

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

August 5, 2022

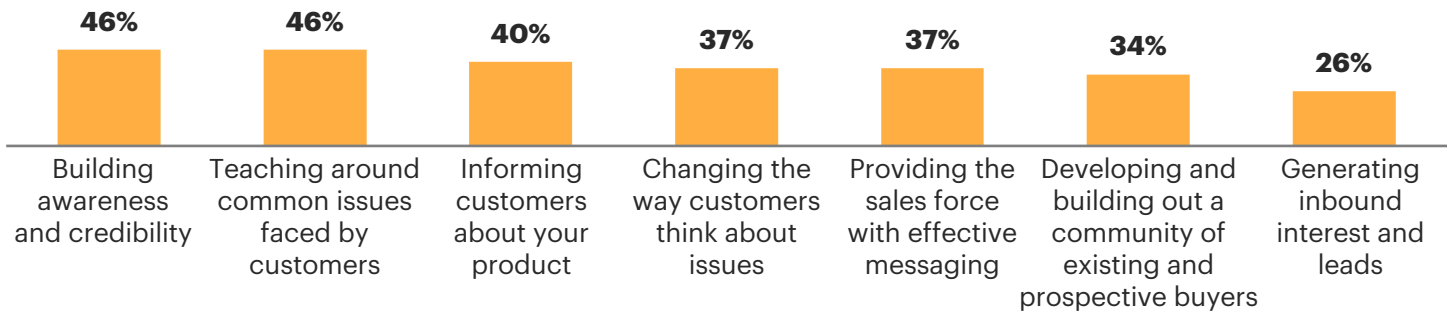
The sixth Challenger Pulse Survey of 2022 focuses on sales evangelism and demand generation.



When it comes to demand creation, respondents report excellence at building awareness and credibility but only one quarter report similar levels of effectiveness at translating awareness into inbound interest and leads.

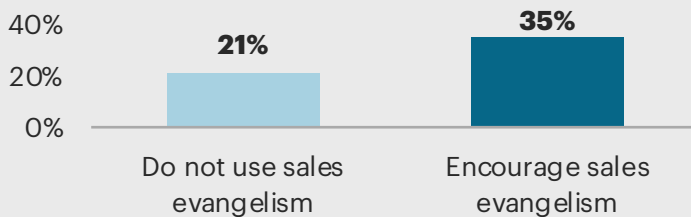
## Effectiveness of Demand Creation Activities

(Percent rating very or extremely effective)

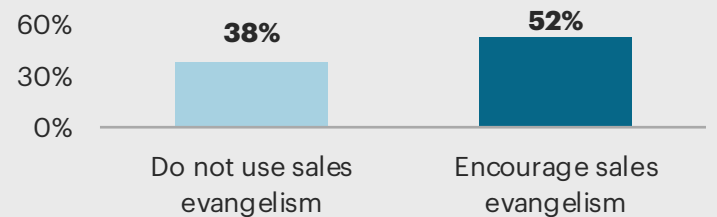


**Positive news** comes from respondents whose sales organizations encourage their sales professionals to act as evangelists. These respondents report sharply higher effectiveness at demand generation. More impressively, they are also considerably more optimistic about prospects for Q3.

## Percent Rating Demand Creation Effectiveness as Being in the Top-20%



## Percent Reporting Positive Expectations for Q3 2022



Best of all, sales evangelists deliver results outperforming other demand generation tactics.



*“The challenge is getting clients to pay attention, as they are inundated by others also selling their Golden Ticket”*

(This 6<sup>th</sup> Pulse Survey of 2022 collected 127 responses, July 25 – August 1. Respondents represent a cross-section of commercial leaders)

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

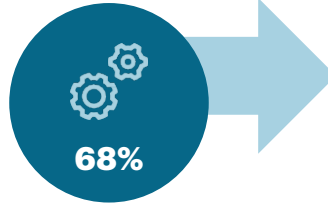
August 5

Sales professionals have started to express considerable uncertainty going into Q3 2022.

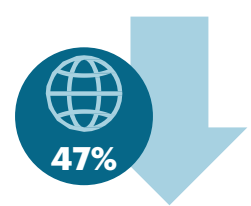
## Percent Strongly Agreeing or Agreeing



I am optimistic about **my professional future**  
(-2 over the last 6-month average)



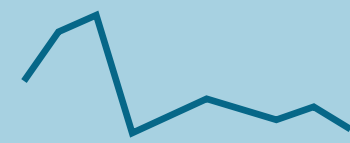
I am optimistic about **my organization's future**  
(no change over the last 6-month average)



I am optimistic about the **future business environment**  
(-7 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 August 2021



Professional Future



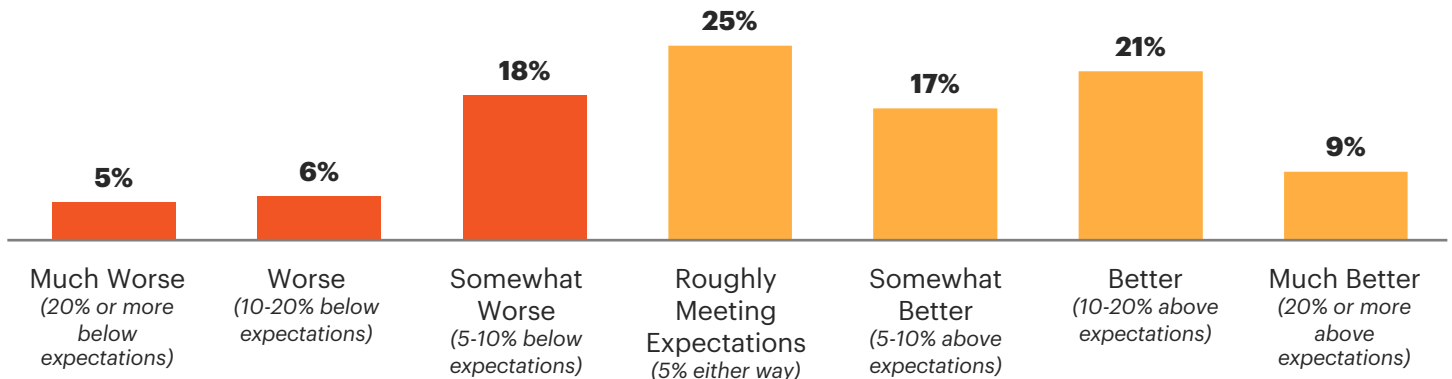
Organization's Future



Business Environment

The sales force is increasingly pessimistic about the business environment even though they are reasonably optimistic for how Q3 will go

## Expectations for Q3 2022 Revenue Relative to Original Forecast



(This 6<sup>th</sup> Pulse Survey of 2022 collected 127 responses, July 25 – August 1. Respondents represent a cross-section of commercial leaders)