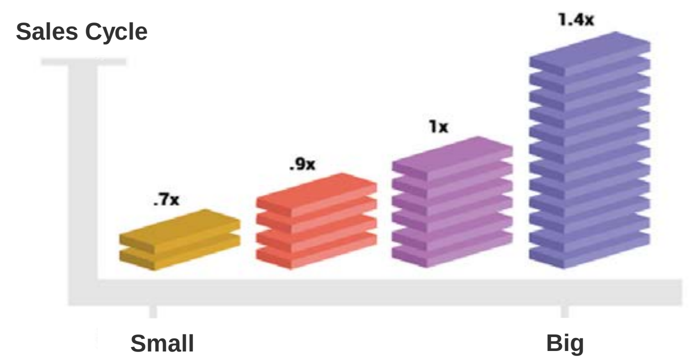
Are Big Deals Worth It?

Anyone with sales experience knows that big deals represent both risk and opportunity. Although they can fuel fast growth, big deals are also risky: they have longer sales cycles and lower win rates. Do the pros outweigh the cons? We studied more than 50 inside sales teams to find out.

1. Big Deals Have Longer Sales Cycles

Bigger deals take longer to close. The top quartile of deals (by ACV) have **an almost 50% longer sales cycle** than average. Buyers on big deals often need more levels of approval and have tougher diligence standards to meet before signing the contract. These extra steps add days (or even months) to your sales cycle, which will soak up your reps' time.

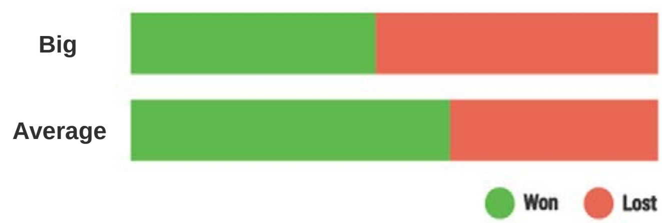


2. Big Deals Require More Effort

Most reps will tell you that closing large deals is not only a longer process, but a more labor-intensive one as well. The data backs them up: Deals in the top quartile of ACV **require 30% more work** from the reps working them measured as the number of activities logged in the CRM.

3. Big Deals Have Lower Win Rates

The really sad part is that big deals not only take longer and require more work – they also come through much less reliably. We found that the top quartile of deals at an organization has a **20% lower win rate** than the mean.



Surprising Takeaway: Big Deals Are Still Worth It!

But here's the surprising part: Even accounting for these risks, big deals are still worth it. The mean ACV of a deal in the top quartile is **2.6x** the ACV of the average deal. Even though big deals require more time and effort to close (and close less frequently altogether), time spent working them returns **1.7x** the revenue for the effort expended.

Curious about our methodology? Want more actionable takeaways? Get the [full Benchmark Report].

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