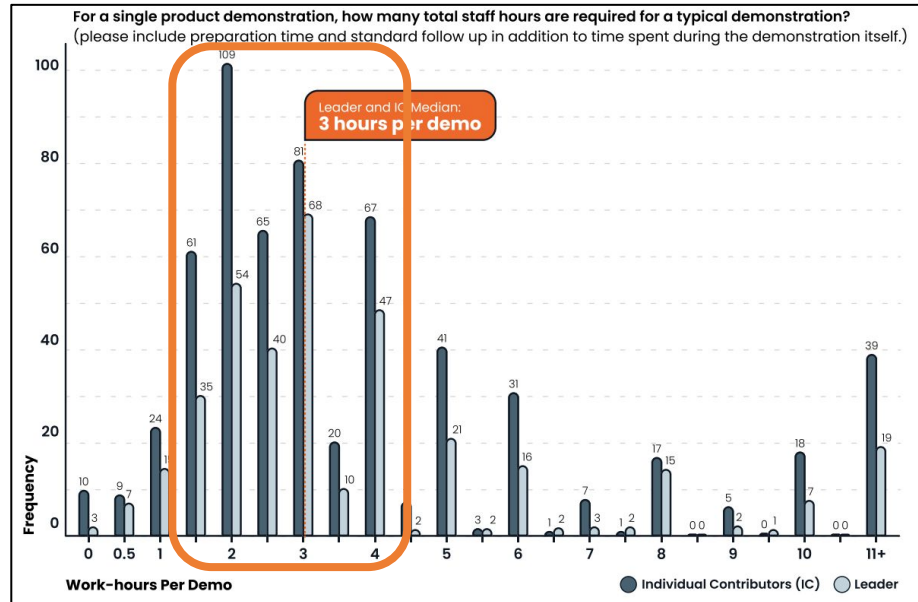
3. Page 73 - Unqualified demos waste precious resources better allocated to higher impact activities such as discovery, technical demos, and POCs

- Demos are being substituted for proper qualification - “fill the funnel”
- Intro demos are default answer for unqualified deals
- Ineffective intro demos combined with unqualified deals = waste of time for sales and buyer = frustration






3. Page 69 - Work-hours per demo is up 20% or 30 minutes versus '22

- Due to discovery lacking?
- Where is time spent?
(Page 47)
- Is this effort correlating to increased win rate?
Increased ARR/TCV?

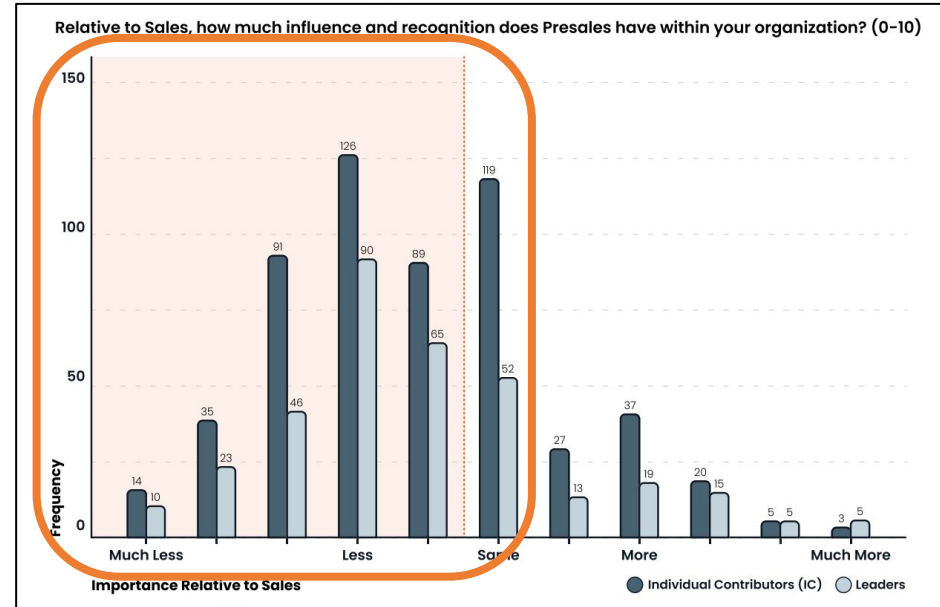


Actionable Insights from the SE Report

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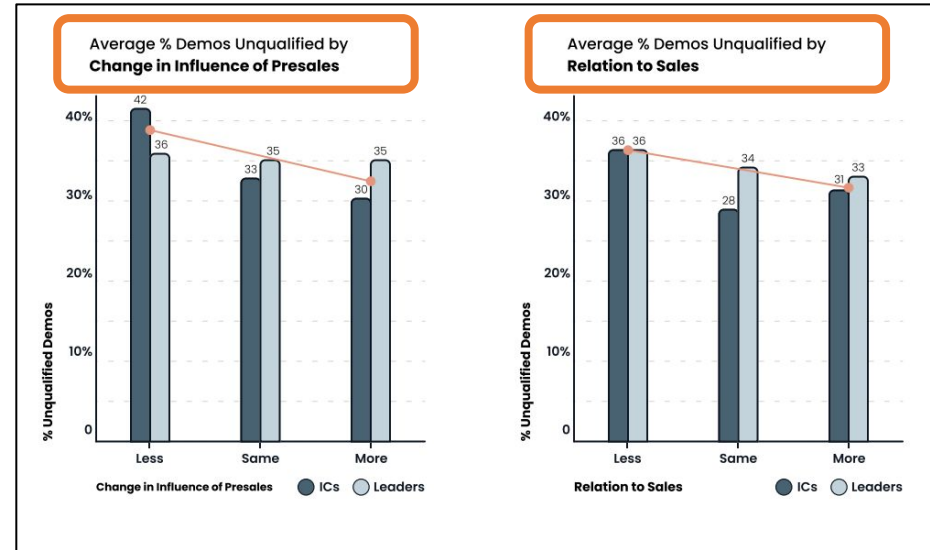
4. Page 53 - 68% of Leaders and 63% SEs say presales has less influence and recognition internally than sales!

- Full potential not seen - how are we acting/teaming?
- Important to equip (train) SEs properly to be more strategic - gentle but firm pushback
- Management support for SE-AM teaming and equality is critical







4. Page 74 - SEs overburdened with unqualified demos report lower influence and recognition relative to sales

- Influence matters!
- Or is it the other way around? Lower influence and recognition results in more unqualified demos?
- Management support for SE-AM teaming and equality is critical

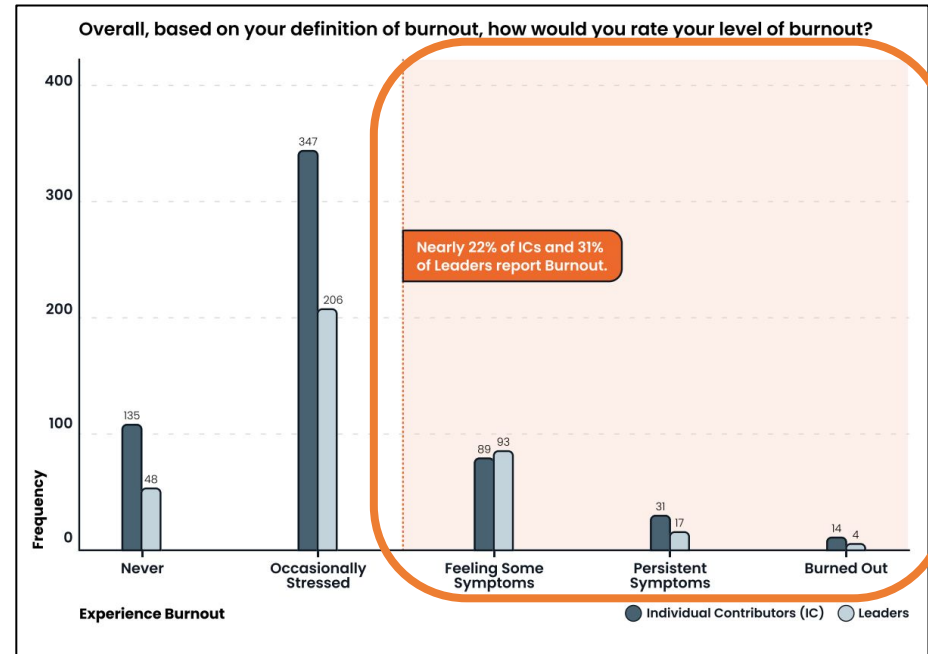


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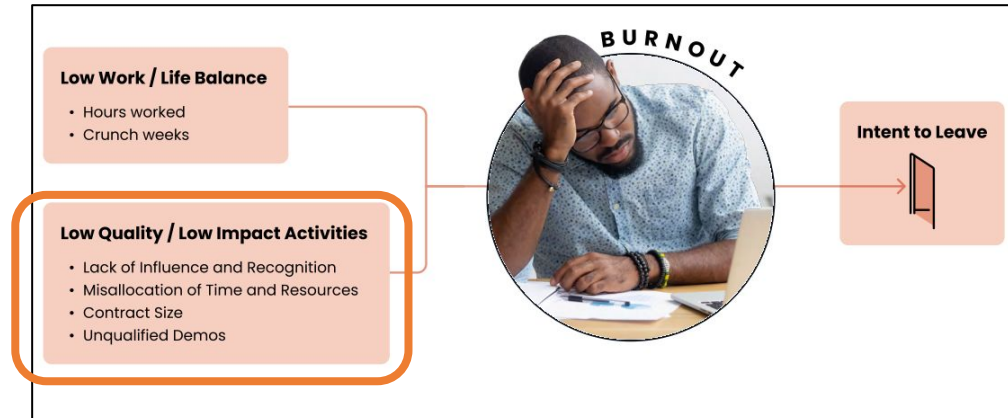
5. Page 76 - Nearly 22% of ICs and 31% of Leaders report feeling at least some symptoms of burnout!

- Could this be related to why only 50% of SEs have more than 5 years now?
- What is the impact on morale, performance?
- What is the cost of replacing an SE who is burned out?








5. Page 77 - 3 of the 4 main contributors in the second category of burnout are related to how well the SE/Sales team functions

- Lack of influence and recognition, misallocating time, and unqualified demos fuel burnout
- Management and Enablement - this is where SEs need help!



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Conclusion



- ✓ The ripple effect of poor Qualification and Discovery can be avoided when Presales, Sales, and Management align and execute together better
- ✓ Presales & Sales alignment supports common goals - “Help me help you”
- ✓ Management and Enablement need to properly train, equip, and support SEs to leverage their potential and elevate recognition, and influence

There is plenty that is in our circle of control.

Please use the report as motivation and these guidelines to **boost efficiency, ARR, TCV, and avoid burnout.**

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