THE ROI OF **RETAINING SALES REPS**

Why losing your team to turnover comes at too high a price

The greatest investment your company can make is in its people. You spend countless resources and strategic efforts to make sure you are onboarding the right people at the right time. So what happens when that sales rep walks out the door? Identifying why reps leave (and how to stop it) is important not only for your team's morale—but also for your bottom line.

The State of Sales Turnover

The ideal attrition rate is **less than 15%**

An average business **loses 29%** of its sales reps annually

Companies paying competitively (at the 75th percentile or above) have **50% less sales turnover**

Just 55% of new hire sales reps are ultimately successful

The Price of Sales Turnover

Onboarding a new rep costs approximately **three times** his/her salary

For example: A rep paid a salary of $100,000 **will cost the company $300,000** to effectively onboard

Reps typically hit top performance after their first year and their peak **quota attainment typically occurs between years 2 and 3**

Year 1 · Year 2 · Year 3

Top reps have the potential to **increase team performance by 20%**

The Solution to Sales Turnover

Competitive Insights
Compare reps' performance and compensation against industry competition
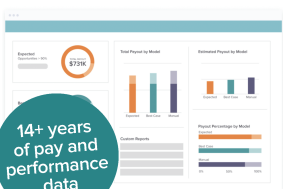
Incentives and Coaching
Identify the tools that will directly motivate each rep and **improve their performance**

Quota and Territory Balance
Reps given fair and appropriate territories have **20% improved quota attainment**

The Platform That Does It All

14+ years of pay and performance data

The Xactly Sales Performance Management (SPM) platform helps you design and automate comp plans, balance territories, accelerate attainment, and pay comp faster and with **up to 99% accuracy.**

Your reps will have everything they need to unleash their selling potential—**and become a long-term asset to your company's mission.**

Xactly Inspire Performance