

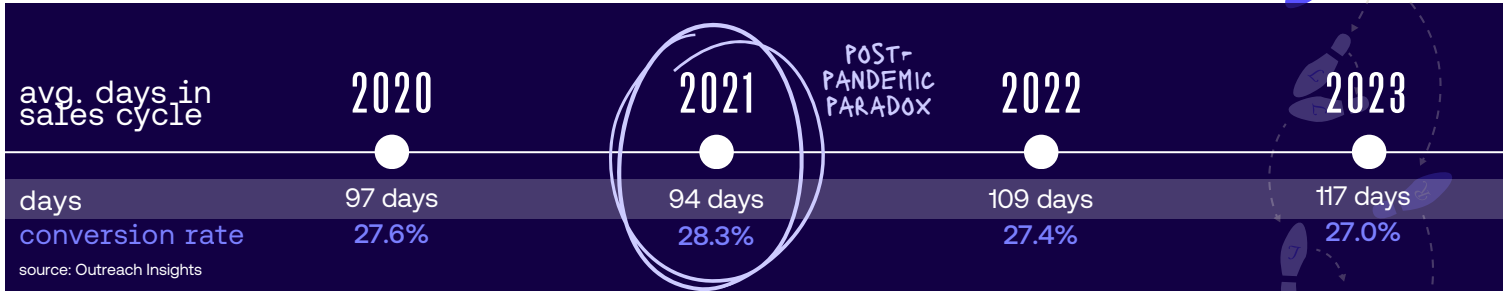
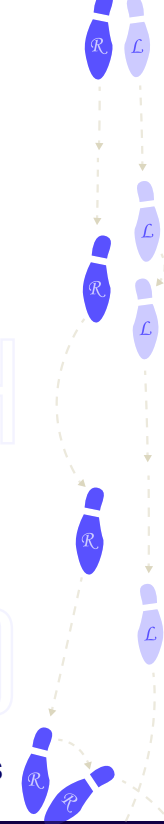
It's not your imagination.
Sales cycles are getting longer.

Growth-at-any-cost has shifted to a profitable growth mentality. More can say “no” and fewer are willing to say “yes,” making negotiations even longer — and we have the data to prove it. Sales cycles are 21% longer with win rates 2% lower than in 2020.

The Outreach Sales Execution Platform serves millions of sales and revenue interactions worldwide, so we turned to our internal database to understand how sales cycles and communication touch points have evolved, and what to do next to close deals faster, increase win rates, and communicate better. Warning: it's a bit of a dance.

THEEEE TOUCHHHH POINTTTT TANGOooo

A sales cycle analysis



new logo avg. sales cycle by deal size

opp amount	avg. days open	opp win rate
under \$10k	85	31.3%
\$10k - \$50k	128	24.0%
\$50k - \$100k	182	19.6%
\$100k+	198	18.7%

source: Outreach Insights

BIGGER, RISKIER, AND LESS LIKELY

Bigger purchases aren't just taking longer, they're riskier. After slashed budgets and mass layoffs, buying committees seem to be getting nervous, and want to be certain about their purchases.

Deals below \$10k were the only group to experience a year over year decrease in average days open and increase in win rate. The trepidation towards bigger deals and enthusiasm towards smaller deals indicates that even in the current market, buyers haven't given up hope — they're still longing for change. They're willing to buy, but cost and risk have to be low enough to answer to their boards and bottom line.

POST-PANDEMIC OPTIMISM (AND BUDGETS) HAD EVERYONE EAGER TO BUY. NOW, WE'RE FACING A DIFFERENT MARKET



Sales cycles are 21% longer with 2% lower win rates than in 2020

new logo avg. sales cycle by industry

opp amount	avg. days open	opp win rate
software	118	24.5%
media & internet	96	34.9%
business services	126	24.3%
hospitality	60	33.7%
telecommunications	136	9.4%
manufacturing	138	29.8%
retail	127	40.4%
insurance	92	43.2%
healthcare services	145	7.0%
finance	161	38.0%
construction	120	11.3%
consumer services	68	22.7%

source: Outreach Insights



Tip #2: Prepare your teams

avg. sales cycle with Kaia support

117 days
26.8% win rate

selling solo

95 days
37.8% win rate

selling with Kaia

source: Outreach Insights

Tip #3: Book the meeting

omnichannel analysis by avg. days

channels	avg. days open	opp win rate
email + calls	92	23.9%
meetings only	106	33.1%
meetings + calls	85	30.5%
meetings + emails	130	35.6%
meetings + emails + calls	132	33.6%

source: Outreach Insights

Tip #4: Multithread

37%

When more than one contact is engaged, deals are 37% more likely to close.

Cross-department threading has the potential to increase win rates by 56%

56%

one department

28%

Deals where sellers engaged one department were won about 28% of the time.

two departments

39%

Deals where sellers engaged two departments won about 39% of the time.

three or more departments

44%

Deals where sellers engaged three or more departments won 44% of the time.

source: Outreach Insights

But even in uncertain times, buyers are still looking for solutions to navigate the market.

NOT ALL INDUSTRIES ARE SOLD EQUALLY

Not all industries are experiencing the same squeeze, and these fluctuations are a reflection of the global financial psyche. Year over year, Finance and Insurance, in particular, shortened their sales cycles while increasing their win rates. This cautious market has buyers looking toward financial resilience.

TRUST IS STILL KING

This risk-aversion and comfort-seeking makes every sales interaction even more valuable. Outreach supports every stage of a sales workflow, including communication channels. An Outreach omnichannel analysis has revealed that trust is still king. Relying on emails and calls won't cut it in this market.

Quick communication can help your deal cycles speed up, but prolonged, meaningful contact (meetings) can increase your win rates. Now is the time to become a consultative seller, build familiarity, and be prepared to explain to and support your prospects. But sellers are going to need some coaching and guidance.

Kaia, Outreach's conversation intelligence tool, provides real time support during phone calls and video meetings, using AI to guide the conversation and remind sellers of important information. Outreach's data indicates that using Kaia during a call moves deals 19% faster and boosts win rates by 41%, but this isn't just a product declaration. This is a reminder that sellers need more training and better battlecards to confront current circumstances.

Remember that buyers are just people. They want to get promoted, do a good job, and make sure their job isn't at risk.

Michael Barker
Commercial Sales Manager
Outreach

RECAP

Everything is slower and less likely, buyers are anxious, and we're all going to have to turn on our Zoom cameras. So, now what? We turned to Outreach Commercial Sales Manager, Michael Barker, for insight to navigate this market:



1

Buckle down and map your workflows

Take a look at your internal sales workflows to determine exactly where deals are slowing down and falling through. With a thorough analysis of your sales cycle and tech stack, you can adapt and power your processes for the current climate. We've broken down why workflows are the answer.

2

Prepare your teams

This market does not lend itself to intuitive selling. Based on your workflow analysis and call recordings, if available, establish coaching protocol to prepare your team. Freshen up your battle cards, conduct appropriate training, and review your tech stack to give your sellers (or yourself) the edge you'll need.

3

Get personal & meet up

Don't settle for the call, book the meeting. To build trust and encourage buyers, you'll need to connect through meetings. "Use meetings to appeal to their humanity," says Michael. "Help hand-hold your buyer and explain what steps are necessary to get the deal done, always leave every call with agreed-upon next steps for each side, and push for a calendar invite and meeting every time."

4

Multithread, multithread, multithread

Use larger buying committees to your advantage, especially at the top. Outreach data indicates when more than one contact is engaged, deals are 37% more likely to close. But cross-department threading has the potential to increase win rates by 56%. "Aim for the highest part of the organization if you can," recommends Michael. "The higher-up the contact, the more likely you can get executive alignment and assuage any fears or uncertainty."

5

Brace for greatness

The past year has been discouraging for sellers and this market has only gotten trickier. But successfully maneuvering these circumstances is about to seriously broaden and improve your sales skills, so take on the challenge. "Remember that buyers are just people," reminds Michael. "They want to get promoted, do a good job, and make sure their job isn't at risk."

...AND 5-6-7-8 5 ESSENTIAL STRATEGIES TO THRIVE IN TODAY'S SALES CLIMATE

HOW OUTREACH CAN HELP

Outreach is the first and only Sales Execution Platform built for intelligent revenue workflows. Built on the world's largest foundation of customer interactions and go-to-market team data, Outreach gives teams the tools they need to design, execute, and continuously improve a revenue strategy that is disciplined, achievable, and optimized for every stage of the customer journey — especially when sales cycles are longer than average.

This includes features like:

- **Kaia**
Outreach's conversation intelligence tool guides and coaches reps in real time to help speed up deals.
- **Deal Health**
Outreach's Deal Health scores monitor and anticipate length and likelihood of a deal, while offering insights and actions to move deals along.
- **Forecasting**
Outreach's forecasting tool helps teams improve their forecast accuracy by 45%, crucial when planning and supporting deals.

For a free workflow audit and tips on how to speed up deals, schedule a demo.

[Request a Demo](#)

