

# 4<sup>th</sup> 2022 Challenger Pulse Survey

May 2, 2022

The fourth Challenger Pulse Survey of 2022 is focused on how individuals build their pipeline and sales messaging.

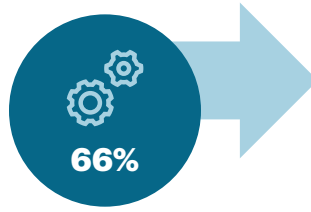


While respondent sentiment hasn't materially changed in terms of their personal optimism or optimism for their organization we do see less optimism around the future business environment.

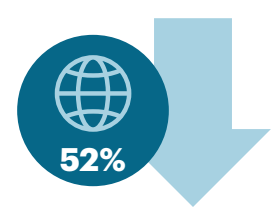
## Percent Strongly Agreeing or Agreeing



I am optimistic about **my professional future**  
(-1 over the last 6-month average)



I am optimistic about **my organization's future**  
(-1 over the last 6-month average)



I am optimistic about the **future business environment**  
(-6 over the last 6-month average)

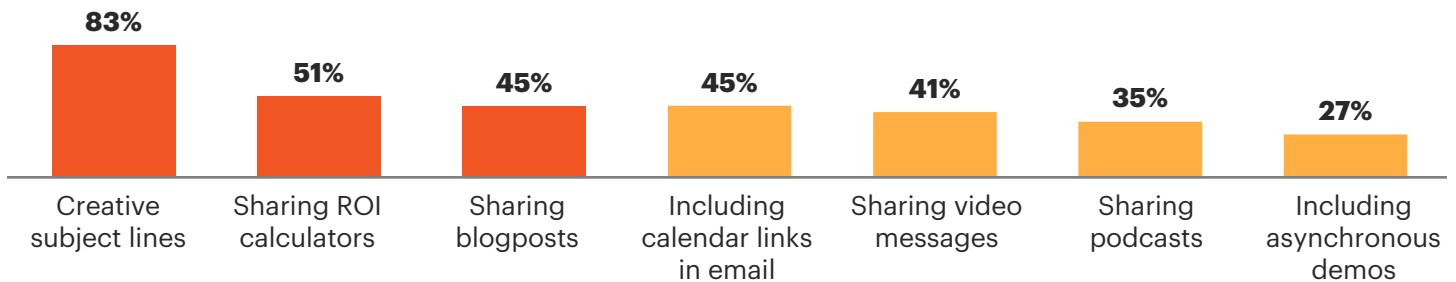
Sales professionals remain wary. On one hand, business continues to perform well but there are good reasons for thinking that the economy might yet contract.

## Trend Since November 2021



For the most part, sales professionals limit themselves to creative subject lines when approaching prospects.

## Tactics Used To Spark Interest With Prospects



(This 4<sup>th</sup> Pulse Survey of 2022 collected 157 responses, April 13 – April 22. Respondents represent a cross-section of commercial leaders)

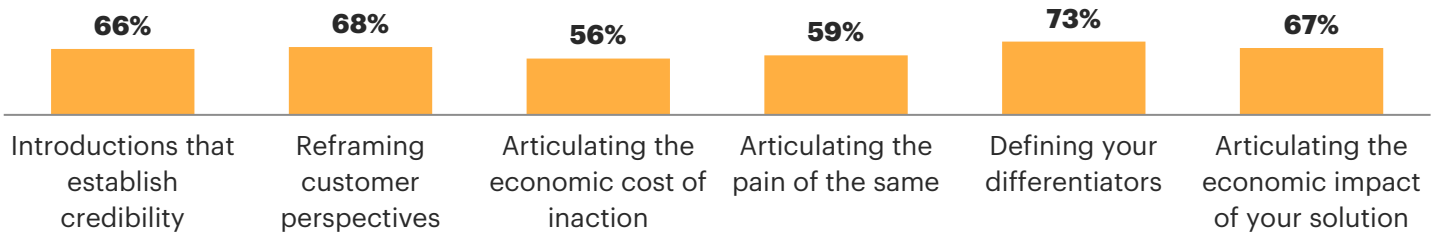
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When it comes to sales messaging, sales professionals report being good at what makes them different. They struggle with making the case for change, finding it hard to articulate economic cost of inaction.

## Effectiveness of Creating the Following Aspects of Sales Messaging

(Percent rating very or extremely effective)



A short and customer tailored message that challenges the status quo whilst at the same time sparking interest.

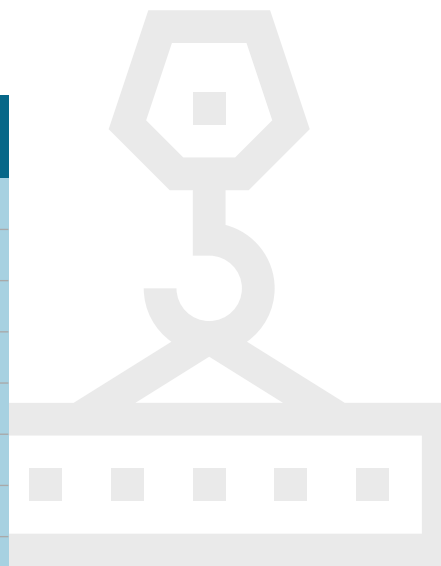
Captures the recipient's attention immediately by identifying a challenge or problem that they likely have. Must be clear, concise and direct. Causes them to think and want more information from you about your potential solution

Focused on the customer business challenge, not my need to make a sale

Sales professionals continue to depend on current clients to build their pipeline. This is usually followed by direct, cold outreach emphasizing the importance of getting sales messaging right.

## Perceived Effectiveness of Different Tactics at Building Pipelines

	Top Choice	Second Choice	Third Choice	Fourth Choice	Fifth Choice
Current clients	36%	20%	8%	5%	4%
Direct outreach	15%	11%	14%	20%	15%
Partnerships	13%	13%	10%	11%	13%
Your book of business	10%	9%	12%	8%	6%
Live events	6%	2%	9%	8%	13%
Referrals	6%	14%	12%	14%	9%
Digital marketing	4%	6%	4%	6%	9%
Past clients	4%	12%	19%	11%	8%
Social media	3%	2%	4%	4%	6%



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