

INDUSTRY SNAPSHOT
OF HYBRID SELLING

HOW ARE COMPANIES REALLY DEALING
WITH THE MOVE TO **HYBRID SALES**?

Based on a comprehensive study of over 800 companies from Benelux, Finland, France, Italy, Sweden, the UK and Germany, we've built up a fascinating snapshot of an industry in transition.

Company management has long questioned the sense and purpose of so many on-site visits to customers, but now there are concrete, feasible solutions which are yielding real world results.

820

companies surveyed in order to compile this industry snapshot

44%

fewer on-site visits in 2021 compared to 2019

137%

increase in online visits

103%

the amount by which sales targets exceeded in the same period

24%

potential increase in total visits made possible by combining on-site and online visits

36%

consider skills such as remote selling (when recruiting) as key to success

19%

of sales people drove more than 40,000 km per year, resulting in 40 fewer working days

34%

of companies had different calculation and planning for on-site and online visits

79%

of companies still have no specifications (such as number or quality) for online visits

35%

of on-site visits can be replaced by online visits without noticeable loss of quality

The future of sales is clearly hybrid, since the leverage of online visits on sales capacity is 4 times higher. There will be no going back to the traditional sales model, but managing the transition is going to be critical to future business success.



Mercuri International are the sales training experts, empowering companies in over 50 countries. Our training is built around an organisation's specific needs, while our experts on the ground ensure that real-world skills are effectively implemented. We give your people the support and coaching they need to thrive - and ensure your company enjoys sustainable growth.