Head of Sales

At a Swedish B2B company

Weighs more deals against the salespeople's time, and whether the team will actually use the solution.

152 source-backed observations | **30** sources

Buyer surveys, research, vendors' price lists and case studies. All traceable to source, population, year and method.

✦ THE PROFILE'S PRIORITIES

1. More customer time for the salespeople, not more activities
2. Business outcome before volume
3. Understandable logic behind the tool
4. That the team actually uses it

✦ ASK THE PROFILE

"What does a pilot have to show for you to roll it out to the whole team?"

✦ THE SOURCE MATERIAL, AREA BY AREA

Number of observations and one example from the material

Objections and obstacles	57	Five out of six salespeople said the CRM system does not prioritise customers but treats all tasks equally. Södertörn University · one Swedish organisation · 2020
Budget and cost	27	Dynamics 365 Sales Professional is listed at SEK 621.30 per user per month, excluding VAT. Microsoft · Swedish price list · 2026
Buying criteria	27	Salespeople describe higher customer demands for measurable return and longer decision times. Salesforce · sales roles globally · 2026
Information sources	24	67 per cent said they had used the web to find information during the buying process. Apsis and Novus · 138 Swedish buyers · 2014
Mandate and decision path	15	For investments up to SEK 1 million, two to three people usually take part in the decision, and above that four to five. Apsis and Novus · 138 Swedish buyers · 2014
What leads to the next meeting	2	A relatively large share of buying processes start with a tip from the personal network. Apsis and Novus · 138 Swedish buyers · 2014

✦ SOURCES

Apsis and Novus · Södertörn University · Chalmers · Salesforce · Microsoft · Linnaeus University · Lime Technologies