



**Profitable
Sales Growth
Strategies**

Outbound Excellence
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Sales Compensation & Turnover

**In A 2007 Survey of 1,000 Outbound B2B
Telephone Sales Representatives:**

***52.6% Stated They Would Leave Their Current Sales Job
If Offered Better Compensation & Incentives***

**So Within Your Compensation & Incentive Strategy Lies Many
Opportunities To Reduce Turnover**

**And Turnover Remains Among The Top Inhibitors To Achieving &
Maintaining Continuous Profitable Sales & Customer Growth
Performance**