

What Makes a Great SaaS Sales Rep?

We studied more than 50 SaaS sales teams, identified the 25% of reps on each team who brought in the most revenue, and analyzed where they outperformed their peers. Check out the results below.

1 Great Reps Close 80% More Deals

The main reason the best SaaS reps bring in more revenue each quarter is because they close significantly more deals. This might not be an earth-shaking revelation, but the magnitude is surprising: **top SaaS reps close nearly twice as many deals each quarter as average reps.**



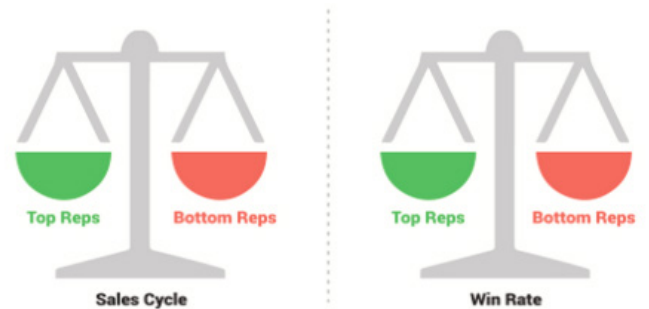
2 Great Reps Win 20% Larger Deals

Another way the best reps bring in more revenue each quarter is by closing deals that are, on average, **20% larger than the deals closed by their co-workers.** Successfully working more valuable, more complex opportunities (and being careful about discounts) is a difficult skill, but one that the best SaaS sales reps appear to have.



3 Great Reps DON'T Have Higher Win Rates or Shorter Sales Cycles

Two things that don't separate great reps? Win rate and sales cycle length. In our study, **these metrics were almost identical for the best and worst reps.**



Key Takeaway: Great SaaS Reps Can Work More Opportunities

Top SaaS reps are not using a drastically different process or demonstrating unusually effective closing skills – they outperform their peers by **working more (and slightly larger) opportunities without hurting their win rate and sales cycle.** Improve your sales team's results by training bottom reps to more efficiently manage their pipelines and get better at identifying winning opportunities early in the sales process.