

# SALES: AN OUTLOOK

In order to further strengthen our local expertise, we surveyed different Sales professionals about their jobs, demands and trends. Below are the results:

## HOW SALES PROFESSIONALS PERCEIVE THE BUSINESS ENVIRONMENT IN SWEDEN



**82%** "In Sales soft skills are more important than hard skills"



**88%** "Sales is more about building and nurturing relationships, than displaying product knowledge"

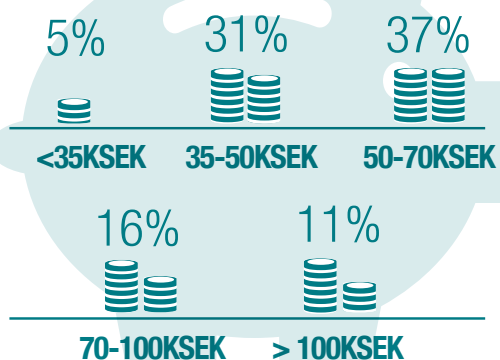


**63%** "Economic fluctuations impact my sales targets"



**80%** "What is distinctive today is a commodity tomorrow"

## SALARY RANGE



## SALES APPROACHES



**15%**

The Aggressive Seller



**25%**

The Best Friend



**18%**

The Guru



**42%**

The Consultant

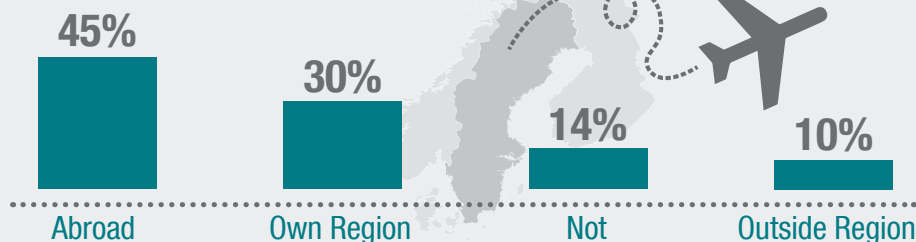
## JOB SECURITY

**62%**  
confident

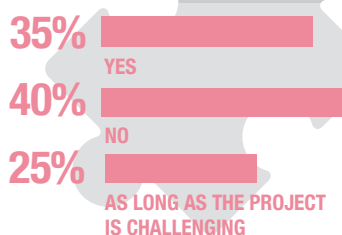
## WHAT TYPE OF SALES PROFESSIONAL ARE YOU?

CLICK HERE AND READ MORE ABOUT THE DIFFERENT SALES STYLES

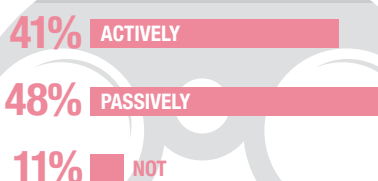
## WILLINGNESS TO RELOCATE



## WILLING TO DO AN INTERIM ASSIGNMENT



## LOOKING FOR A JOB



## GENDER

