2021

Sales Engineering
Compensation & Workload Report

Original Research from

consensus

Contents

About the Report

The 2021 Sales Engineering Compensation & Workload Report continues to represent the gold standard as the original and longest-running all-Presales industry benchmark report.

This year's report retains the key metrics of the 2020 report and expands into areas such as quota, key activities, Presales influence, and more. With more than double the responses of the 2020 report, the insights represent a new milestone in Presales industry development.

We hope you find it helpful!

-The Consensus Team

Responses:	1079

Role Segments

- Presales Leader
- Presales Practitioner

39.3%

60.7%

Product Segments

Hardware+Software
9.5%

Other
3.2%

Professional Services
4.0%

9.5%

82.9%

Software
82.9%
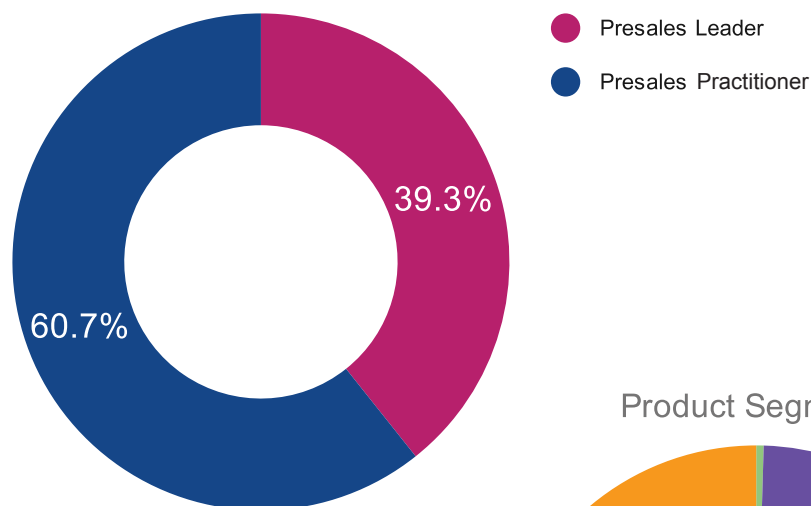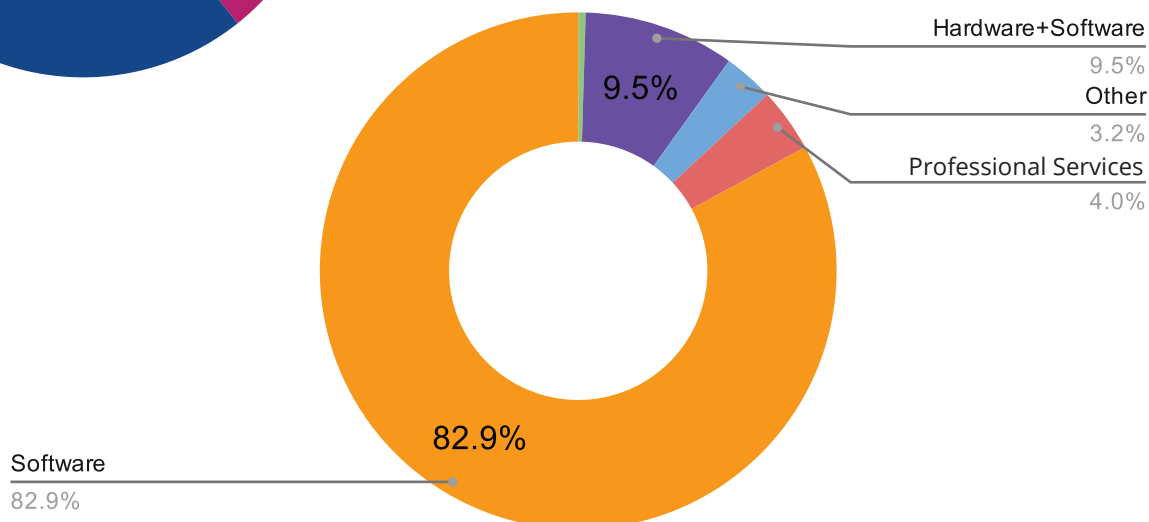
Compensation

On Regions and Currency

All compensation amounts are shown in USD regardless of the currency in which the participant is actually paid. This conversion to USD is meant to facilitate more meaningful comparisons between regions.

Participants are grouped regionally by the currency in which they are actually paid, or their Home Currency. Thus, the following graph shows that participants who are paid in euros (EUR) reported a median OTE of $120,000 USD. At the time of publication, this equated to approximately €98,729 EUR.

Presales Practitioner Compensation by Currency

Median of Total OTE

Home Currency	Amount (USD)
USD	170,000
EUR	120,000
GBP	131,000
CAD	98,500
AUD	176,000
INR	31,676
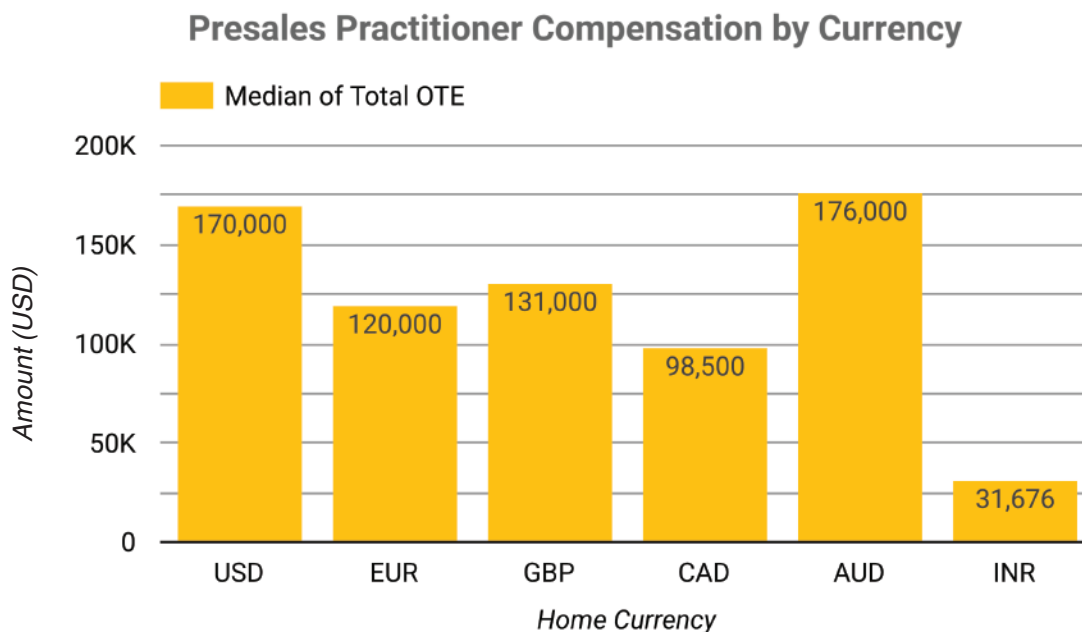
Again, the purpose here is to provide more meaningful cohort analysis and account for external influences (such as currency strength) that might skew comparisons.

OTE At A Glance

OTE = On-target Earnings, or annual compensation presuming they hit quota or mid-level target. For more information on regions, "Home Currency", and how compensation is reported, see page 3.

Presales Practitioner Compensation by Currency

Median of Total OTE

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USD	170,000
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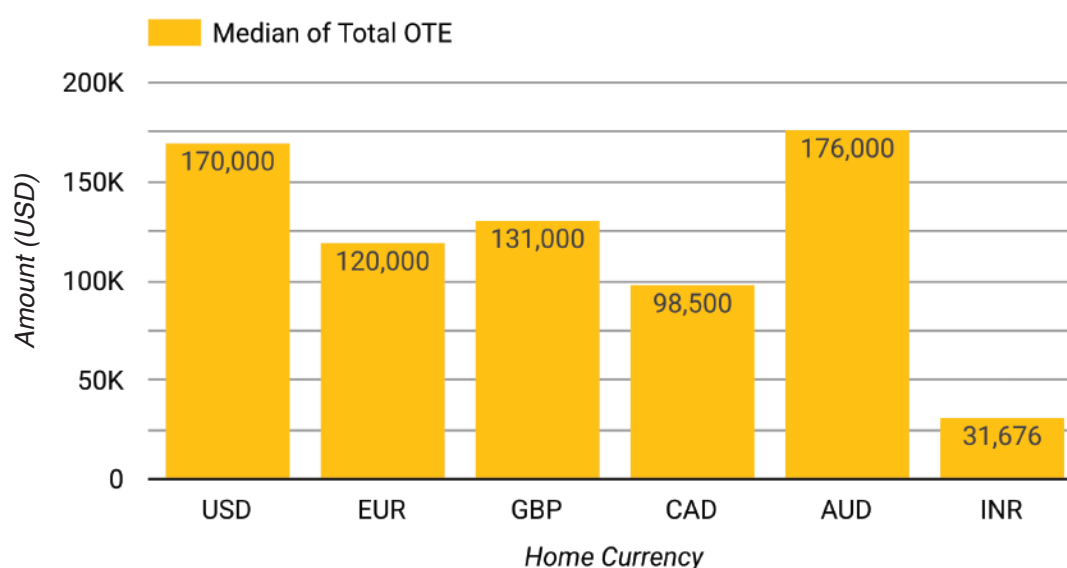
Presales Leader Compensation by Currency

Median of Total OTE

Home Currency	Amount (USD)
USD	231,000
GBP	180,000
EUR	165,000
CAD	170,000
INR	34,000
AUD	210,000

OTE At A Glance (cont'd)

OTE = On-target Earnings, or annual compensation presuming they hit quota or mid-level target. For more information on regions, "Home Currency", and how compensation is reported, see page 3.

Presales **Practitioners**

	Home Currency	Median OTE	Mean OTE	Min OTE	Max OTE	Responses ▾	Receive Stock Options*
1.	USD	170,000	175,033.13	65,000	770,000	303	55%
2.	EUR	120,000	127,460.18	55,600	243,000	67	51%
3.	GBP	131,000	137,154.07	57,000	322,877	57	54%
4.	CAD	98,500	114,203.32	45,160	322,000	38	58%
5.	AUD	176,000	189,177.6	99,000	450,000	25	64%
6.	INR	31,676	29,920.9	11,500	60,000	10	50%

Presales **Leaders**

	Home Currency	Median OTE	Mean OTE	Min OTE	Max OTE	Responses ▾	Receive Stock Options*
1.	USD	231,000	242,921.83	65,000	960,000	193	74%
2.	GBP	180,000	201,323.34	68,000	410,000	41	56%
3.	EUR	165,000	157,884.62	37,000	320,000	39	67%
4.	CAD	170,000	294,862.5	108,000	2,125,000	16	75%
5.	INR	34,000	34,737.29	20,000	60,000	7	29%
6.	AUD	210,000	202,666.67	90,000	265,000	6	100%

* This indicates the percentage of respondants which indicated that they receive stock options.

SE OTE by Experience Level
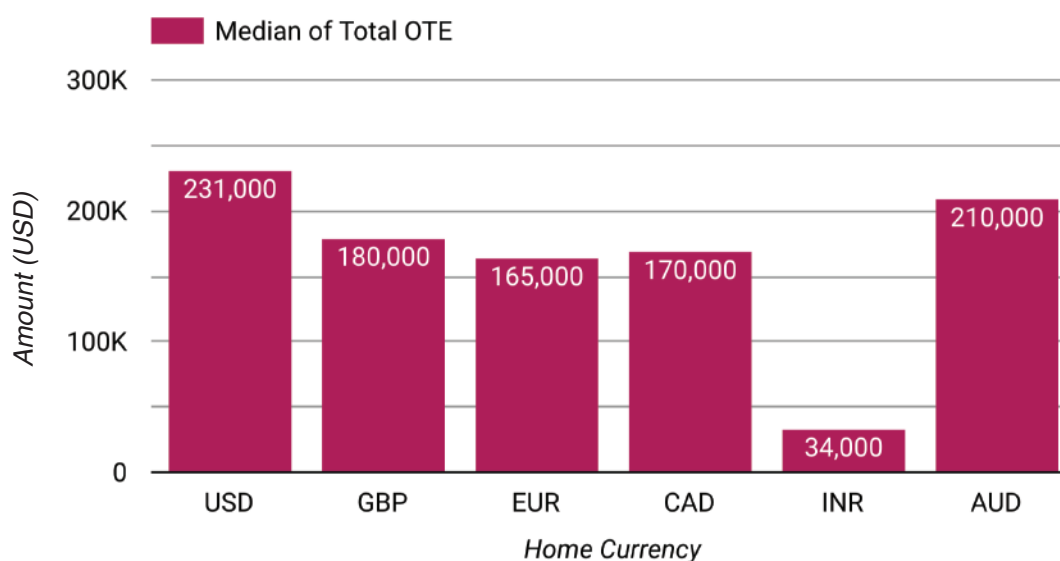
OTE = On-target Earnings, or annual compensation presuming they hit quota or mid-level target. For more information on regions, "Home Currency", and how compensation is reported, see page 3.

New Sales Engineers with less than one year of experience reported a higher median OTE than more experienced SEs in both Australia and the United Kingdom.

Practitioner OTE by Experience Level

Survey Question:

How many years of experience do you have in your current role? NOTE: this question refers to total experience in your current role, not necessarily in your current company.

Experience in Current Role (Years)

Leader OTE
by Experience Level

OTE = On-target Earnings, or annual compensation presuming they hit quota or mid-level target.
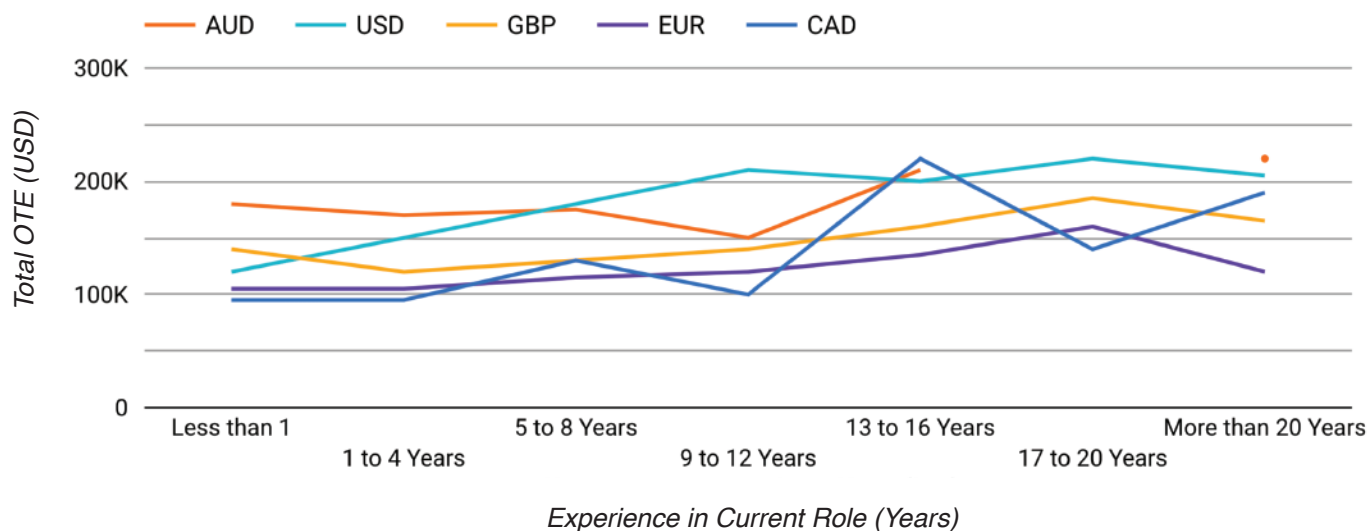For more information on regions, "Home Currency", and how compensation is reported, see page 3.

New Presales leaders with less than 1 year in their current role reported higher median OTE than more experienced Presales leaders in the US, UK, and Europe. This may be indicitave of a shifting perception of Presales value.

Note that in general, Presales personnel who were hired directly into their current role reported a higher median OTE than respondants who were not hired directly into their current role.

Leader OTE by Experience Level

Survey Question:

How many years of experience do you have in your current role? NOTE: this question refers to total experience in your current role, not necessarily in your current company.

Experience in Current Role (Years)

Base Salary: Practitioners

The size of the organization did not seem to be a factor in average base salary with medians holding steady from less than 500 employees to more than 5000.

However, US practitioners carrying quota reported a median base salary $10,000 higher than those who did not carry quota.
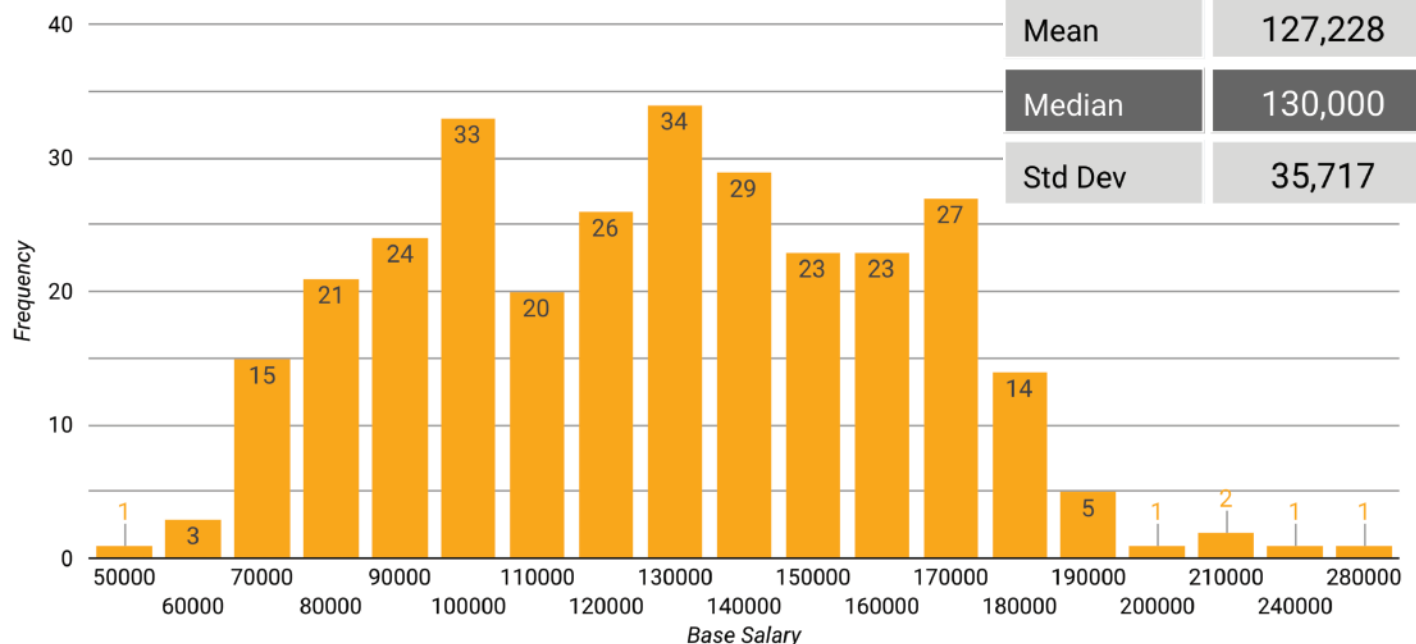
Presales **Practitioners**

Responses	303
Min	50,000
Max	280,000
Mean	127,228
Median	130,000
Std Dev	35,717

OTE: Practitioners

OTE = On-target Earnings, or annual compensation presuming they hit quota or mid-level target.

For more information on regions, "Home Currency", and how compensation is reported, see page 3.
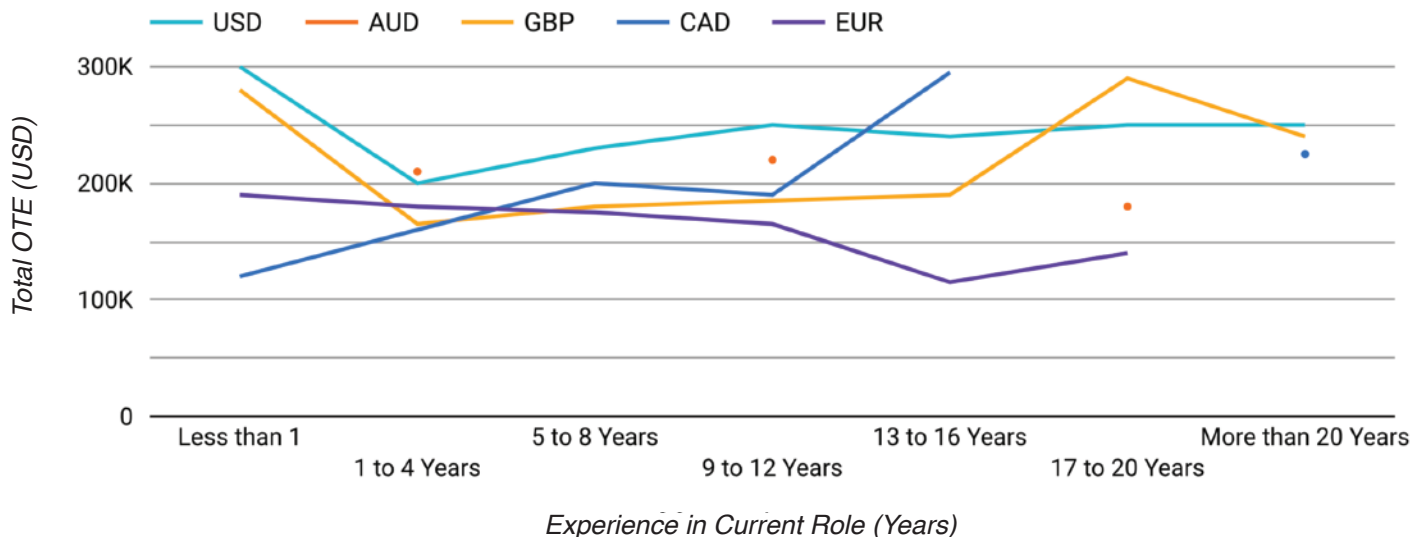
Survey Question: Do you personally carry a quota?

27.6%

72.4%

● Yes

○ No

Practitioners who personally carried a quota reported over 14% higher median OTE than those who did not carry a quota.

Responses	303
Min	65,000
Max	770,000
Mean	175,033
Median	170,000
Std Dev	65,849
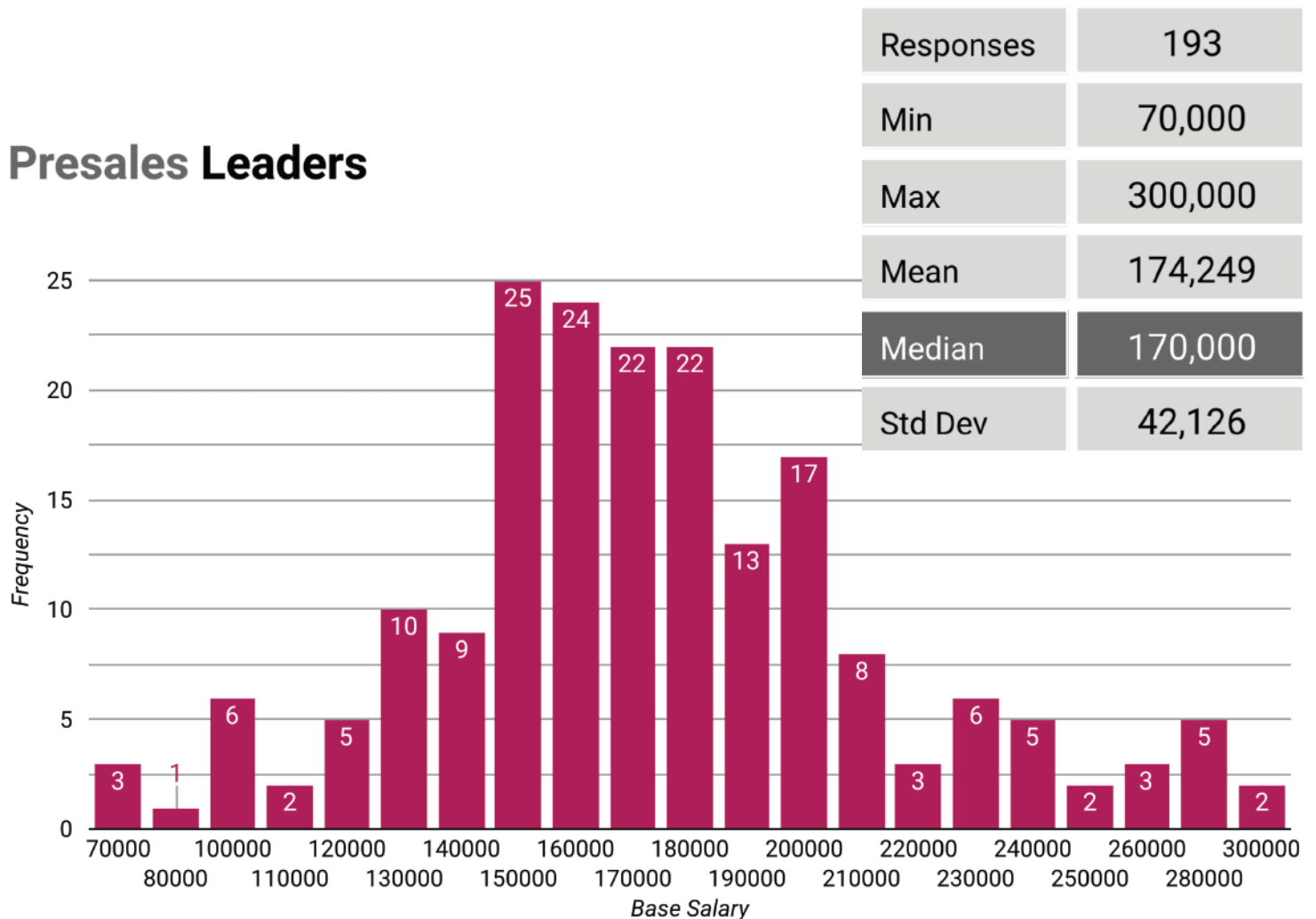
Presales **Practitioners**

OTE: Leaders

OTE = On-target Earnings, or annual compensation presuming they hit quota or mid-level target.
For more information on regions, "Home Currency", and how compensation is reported, see page 3.

Survey Question: Do you personally carry a quota?

35.7%

64.3%

● Yes
● No

Leaders who carried a quota reported over 9% higher median OTE than leaders who did not carry a quota.

Responses	193
Min	65,000
Max	960,000
Mean	242,922
Median	231,000
Std Dev	88,010

Presales **Leaders**

Histogram of Frequency vs OTE. Bars: 70000:2, 80000:1, 110000:1, 120000:1, 130000:2, 140000:5, 150000:3, 160000:4, 170000:10, 180000:11, 190000:6, 200000:14, 210000:15, 220000:7, 230000:17, 240000:12, 250000:13, 260000:7, 270000:9, 280000:10, 290000:4, 300000:10, 310000:3, 320000:5, 330000:4

Base Salary: Practitioners

Responses	57
Min	50,000
Max	170,000
Mean	103,158
Median	100,000
Std Dev	30,423

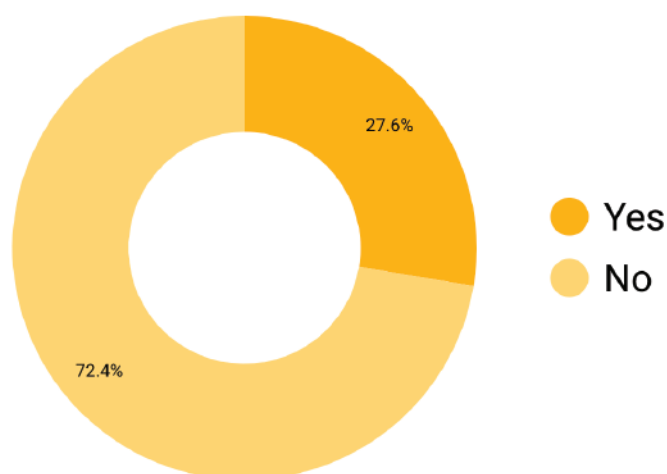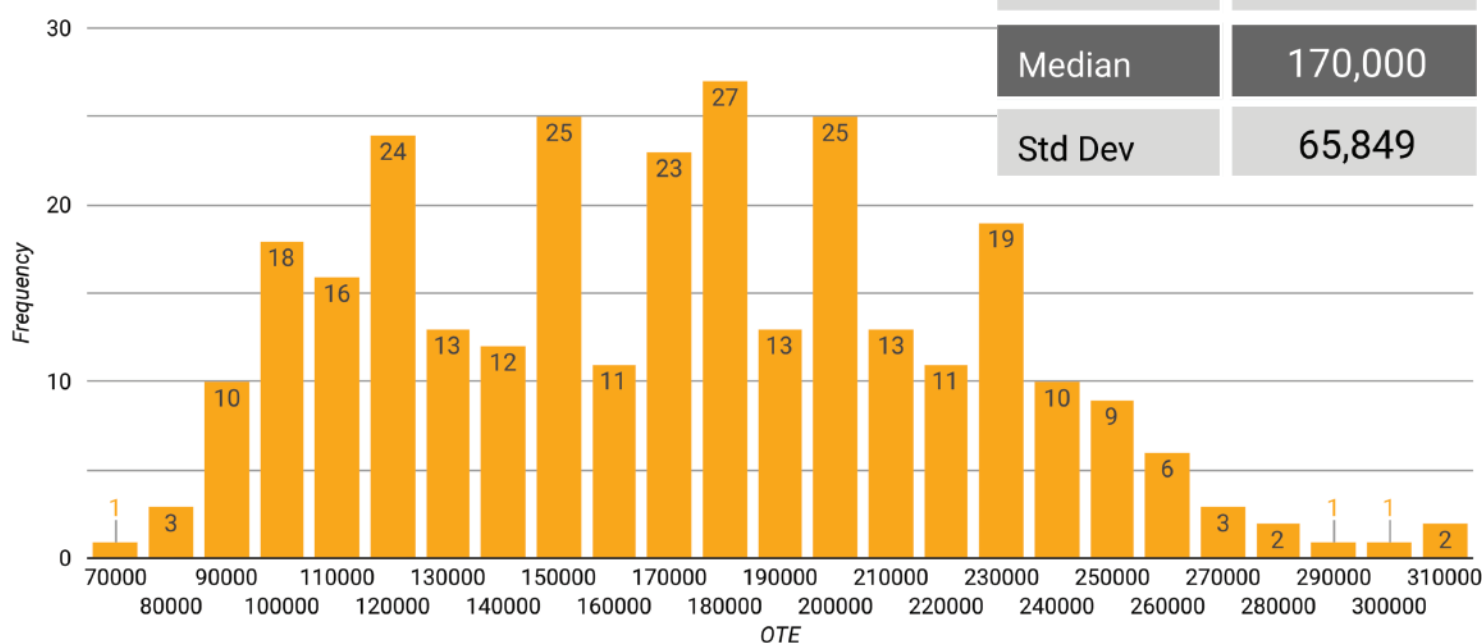**Presales Practitioners**
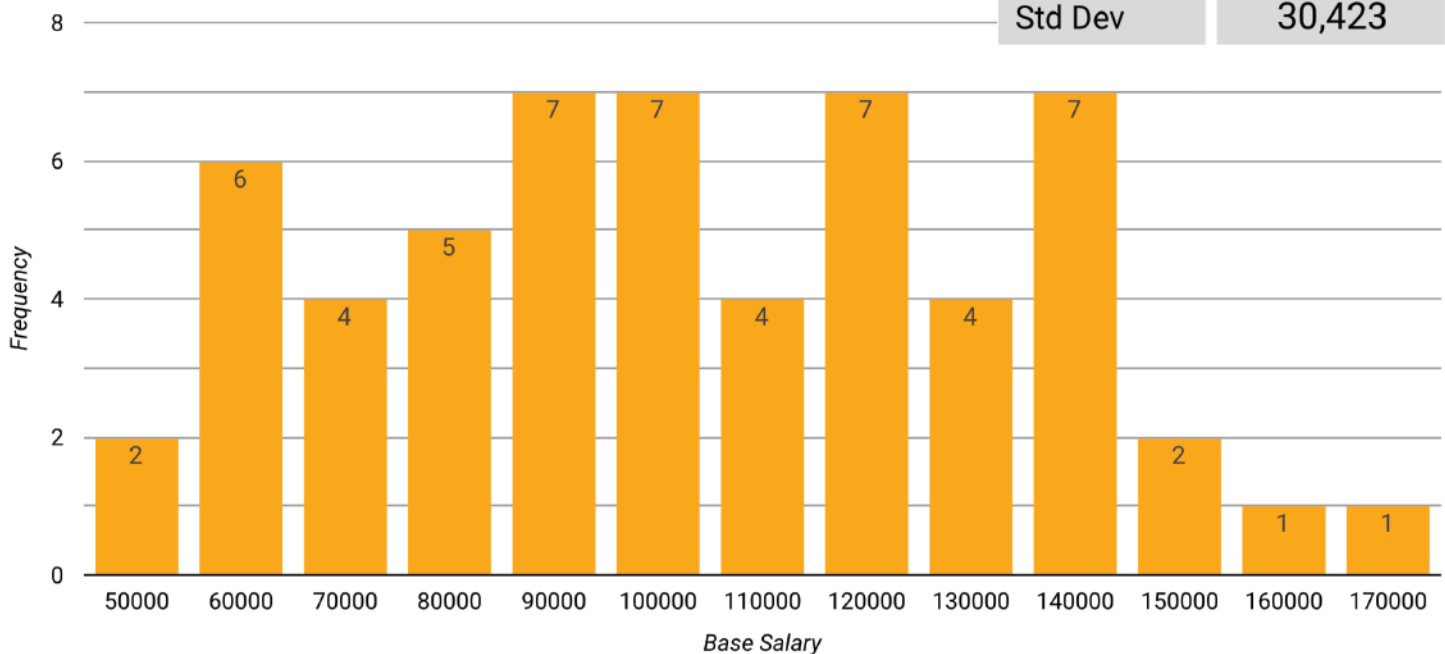
OTE: Practitioners

OTE = On-target Earnings, or annual compensation presuming they hit quota or mid-level target.

For more information on regions, "Home Currency", and how compensation is reported, see page 3.

Survey Question: Do you personally carry a quota?

15.6%

84.4%

- Yes
- No

Practitioners who carried a quota reported less than 4% higher median OTE than practitioners who did not carry a quota.

Presales **Practitioners**

Responses	57
Min	57,000
Max	322,877
Mean	137,154
Median	131,000
Std Dev	48,456

Base Salary: Leaders
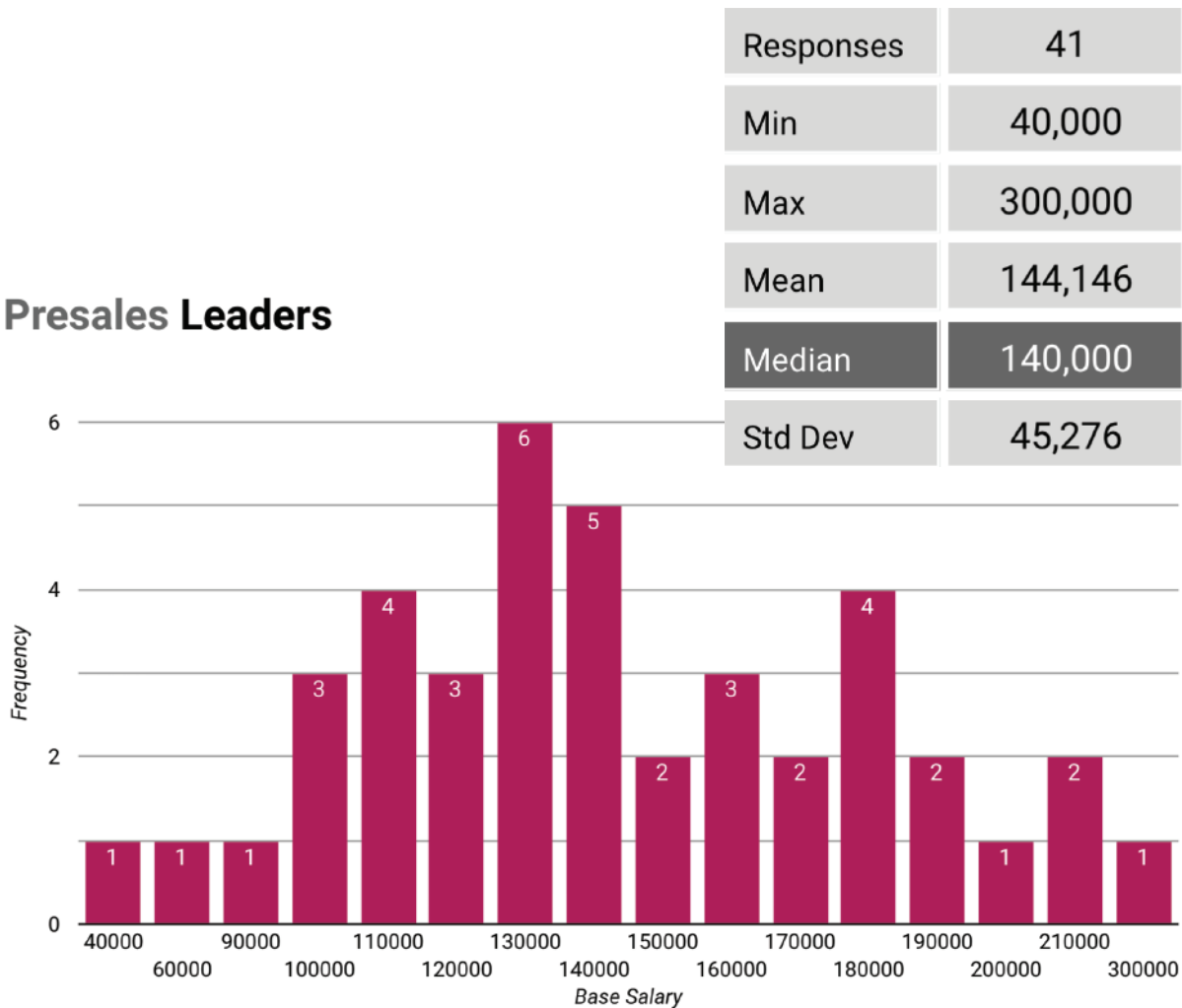
Presales Leaders

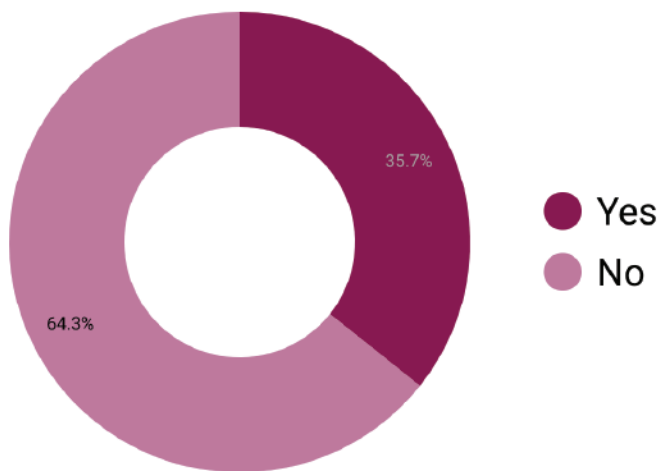| Responses	41
Min	40,000
Max	300,000
Mean	144,146
Median	140,000
Std Dev	45,276

OTE: Leaders

OTE = On-target Earnings, or annual compensation presuming they hit quota or mid-level target.

For more information on regions, "Home Currency", and how compensation is reported, see page 3.
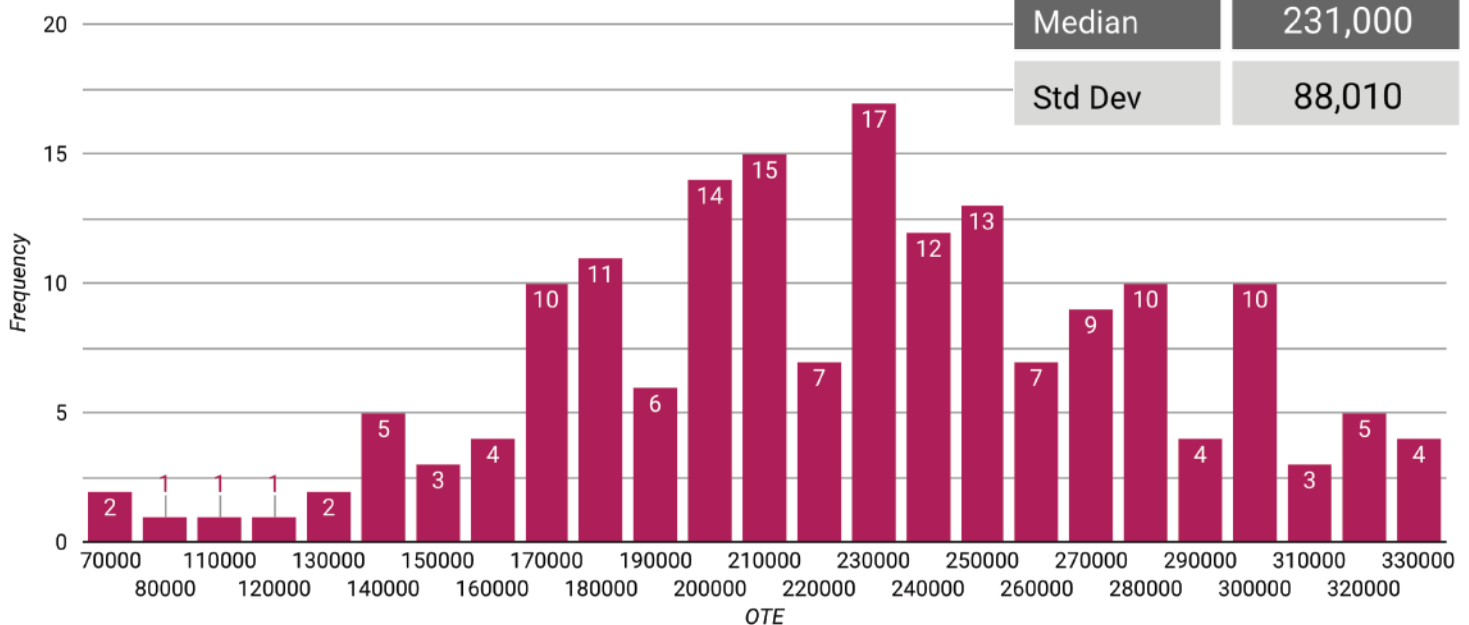
Survey Question: Do you personally carry a quota?

23.5%

76.5%

- ● Yes
- ● No
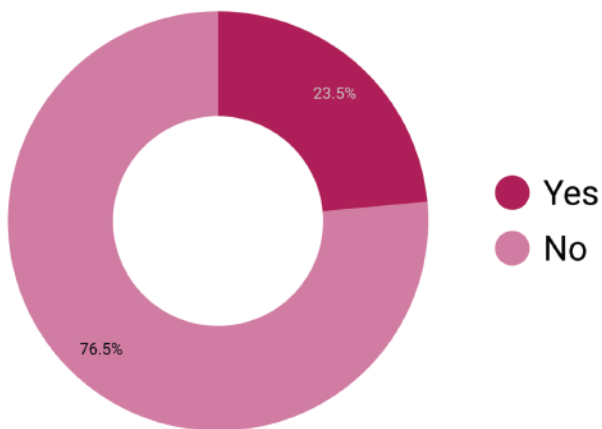
UK leaders who carry quota report 18% higher median OTE compared to leaders who do not carry quota.

This is in stark contrast to quota carrying SEs who report only 4% higher median OTE compared to SEs who do not carry quota.

Presales Leaders
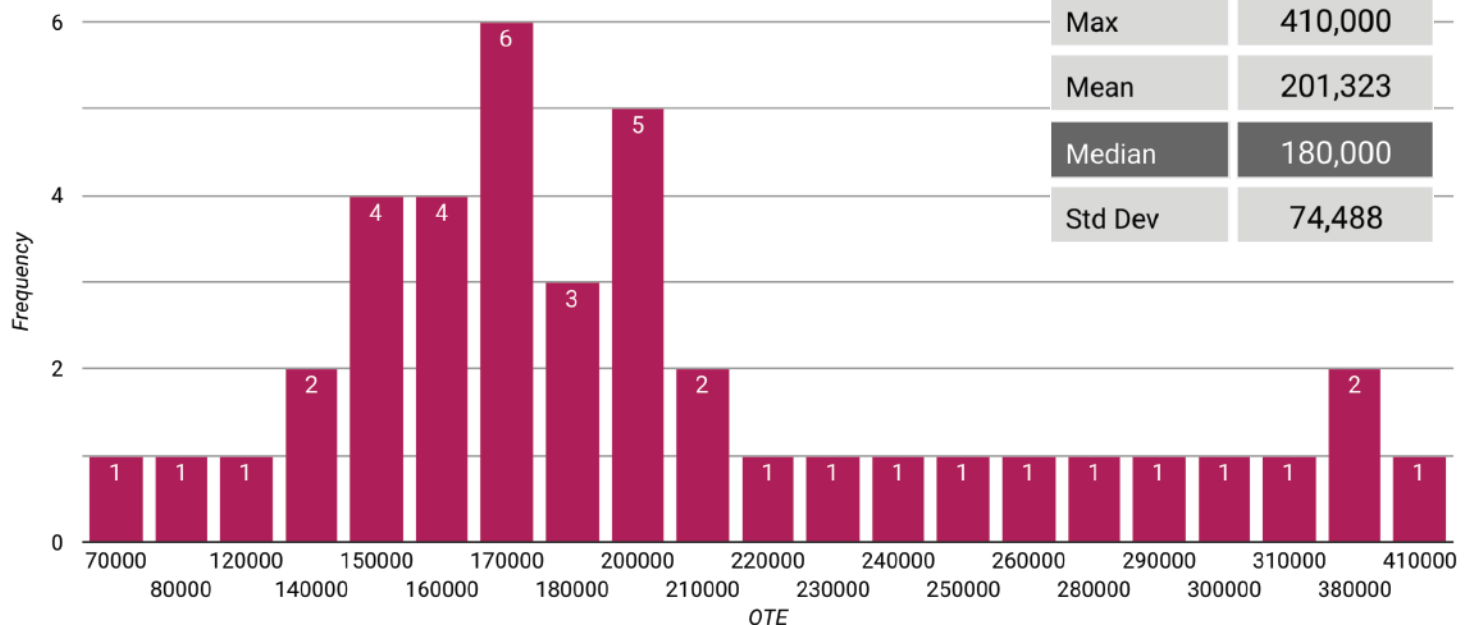
Responses	41
Min	68,000
Max	410,000
Mean	201,323
Median	180,000
Std Dev	74,488

Base Salary: Practitioners

Presales **Practitioners**
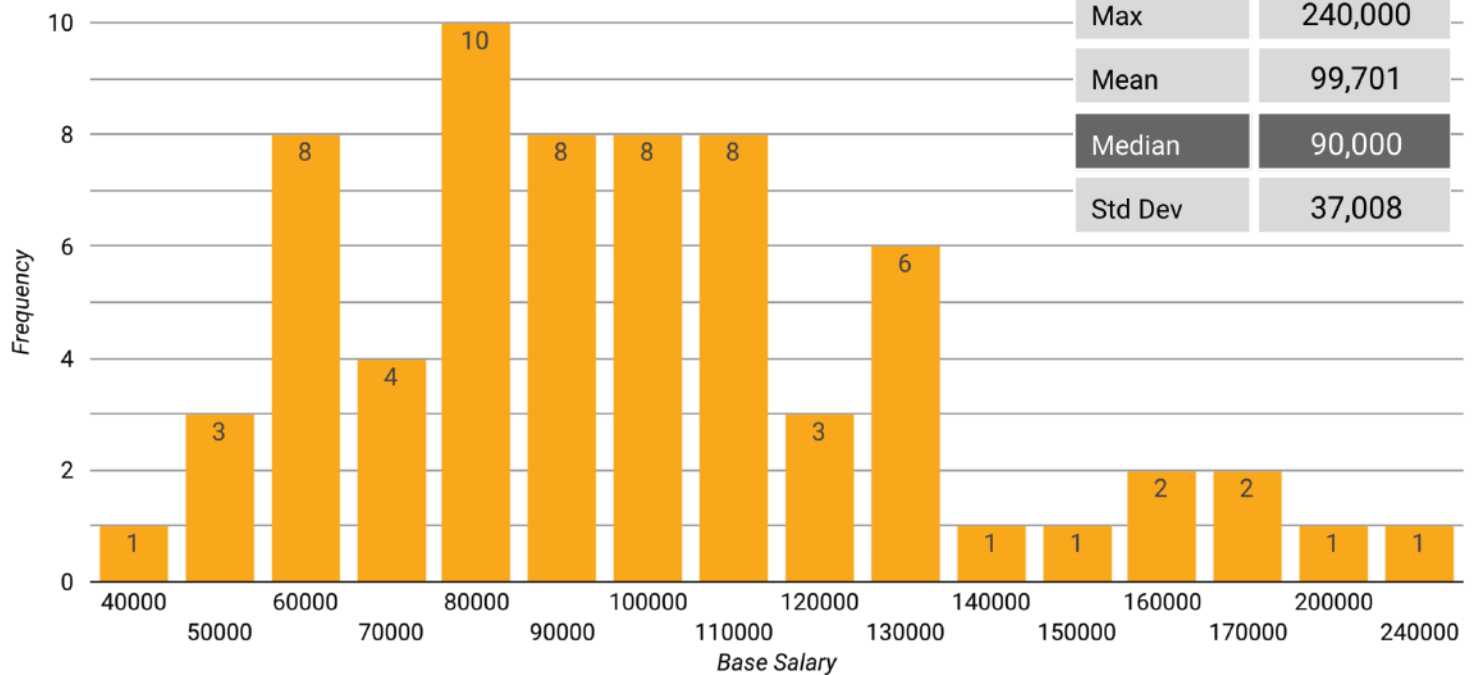
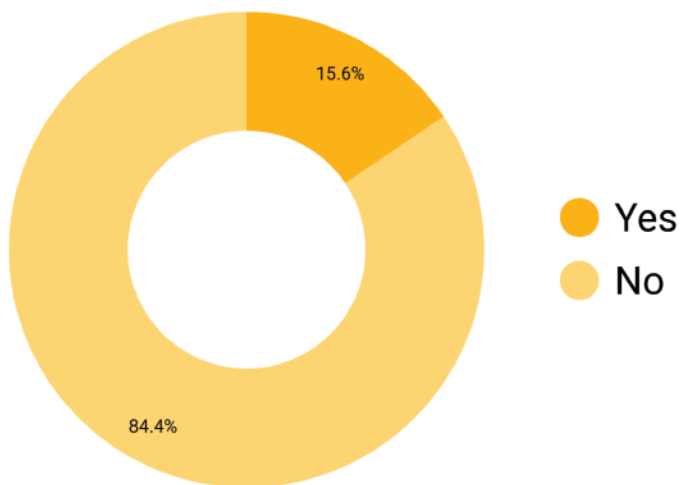| Responses	67
Min	40,000
Max	240,000
Mean	99,701
Median	90,000
Std Dev	37,008

OTE: Practitioners

OTE = On-target Earnings, or annual compensation presuming they hit quota or mid-level target.
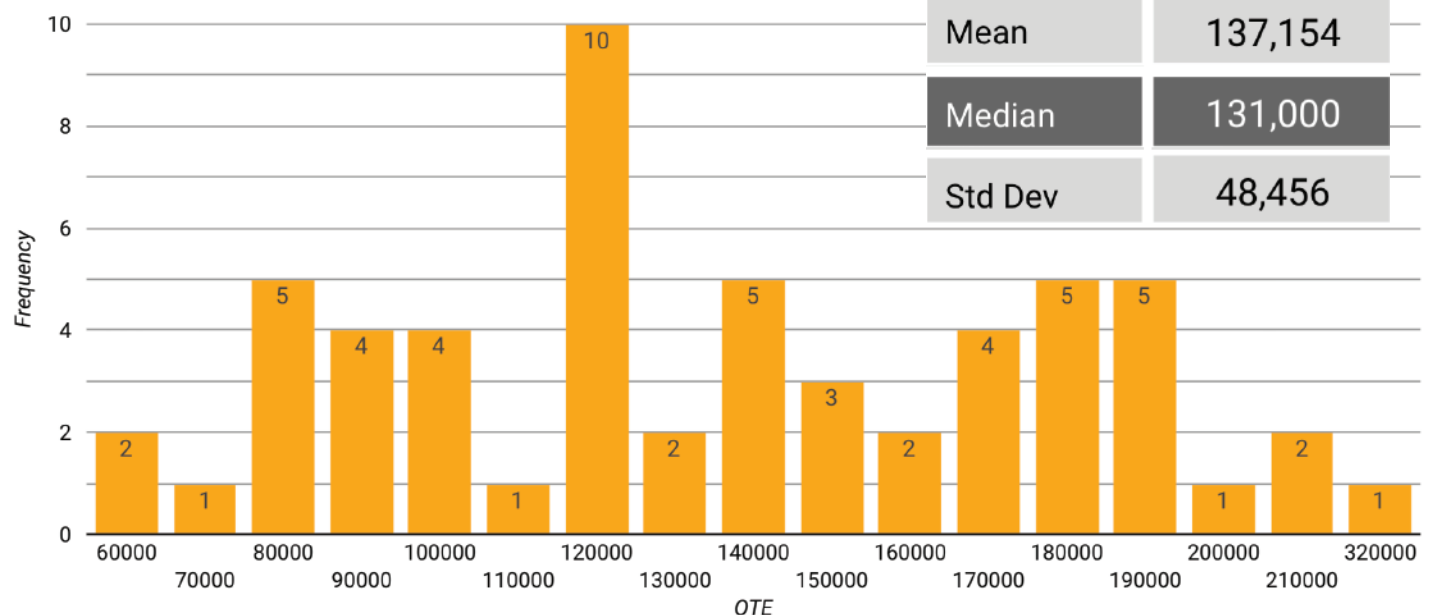For more information on regions, "Home Currency", and how compensation is reported, see page 3.

Survey Question: Do you personally carry a quota?

24.1%

75.9%

- Yes
- No
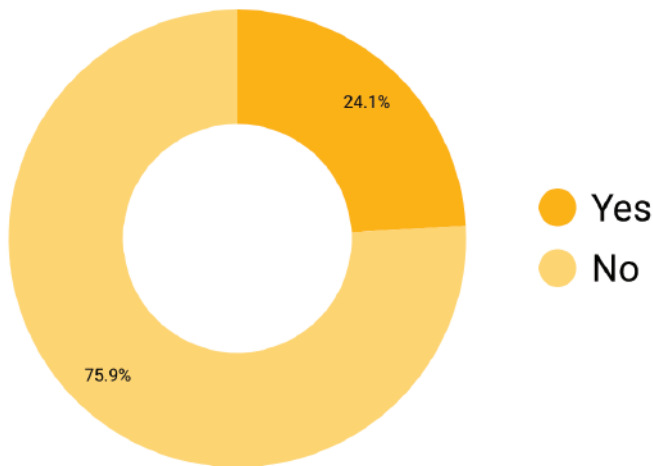
Practitioners in Europe who carried quota reported an average of 9% higher OTE than those who did not carry quota.

Presales **Practitioners**
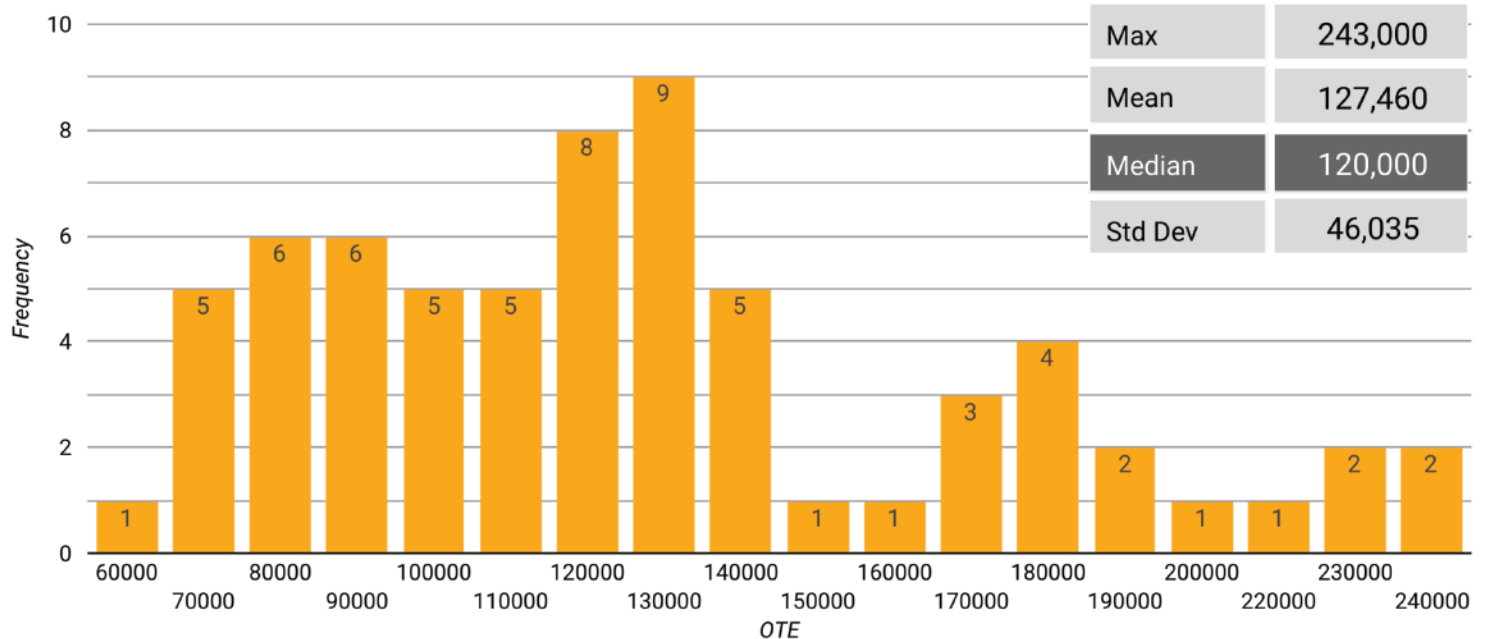
Responses	67
Min	55,600
Max	243,000
Mean	127,460
Median	120,000
Std Dev	46,035

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Base Salary: Leaders

Presales Leaders

Responses	39
Min	40,000
Max	180,000
Mean	111,795
Median	120,000
Std Dev	35,531

Chart — Frequency vs Base Salary:

Base Salary	Frequency
40000	2
60000	2
70000	2
80000	4
90000	3
100000	5
110000	1
120000	4
130000	5
140000	3
150000	3
160000	4
180000	1
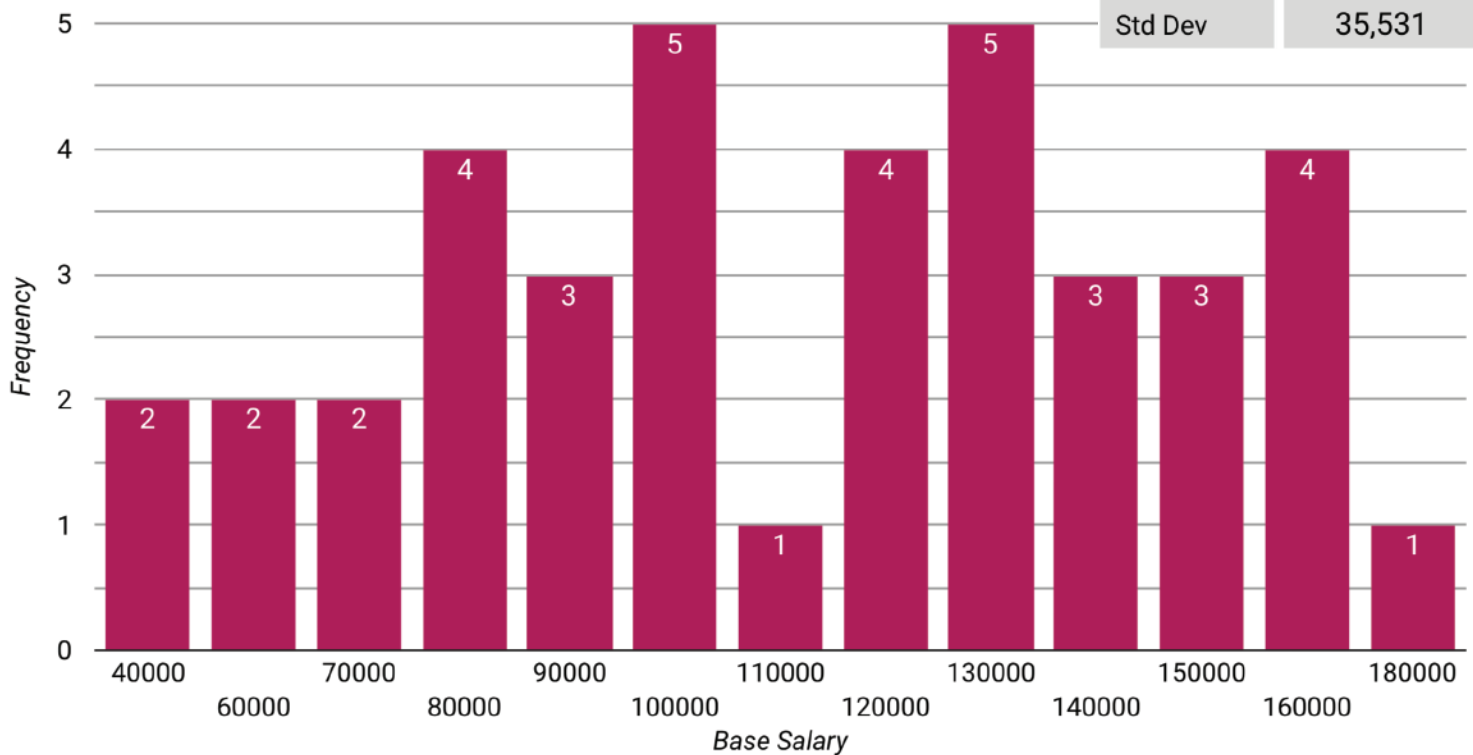
OTE: Leaders

Survey Question: Do you personally carry a quota?

37.9%

62.1%

● Yes
● No
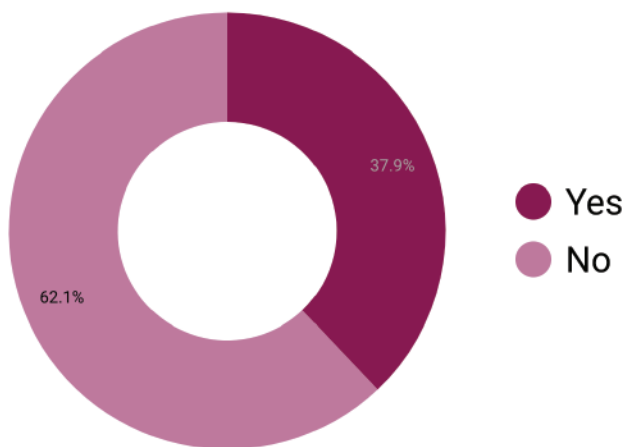
Presales Leaders

European leaders carrying quota report virtually the same mean OTE as leaders who do not carry quota.

Responses	39
Min	37,000
Max	320,000
Mean	157,885
Median	165,000
Std Dev	58,906
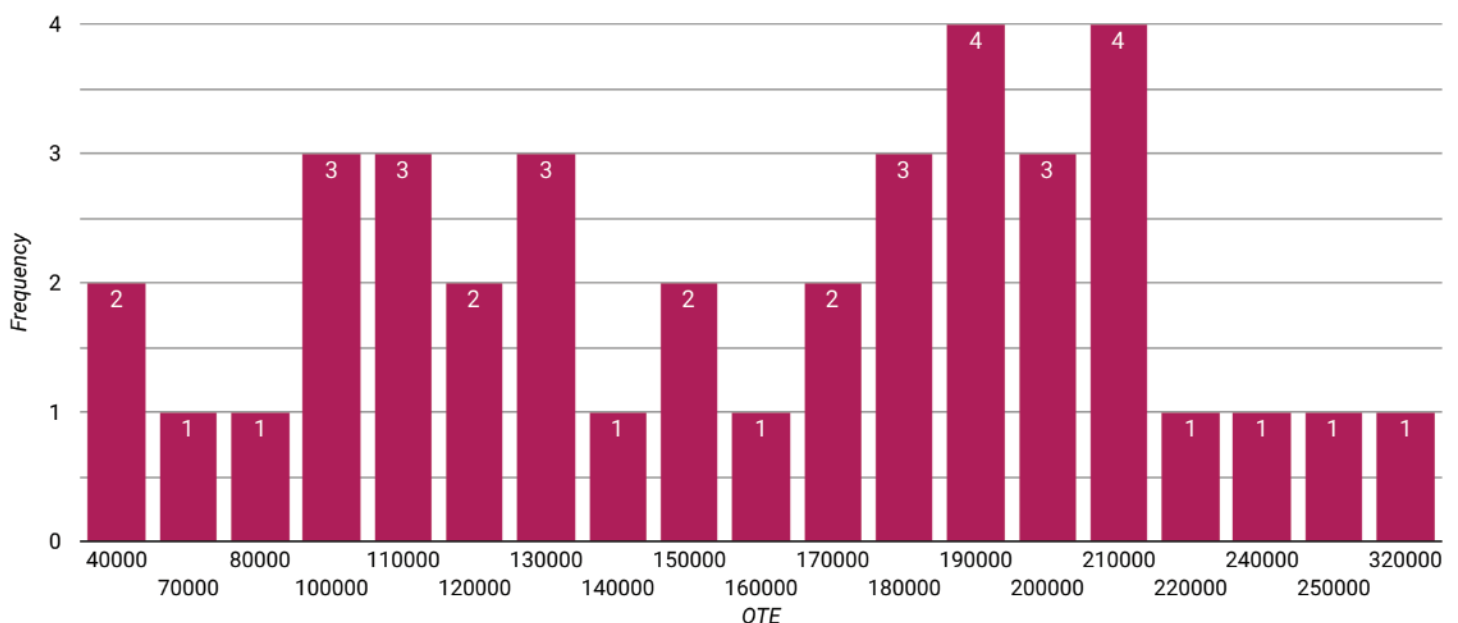
Workload

Key Presales Contributions

What do Presales leaders and SEs say are the top three things they would like to spend more time on?

Discovery, deep dive technical demos, and planning and architecting solutions.

What holds them back?

One of the culprits is the Intro Demo. 80% of all SE teams report that they are responsible for repetitive Intro Demos early in the buying process, yet it ranks as second to last as a "key activity" (with RFPs being considered the only less effective use of their time).

Presales leaders should ask themselves, "How can I free up time to allow my SEs to focus a

Presales Responsibilities

Survey Question: For which activities are you or your team responsible?

Activity	Frequency
Technical Demos	696
RFPs	630
POCs	605
Discovery	587
Intro Demos	577
Product Knowledge Improvement	521
Planning/Architecting Solutions	511
Consulting Calls	435
Prospect Support	405
FAQs	363

Responses 724

Frequency
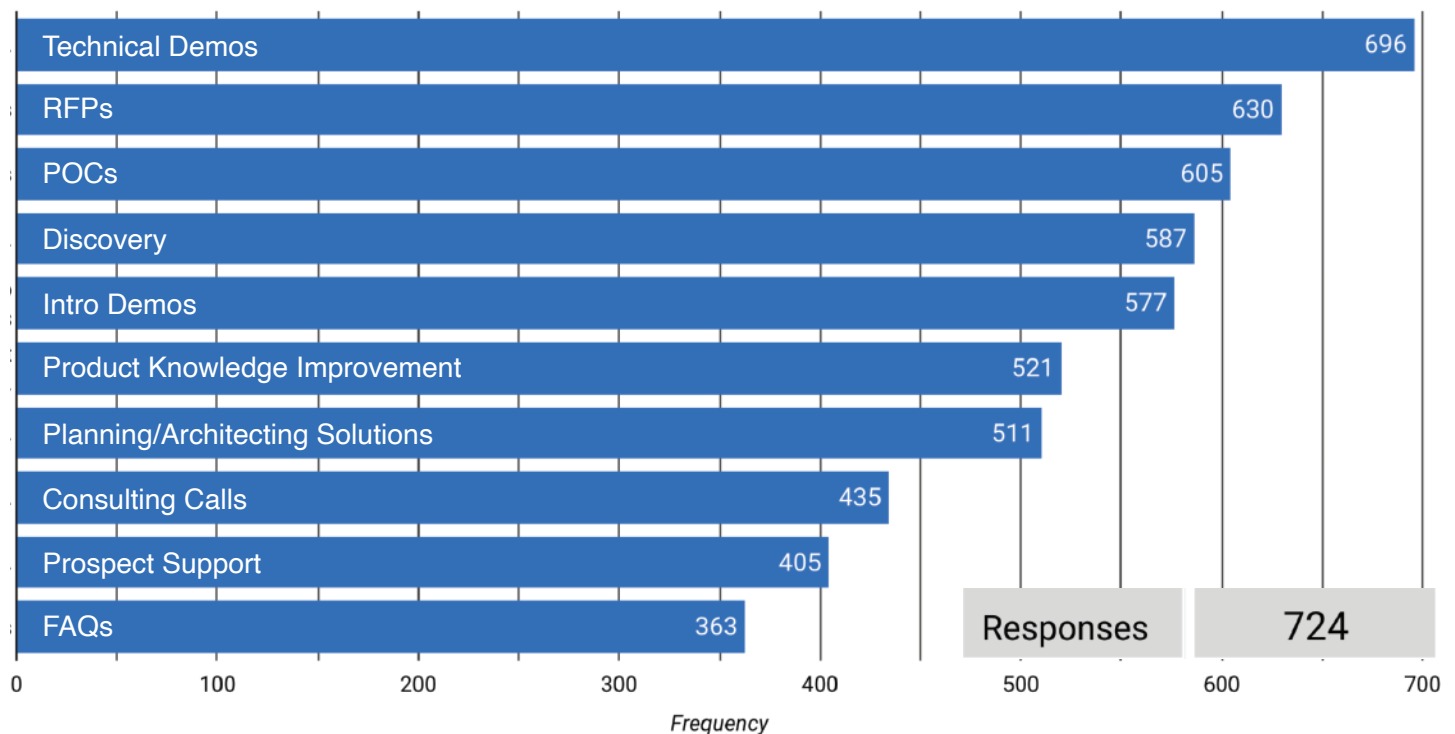
greater percentage of their time on these high quality key activities?" More time for discovery, for example, is listed as the top item SEs believe will make them more successful.

For a deep exploration of this question and eight strategies that can help, download the Scaling Presales ebook or watch the Scaling Presales webinar.

80% of all SE teams report they are responsible for **repetitive Intro Demos** but also list that as one of the most **ineffective** uses of time.

Key Contributions

Survey Question: Which key activities (max 4) would have the greatest impact on your success if you (or your team if you are a leader) could spend more time executing them?

Activity	Frequency
Discovery	465
Technical Demos	380
Planning/Architecting Solutions	332
Product Knowledge Improvement	291
POCs	265
Consulting Calls	211
Prospect Support	113
Intro Demos	104
RFPs	68
Other	34

Responses: 724

Frequency
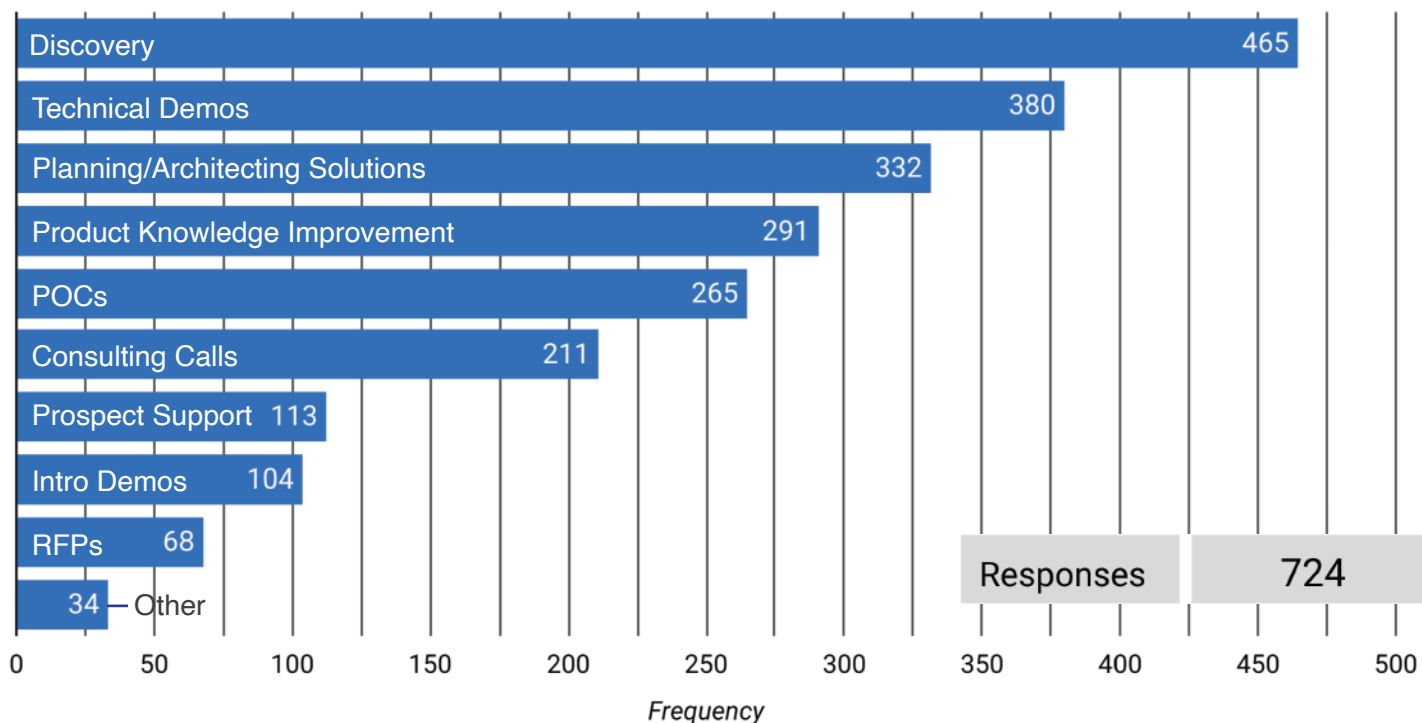
AE:SE Ratio

This metric was collected via two different methods for leaders and practitioners. Leaders were asked, "How many Account Executives are on your sales team?" We then asked how many Sales Engineers support that team and calculated the ratio. Practitioners were asked the following question: "How many salespeople do you personally support with product demos?"

With the 4:1 report ratio being the same as 2020, this could suggest that while the industry is growing in awareness of the need to scale the presales function, processes and technologies to support scaling have not been widely adopted yet and are still an emerging trend.

Sales engineers reported a higher ratio than leaders reported. This could be indicative of a disconnect in perceived workload between leaders and practitioners. Consider clarifying the actual AE:SE ratio within your team in order to increase transparency and reduce turnover.

AE:SE Ratio

Responses	844
Min	1
Max	More than 15
Median	4

Frequency / AEs Per SE

AEs Per SE	Frequency
1	103
2	151
3	154
4	116
5	81
6	56
7	28
8	23
9	3
10	39
11	4
12	10
13	2
14	3
15	6
More than 15	65
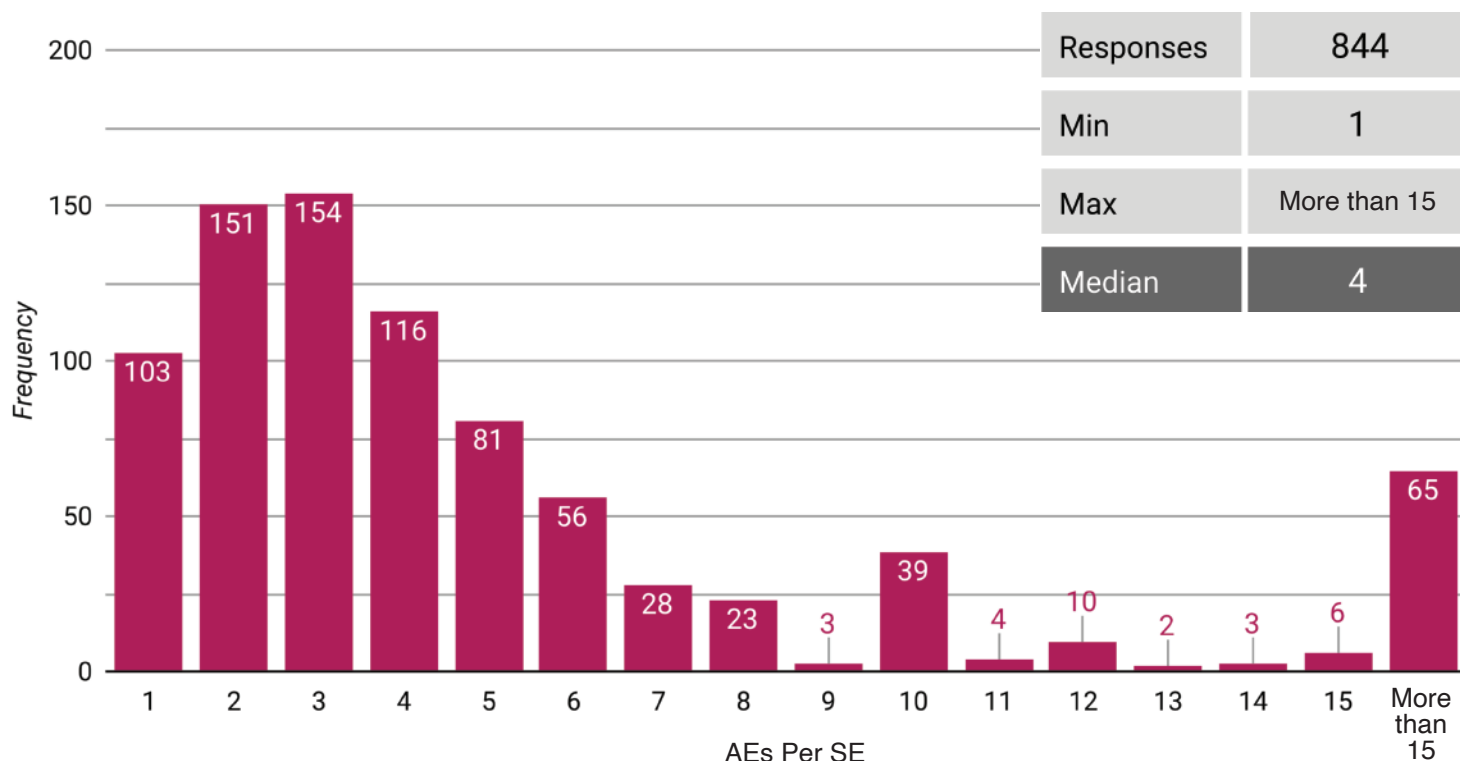
- In companies with less than 500 employees, the median ratio reported is 3:1 when compared to 4:1 in larger companies.
- Teams that support less than 15 products report a median ratio of 3:1.
- Teams reporting 6 demos or more to close the deal have a ratio of 3:1 whereas teams reporting 5 or fewer demos to close are 4:1.
- Teams with a median ratio of 3:1 report working 50 hours a week or more when compared to teams that have a median of a 4:1 ratio.

Leaders reported a ratio of

3:1

while practitioners reported a ratio of

4:1

68 respondents (8%) reported ratios of

15:1 or more

Demo Lag Time

How long do prospects wait for a demo? Leaders and practitioners showed similar distributions with identical medians (5 business days). Mean, median and standard deviation were similar across company sizes.

67% reported that prospects wait at least a week. This represents an area of great opportunity to create a better customer experience by innovating on how to reduce the lag time and deliver demos sooner. Consider using interactive video demos or delegating early-stage introductory demos to AEs or BDRs on the sales team.

17% of teams reported prospects have to wait two weeks or more. This is a significant decrease when compared to last year's data (over 20%), suggesting that more organizations are focused on reducing the Demo Lag Time and providing a better customer experience.

Demo Lag Time

Survey Question: On average for your product, how many business days does a prospect wait from the time they request a product demonstration to the time they get one?

Responses	838
Min	0.5
Max	29
Median	5
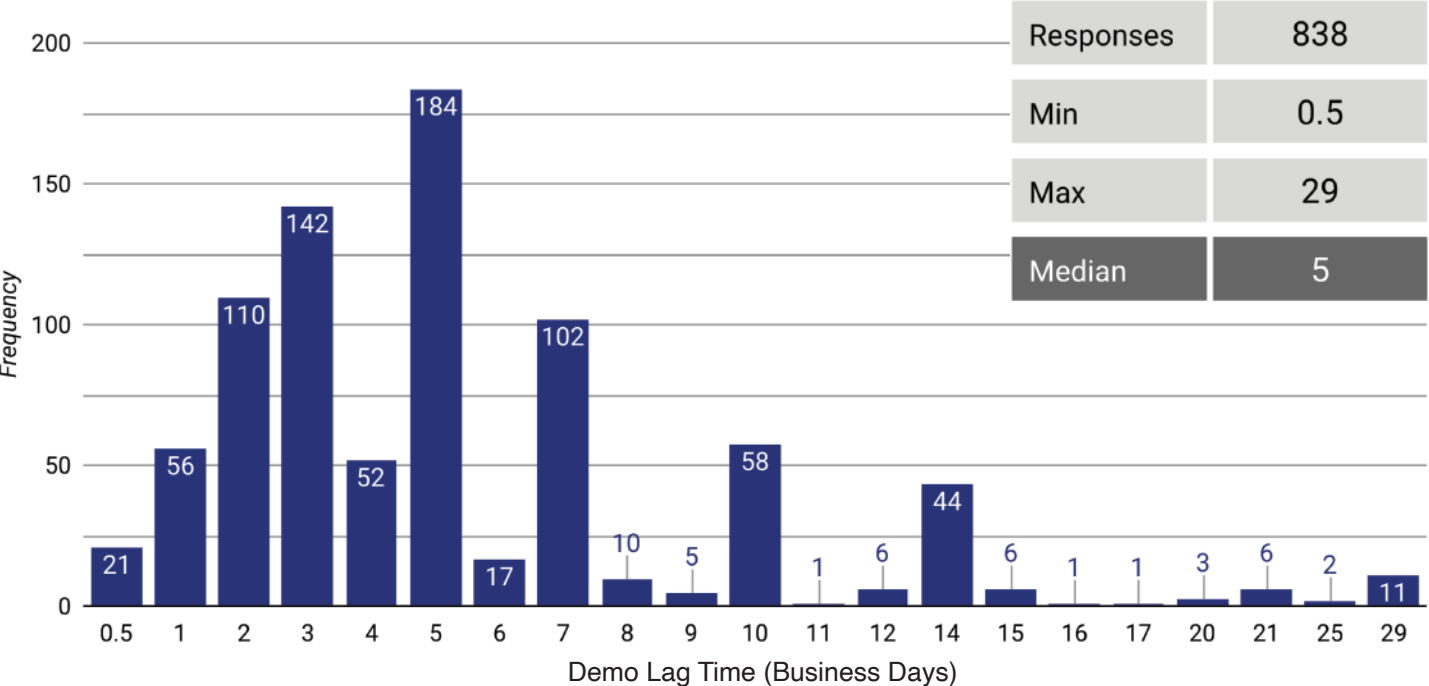
- Organizations that support fewer than 6 products report a shorter lag time (4 days).
- Companies with 500 or fewer employees report a shorter lag time (4 days).
- Teams working more than 60 hours a week reduce the lag time to 3 days.
- Non software companies are delivering demos slightly faster, reporting a 4 day lag time.

Nearly **70%** reported that **prospects must wait at least 1 week** (5 business days) to get a demo.

Teams that delegate some aspect of demoing to Sales reduce the wait time to **4 business days**.

Correlation with Hours Per Demo

Median lag time was 66% higher for respondents who reported that their demos require **over 2.5 total man hours per demo**. See *Hours Per Demo*, p 28.

Hours Per Demo

Larger deal sizes correlate with longer demos (SEs with average deal sizes $100k or more report spending double the time).

It is worth noting here that different organizations have different ideas of what constitutes a demo versus a POC, etc. It is unlikely that participants here refer to the repetitive standard Intro Demo, but rather to the more technical custom demo.

From conversations with survey participants, most

SEs can perform repetitive demos with little to no preparation.

Consider the question, "Are my SEs spending the appropriate amount of time to prepare for and deliver effective demos?"

Many presales leaders we spoke to say they wish their SEs had more time to prepare for key conversations and demos.

Hours Per Demo

Survey Question: On average, about how many man-hours are spent on a single product demonstration by your presales team? Please include preparation time and standard follow up in addition to time spent during the demonstration itself.

Responses	982
Min	Less than .5
Max	11 or more
Median	2.5
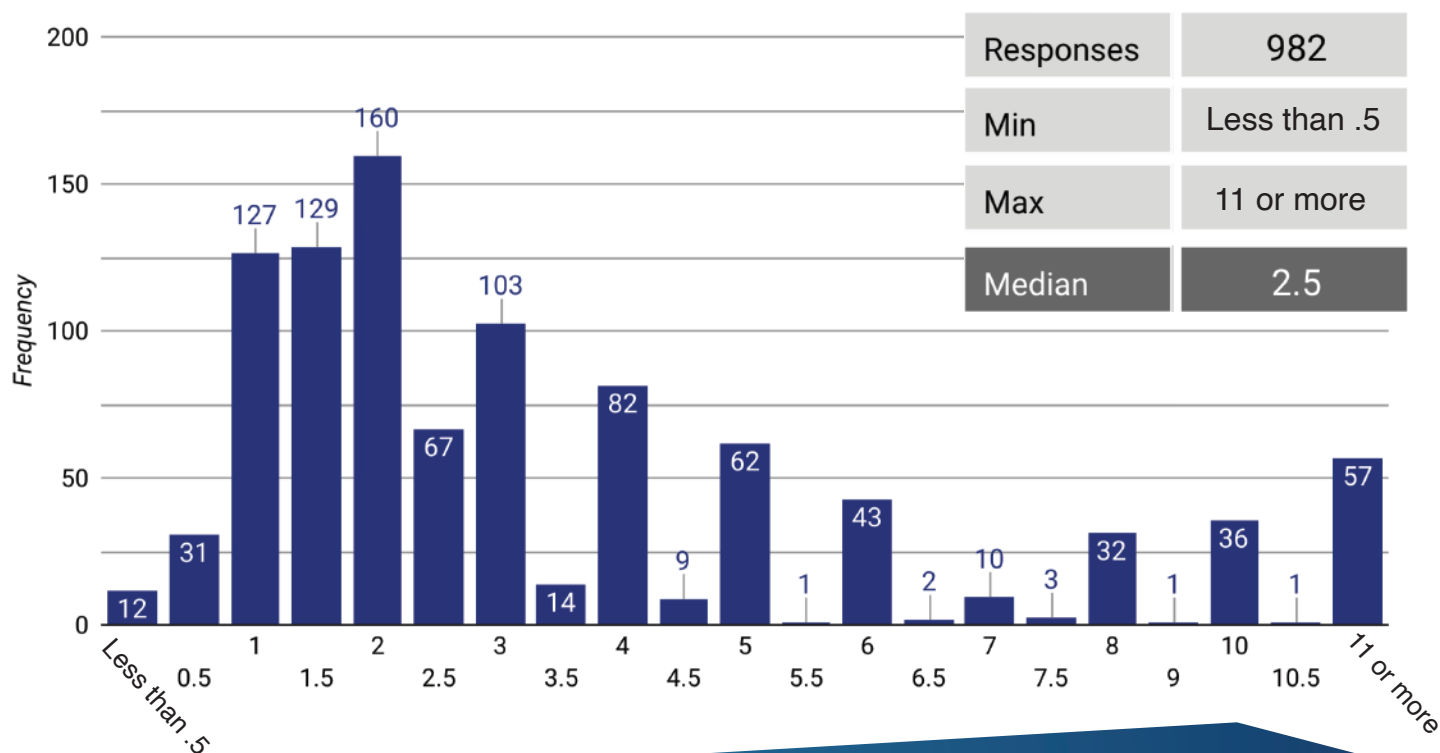
- Teams supporting larger product lines report more hours per demo.

- Teams with AE:SE ratios of more than 5:1 report less time per demo. This could mean that they are spread too thin, or this could mean they are becoming more efficient.

- Those reporting working 50 hours or more report a longer prep and delivery time (3 hours).

At least 2.5 hours are required per demo, for 50% of participants.

However, one fourth of SEs reported requiring **more than 5 hours**.

Demos Per Deal

Larger buying groups correlate with more demos required per deal. Each new stakeholder that enters the buying process must be guided through the buyer's journey, often requiring one or more demos.

We recommend asking yourself how you can discover and engage stakeholders sooner in the buying process.

Learn about the DEEP-C™ buyer enablement framework that sales and presales can employ to equip the internal champion, engage stakeholders sooner, reduce the number of demos required, and shorten the sales cycle.

Demos Per Deal

Survey Question: On average, and in your personal experience, how many presales product demonstrations (either remote or in person) are required per closed/won deal? Include all repeat demonstrations required due to new stakeholders engaging, etc.

Responses	845
Min	Less than 1
Max	More than 20
Median	3

Frequency values: Less than 1: 10, 1: 70, 2: 263, 3: 248, 4: 116, 5: 73, 6: 32, 7: 5, 8: 11, 9: 1, 10: 11, 12: 1, 13: 1, More than 20: 3
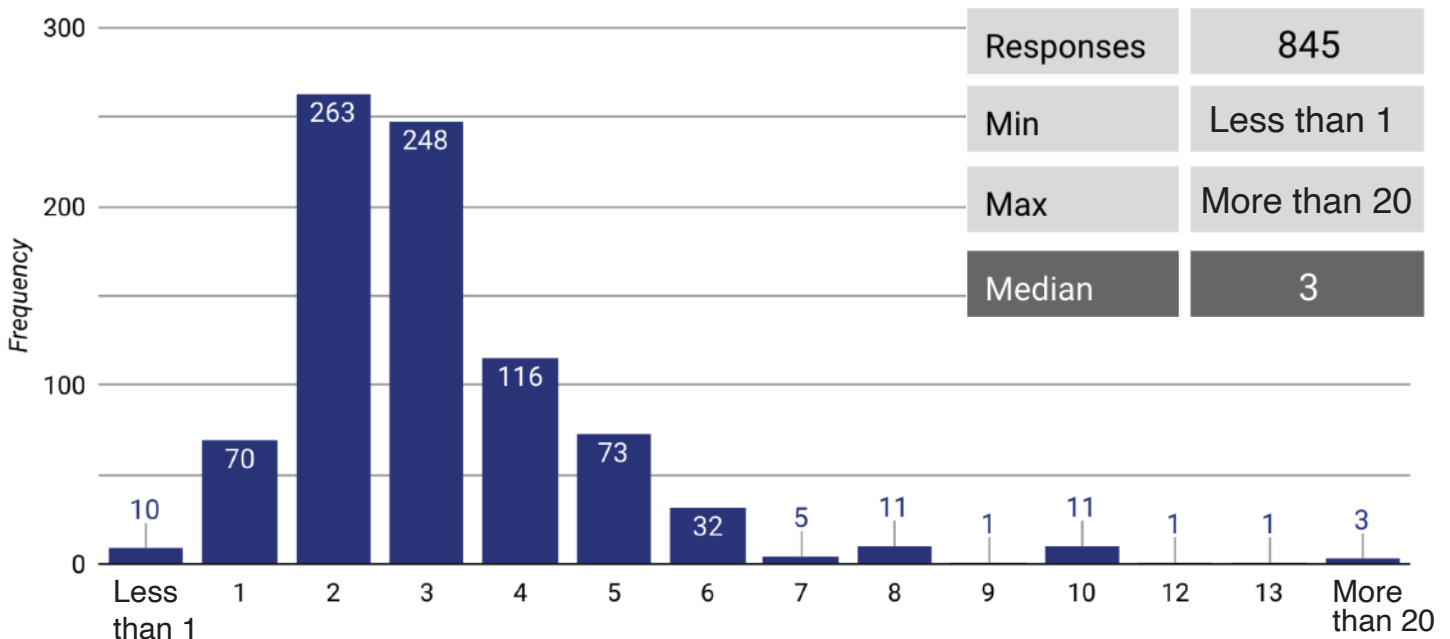
- Deals with an average deal size of $200k or higher require more demos to close (4 compared to 3). This is likely because the higher the deal size, more stakeholders get involved.

- Selling software requires more demos to close than non-software (i.e. hardware and services).

More than half of all participants report that

at least 3 demos

are required to win a deal.

At least 4 demos

are required to win when 6 or more
stakeholders get involved.

consensus **31**

Demos Per Week

Note: Many organizations define "demos" differently. For more on this topic, see The 6 Demo Types.

Leaders report that their SEs do more demos per week than practitioners report actually doing. Are

leaders just imagining that they are doing more demos than they actually are or are the SEs underreporting for some reason?
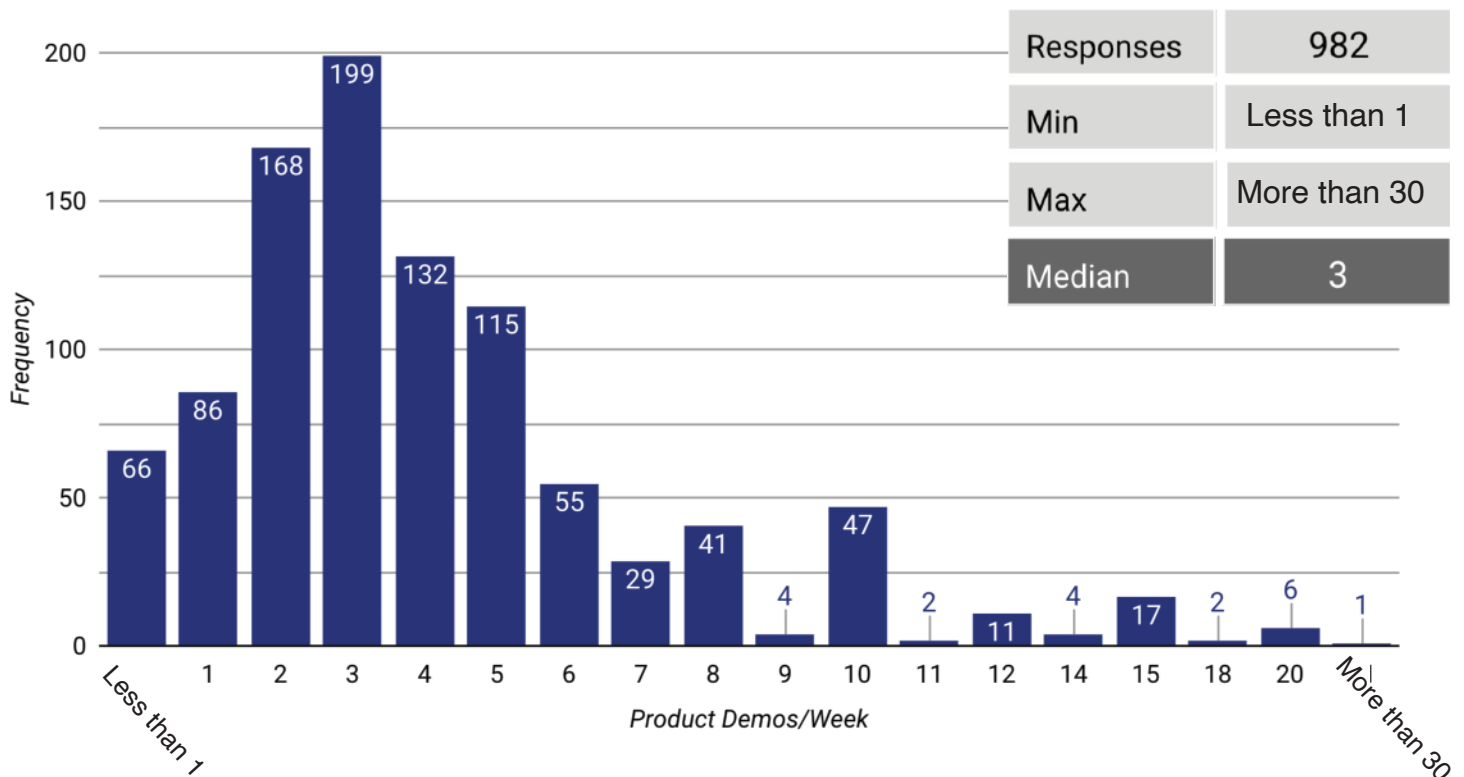
3 or more demos per week is the norm for most participants.

22% report **more than 6 per week**.

Demos Per Week

Survey Question: On average, how many product demonstrations does a member of your presales team perform in a week?

Responses	982
Min	Less than 1
Max	More than 30
Median	3

Stakeholders Per Deal

SEs report that on average 5.6 stakeholders get involved in the purchase. Interestingly, other research from analyst firms report that the buying group has grown from 5.4 back in 2013 to 13-14 business and IT professionals today.

So why are SEs reporting a lower number than these other studies?

The answer may lie in that these other studies usually ask AEs (not SEs) about the number of stakeholders in the buying group. This could suggest that sales engineers are somewhat less exposed to the complexity of the buying process and buying group because they are brought in to consult primarily on technical and solution-based advice.

Presales leaders should consider educating their teams on the changing nature of B2B buying today and the fundamentals of Buyer Enablement.

Stakeholders Per Deal

Survey Question: On average, how many stakeholders (including influencers and decisions makers) are usually involved in the buying process for your product?

How many stakeholders for decisions Normalized
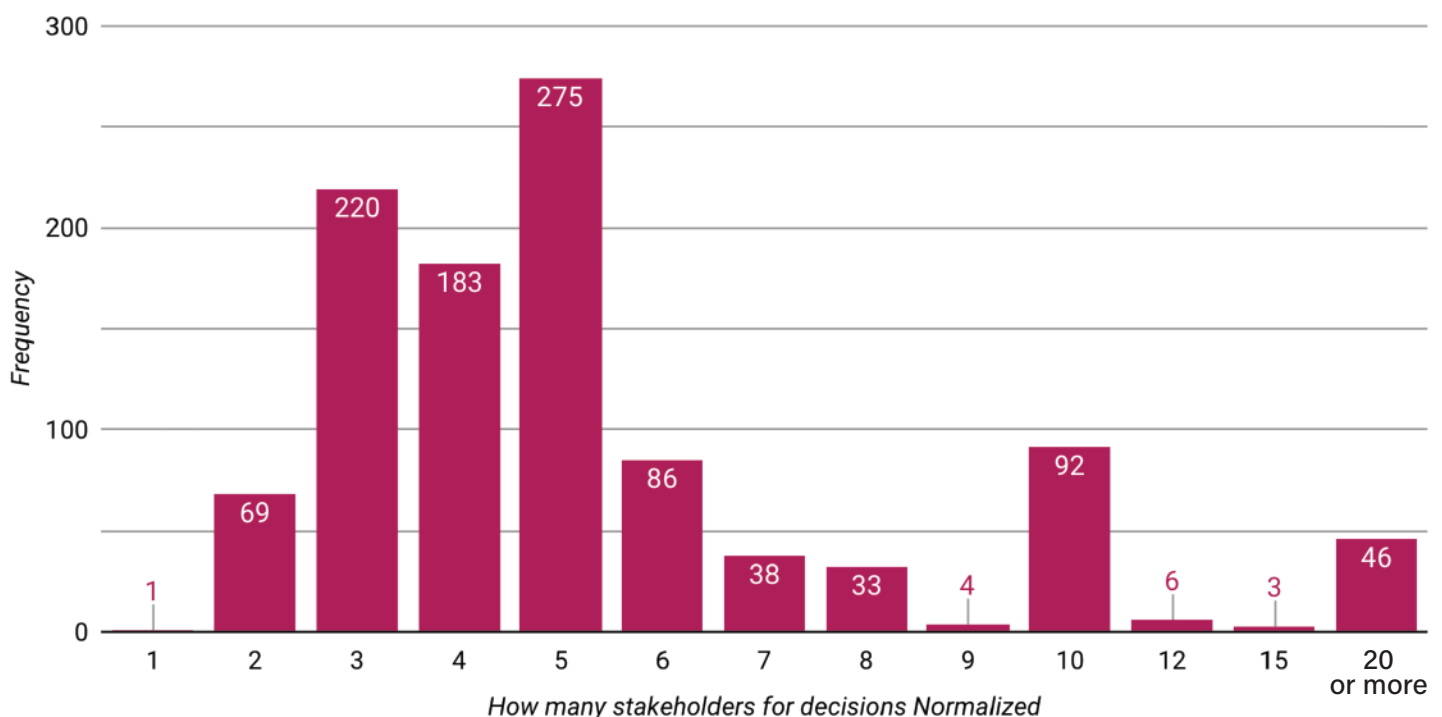
Unqualified Demos

SE Teams Continue to Fight Against Unqualified Demos

In 2021, with more than half continuing to report that at least 30% of demos are under- or unqualified, this perhaps represents the single biggest bottleneck and point of potential leverage for scaling your presales team. Ask the question, "How can we qualify prospects more effectively before engaging presales resources?"

Un-/Under-qualified Demos

Survey Question: What percentage of your product demonstrations would you classify as unqualified or under-qualified?

Responses	847
Min	Less than 10%
Max	More than 80%
Median	30%

consensus
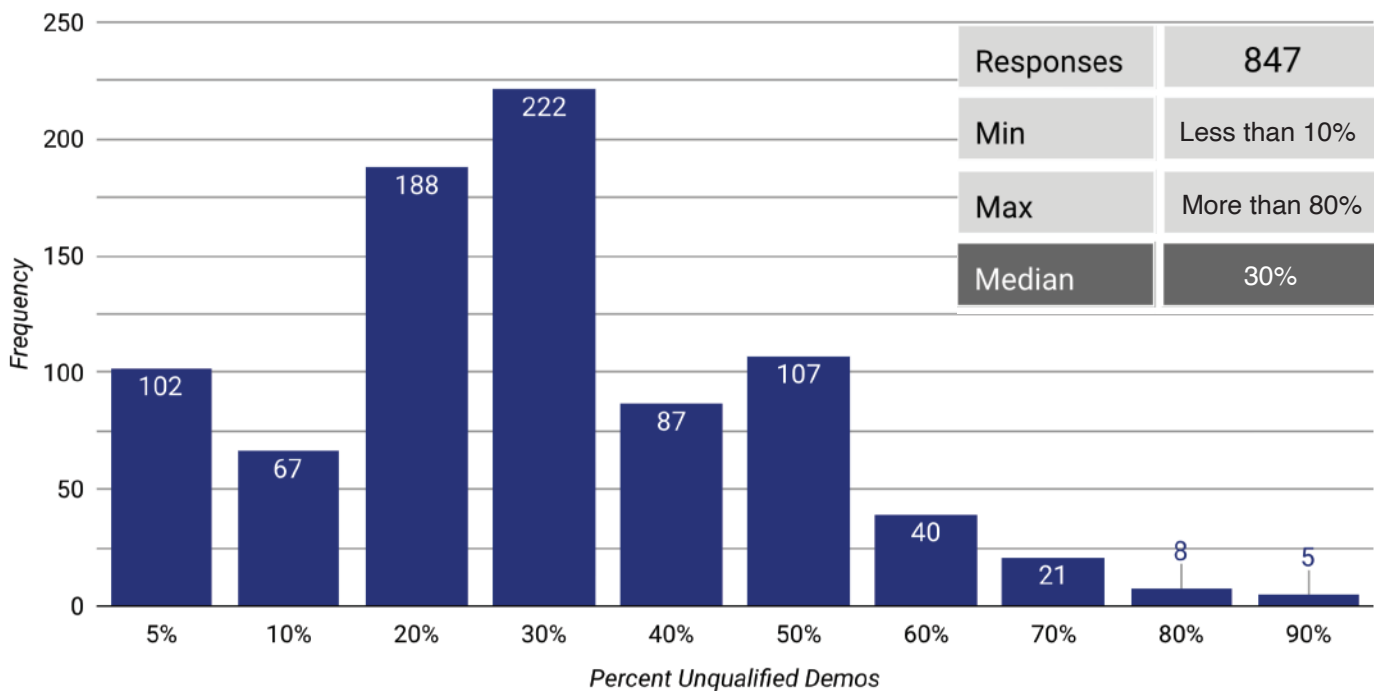
Reducing Unqualified Demos

Some organizations are reducing unqualified demos to near zero using self-service interactive video demos to bring qualified prospects and buying groups to the conversation ready to talk specifics.

Learn about the Demo Qualified Lead (DQL) strategy in this case study.

Case Study

TRINTECH

Presales team selling into large enterprise reduced wasted demos from 50% to less than 5% by qualifying with automation, discovered 32 stakeholders with a single Consensus demo, and reduced the demo wait time from 14 days to on-demand.

consensus

More than half of participants report that more than

30% of demos are unqualified.

For 1 in 5 Presales teams, at least

50% are unqualified.

consensus

Work Week

While the median work week is 45 hours, nearly 40% report working longer than that on a regular basis.

The size of company has virtually no bearing on the average work week.

Not surprisingly, those who reported that their longest work week in the last year was 70 hours or more also reported that their average work week was more than 50 hours.

As we've spoken with Presales leaders and frontline professionals, we constantly hear that the demand for sales engineering influence in deals is broadening across the buying experience. SE expertise is now not only being asked to influence mid to late stage deals, but also early in the buying process, as well as post-sale during implementation and then expansion discussions.

Average Work Week

Survey Question: On average, how many hours per week do you work?

Responses	724
Min	20.0
Max	75.0
Mean	45.56
Median	45
Std Dev	7.6

On average, how many hours per week do you work?
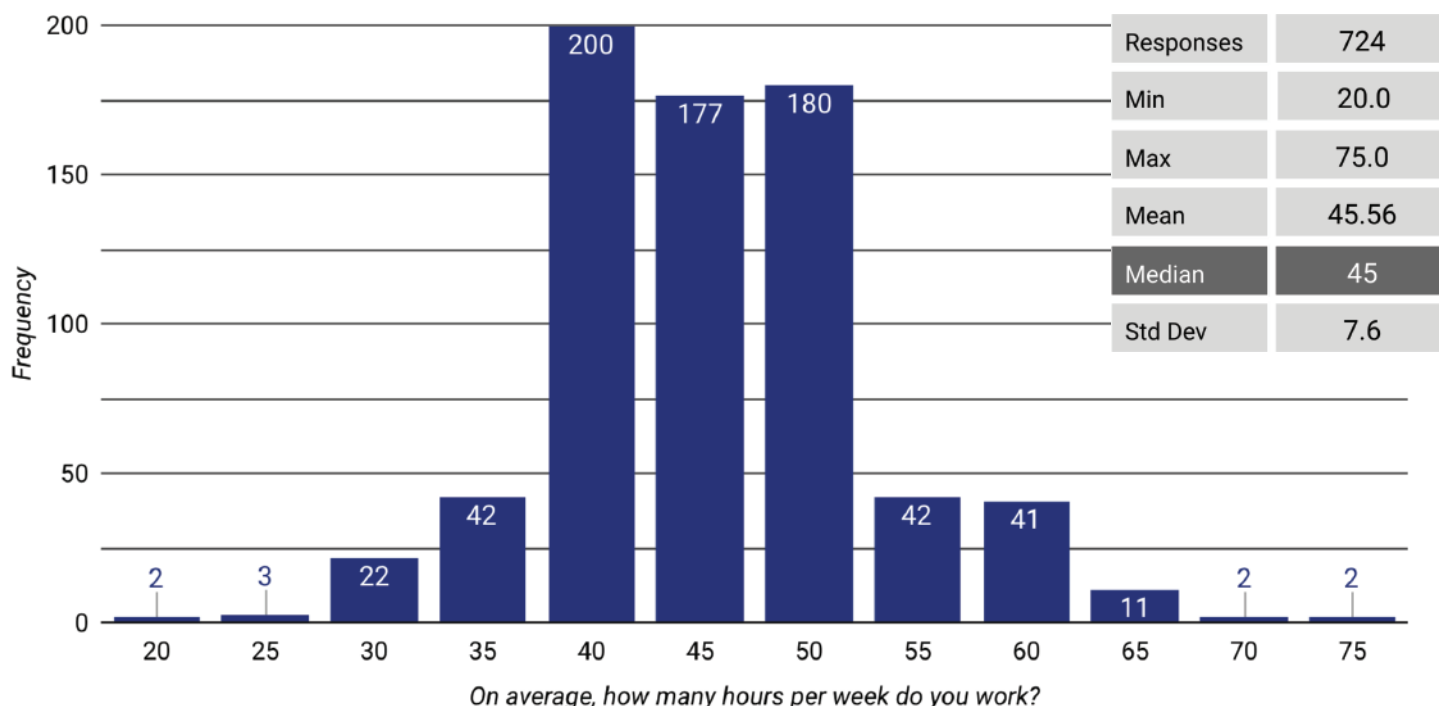
All of this is to say that SEs are more in demand than ever before. As a Presales leader, beware of asking too many long days and late nights. If it becomes the norm, morale suffers.

Instead, you may want to consider ways to scale the presales function using technology or delegation to Sales. This has the potential of not only improving the buying experience (reduces the Demo Lag Time) but also frees up time for your SEs to focus more on Key Activities and improves morale.

While longer hours does correlate with shorter wait times for prospects, Presales leaders need to be wary of burnout.

> More than half of the industry works **45 hours or more per week on average**. 15% of SE professionals reported that **60 hours per week is their normal**.
>
> Fifteen SEs report working 100 hours or more in their longest week within the last 12 months.

Longest Work Week

Survey Question: What is the maximum number of hours you've worked in a single week (seven day period) over the past 12 months?

Responses	724
Min	25.0
Max	100.0
Mean	62.68
Median	60
Std Dev	13.3

What is the maximum number of hours you've worked in a single week Normalized
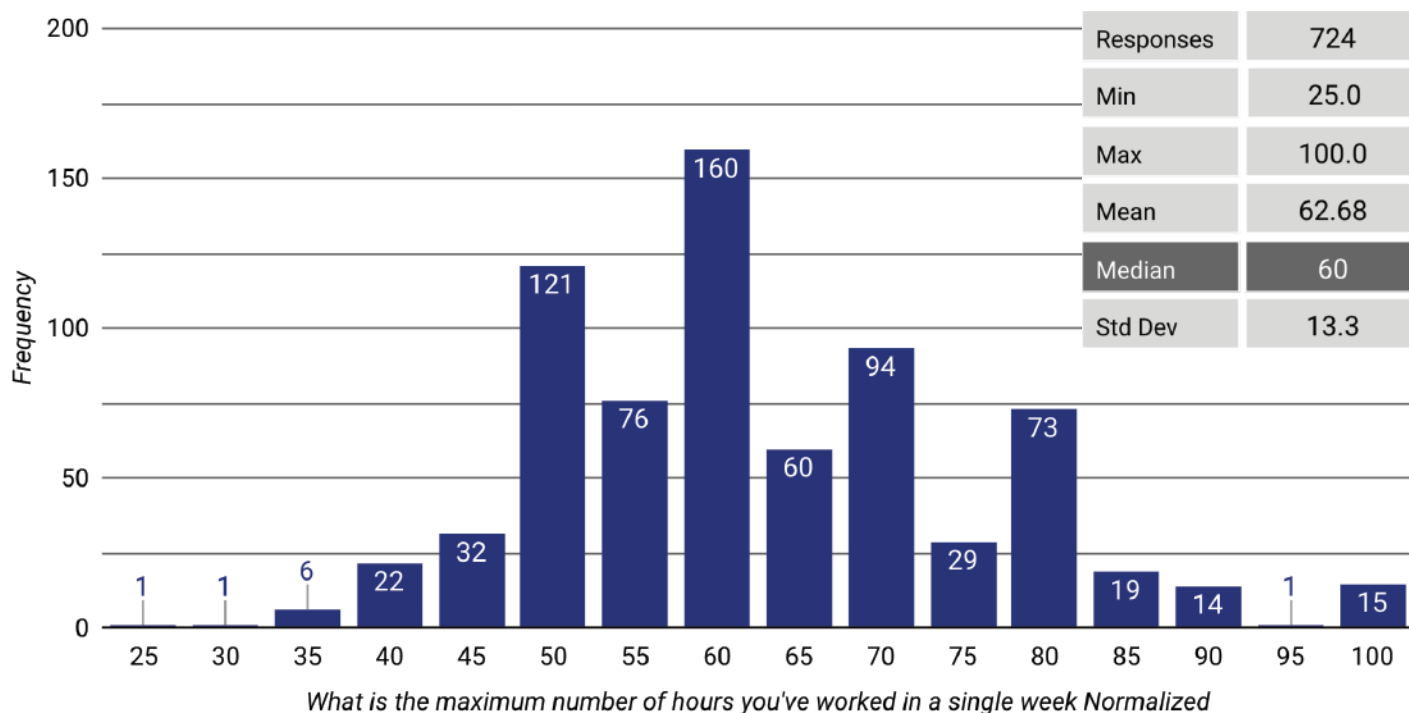
How Many Solutions?

Four out of five SEs teams support more than one product with the average being 8 products supported.

Larger stakeholder groups correlate with support for more products, arguably because the more complex the product set and solution, the more stakeholders get involved. For example, in deals where 10 or more stakeholders get involved to close the deal, the average number of products supported is more than nine. On the flip side, when only two stakeholders are required to close a deal, the number of products supported is less than seven.
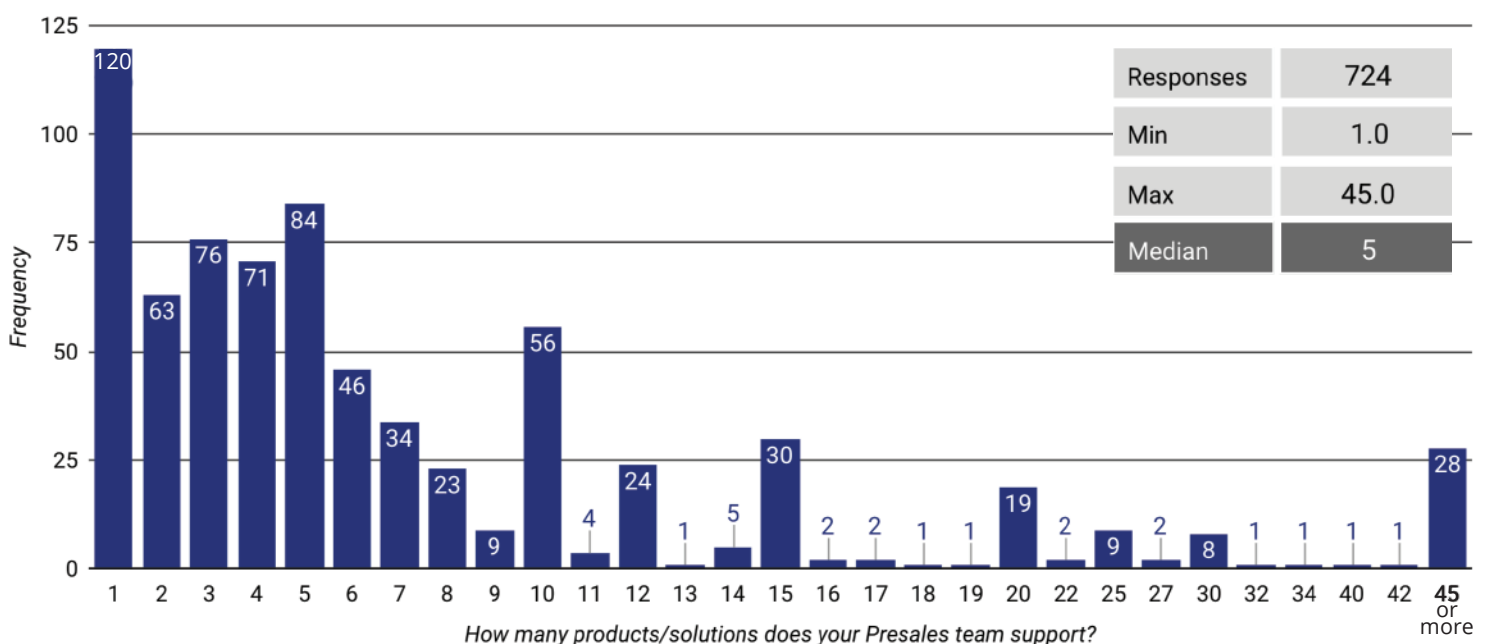
> SE teams support **8 products** on average.
>
> Twenty-eight SEs reported that their team supports 45 products or more.

Products/Solutions Supported

Survey Question: How many products/solutions does your Presales team support?

Responses	724
Min	1.0
Max	45.0
Median	5

How many products/solutions does your Presales team support?

Generalist vs Specialist

While the majority of SEs consider themselves generalists, SEs inside large organizations tend to be more specialized.

For example, 38% overall report themselves as specialists whereas in organizations over 10,000 employees, 51% report themselves as specialists.
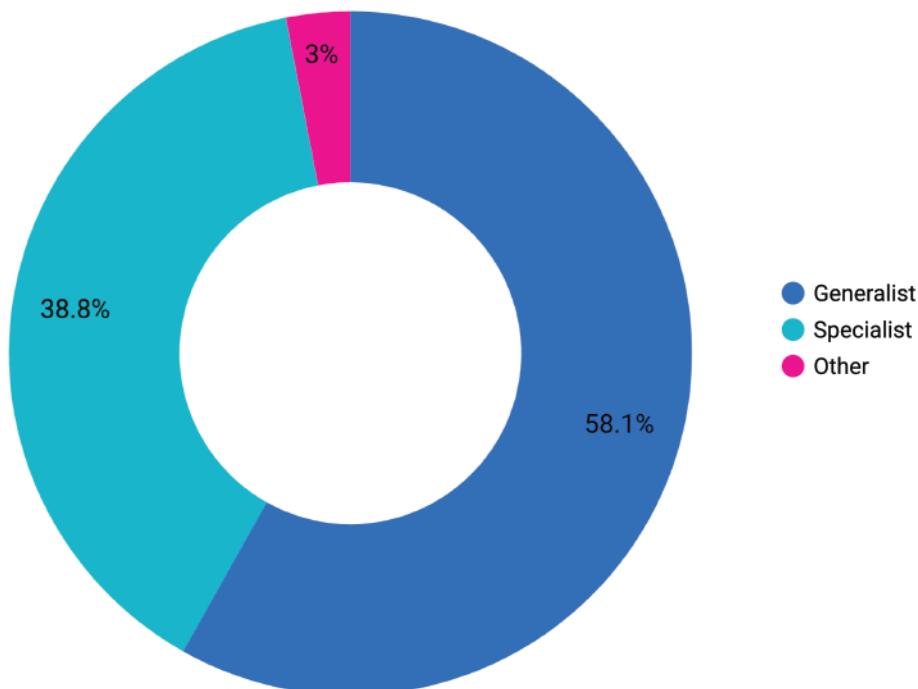
More than half of SEs consider themselves **generalists** instead of specialists.

This is flipped in **large organizations** where more than 50% play a **specialized** role.

Generalists vs Specialists

Survey Question: Would you classify yourself as more of a "generalist" or a "specialist"?

- Generalist — 58.1%
- Specialist — 38.8%
- Other — 3%

Who Does the Demos?

Note: Many organizations define "demos" differently. For more on this topic, see The 6 Demo Types.

Delegating demos outside of presales is a common strategy for companies attempting to scale. The percentage of organizations delegating demos has not changed when compared to the 2020 report.

This could suggest that many organizations are hesitant to delegate demos and want to ensure that the demo experience is squarely in the hands of Sales Engineers. It may also suggest that those who have been delegating demos find it to be effective since that number has not dropped.

In the last 12 months, the use of SDRs to do early-stage demos has doubled.
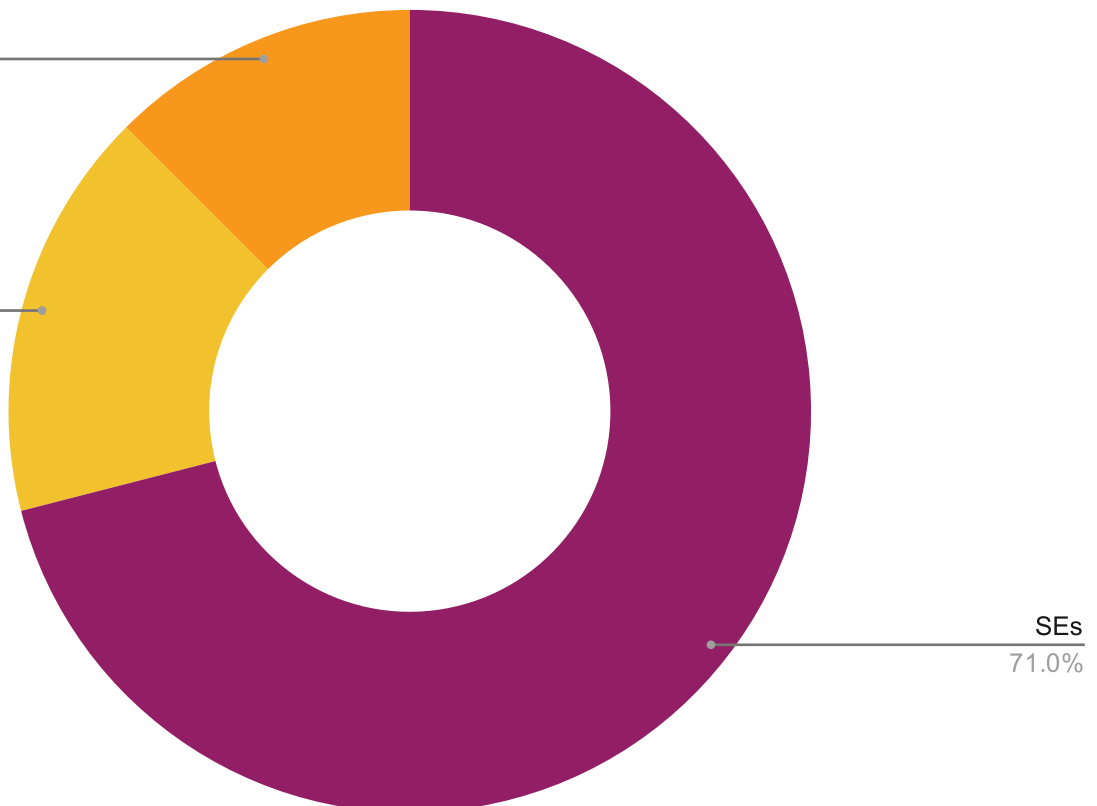
See the Scaling Presales eBook for tips on choosing which demos to delegate and/or automate.

Of those delegating demos, **74%** use AEs, **8%** use SDRs, and **12%** use both.

SEs, AEs, and Others
12.5%

SEs & AEs
16.5%

SEs
71.0%

Demo Automation

Who is automating some part of the Presales demo process?

45% of SE organizations report that they are automating at least some of the demo process with larger companies being more likely to attempt to automate demos.

Deal size doesn't seem to affect the percentage of organizations automating product demonstrations. As an example, 43% of SE organizations reporting average deal sizes of greater than $500K are using automation.

There is a correlation between larger AE:SE ratios and likelihood to automate. This could suggest that demo automation is making those SE teams more efficient (the more demos they automate the more AEs each SE can service).

45% of the industry is using some form of demo automation.

Who Automates in the Demo Process?

Survey Question: Do you currently automate any portion of the demo process (e.g. through videos, webinars, etc)?

45%
55%

- Yes
- No

1 - 500 Employees

37.8%
62.2%

5000+ Employees

50.2%
49.8%
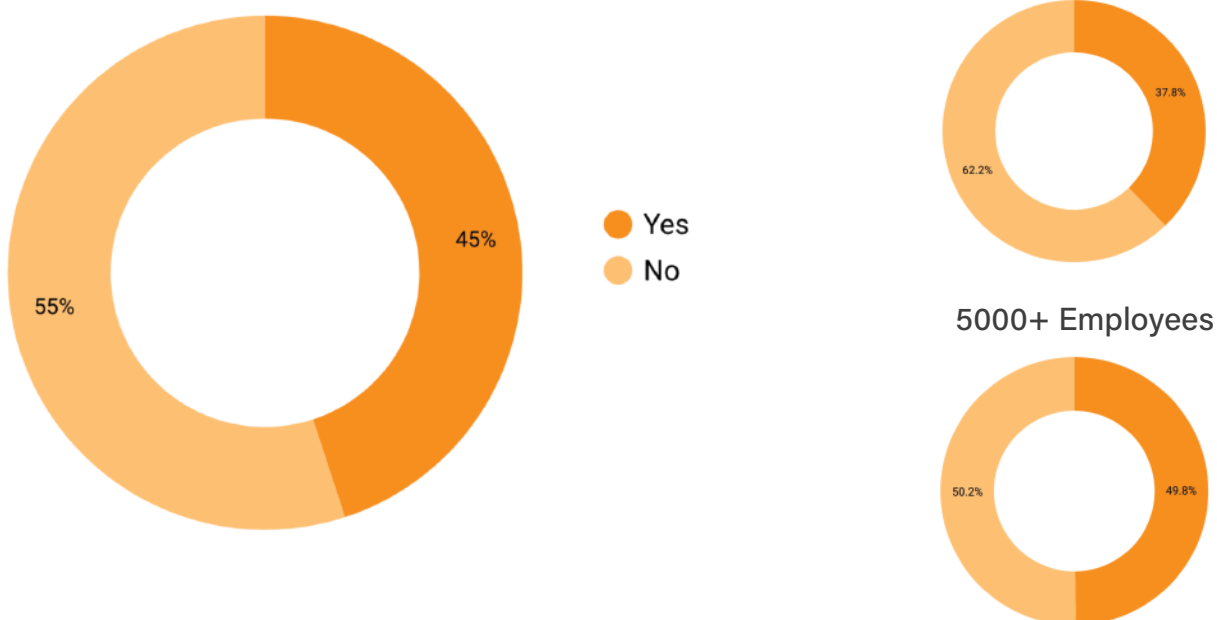
SE Training Time

Some experts estimate that it can take as long as two years to mint a fully fluent sales engineer. But how long does it take before they can begin to act autonomously?

Participants responded that in rare cases it can take over 12 months just to train an SE to the

point where they can demo independently. While most responses lie between three and six months, it's easy to see how scaling a presales department can be a monumental undertaking.

SE Training Time

Survey Question: On average, how many months does it take to train a Sales Engineer on your team to the point where they can demo on their own?

Responses	833
Min	1
Max	24
Mean	4
Median	3
Std Dev	3.0
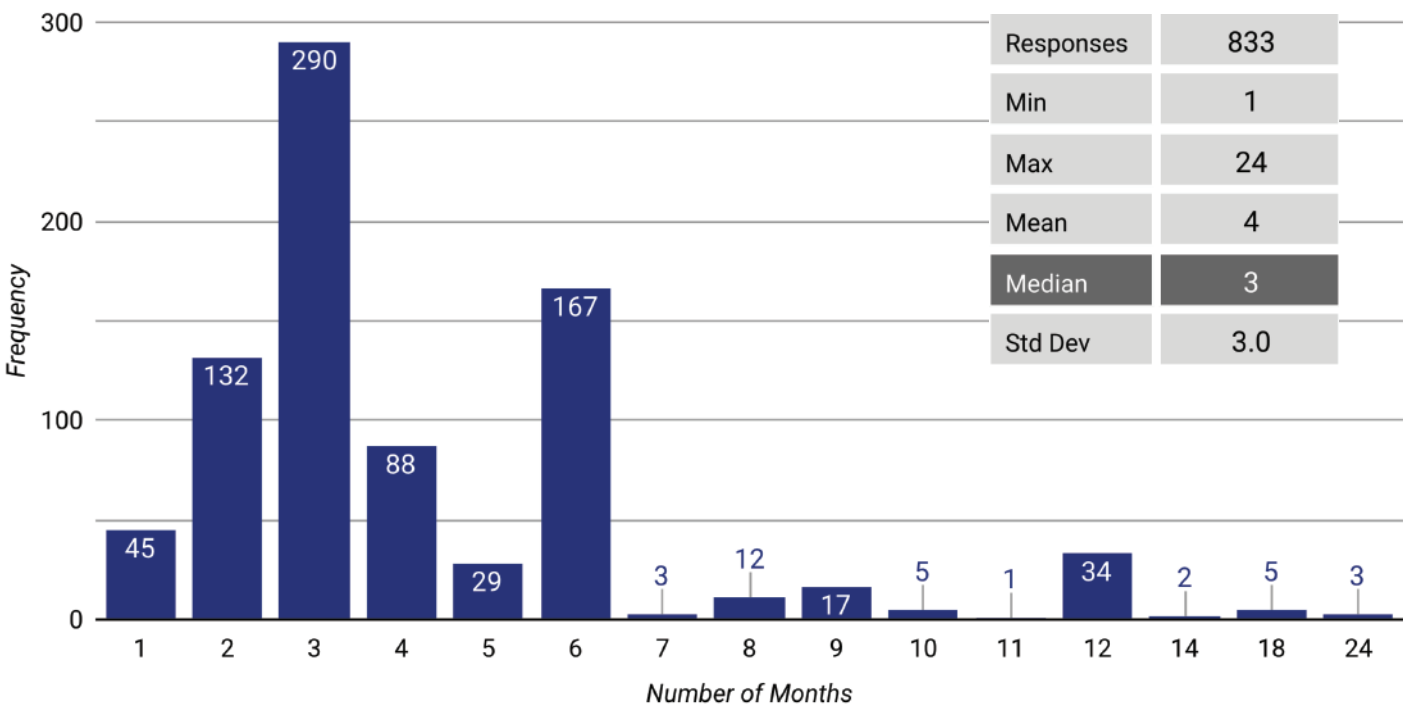
The following factors correlate with an increase in the average training time required:

- Larger number of products supported.
- A larger number of stakeholders (starting at 6) usually required to close a deal.
- The average deal size.
- Larger number of demos required to close a deal.

Because of the lengthy time required to become a presales expert, sales teams that are hiring quickly may create a gap in your team's ability to meet increasing demand. To learn more, download the Scaling Presales guide and associated presales capacity calculator.

Over 50% reported that it takes

at least 3 months to train an SE

before they can demo on their own.

1 in 20 SEs report that it takes
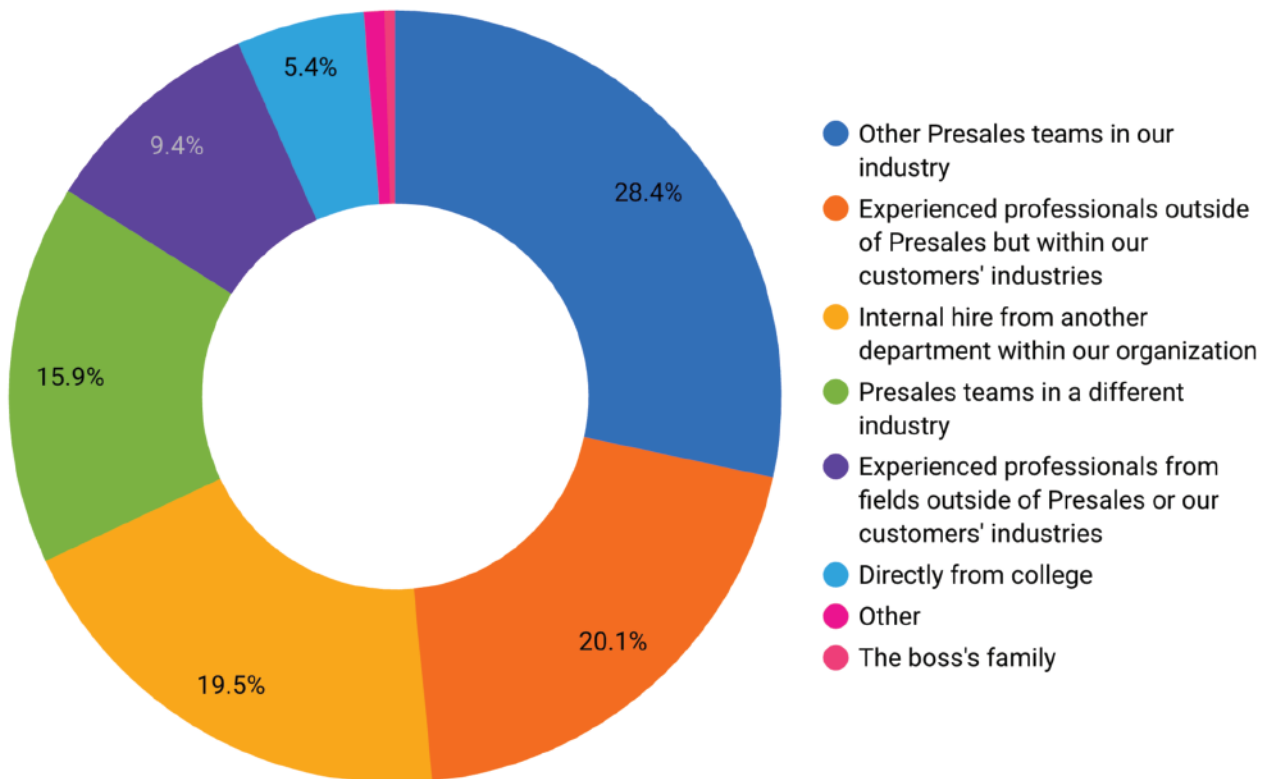
twelve months or longer

Hiring Presales Teams

Only 1 in 20 SEs are hired out of college. However, that percentage doubles in companies over 5,000 employees, suggesting that larger organizations are more likely to create a Sales Engineering career path.

Over 80% of new SE hires come from three areas:

- Internal (20%)
- External presales teams (44%)
- Outside of Presales, but within the same industry (20%)

Survey Question: From where did your organization hire your last ten (10) SEs? Select all that apply.

Pie chart legend:
- Other Presales teams in our industry — 28.4%
- Experienced professionals outside of Presales but within our customers' industries — 20.1%
- Internal hire from another department within our organization — 19.5%
- Presales teams in a different industry — 15.9%
- Experienced professionals from fields outside of Presales or our customers' industries — 9.4%
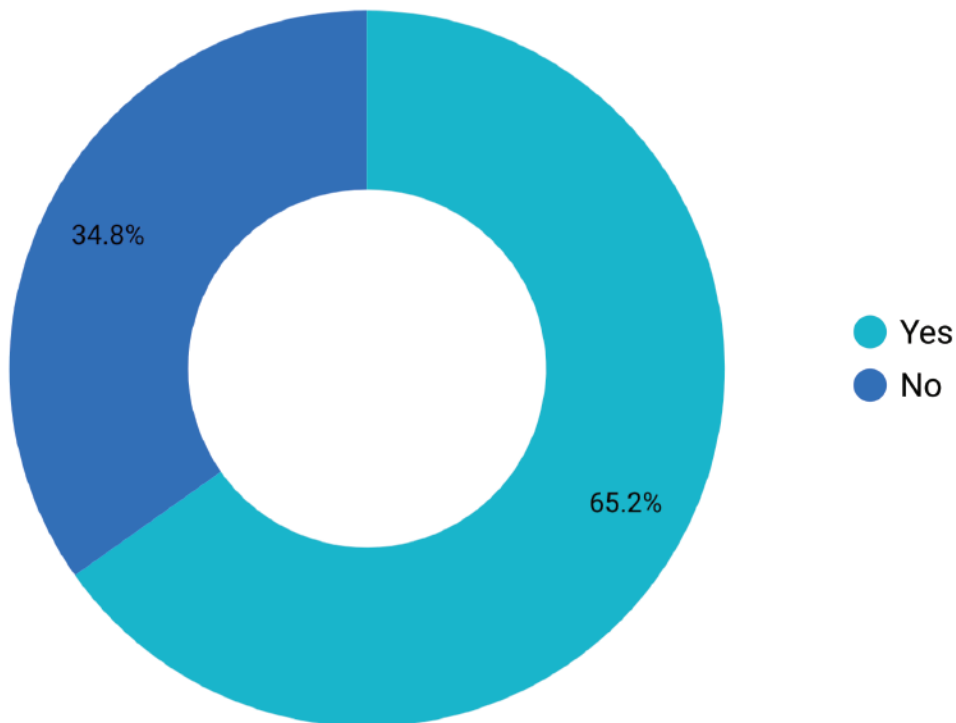- Directly from college — 5.4%
- Other
- The boss's family

20%

of new SEs are internal hires.

Survey Question: Were you hired directly into your current role from outside the organization?

34.8%

65.2%

● Yes
● No

Multi-lingual Strategies

The majority of organizations that need to cover multiple language markets have SEs that cover that market and speak that language. About one third of organizations rely on prospects to be multilingual.

Covering multiple language markets increases complexity and reduces inefficiency. Consider using pre-recorded video assets and intelligent demo automation to help support multilingual market coverage.

**57%** of SE organizations assign SEs to specific language markets.

Almost **one in ten organizations are using demo automation** and video assets for multilingual coverage.
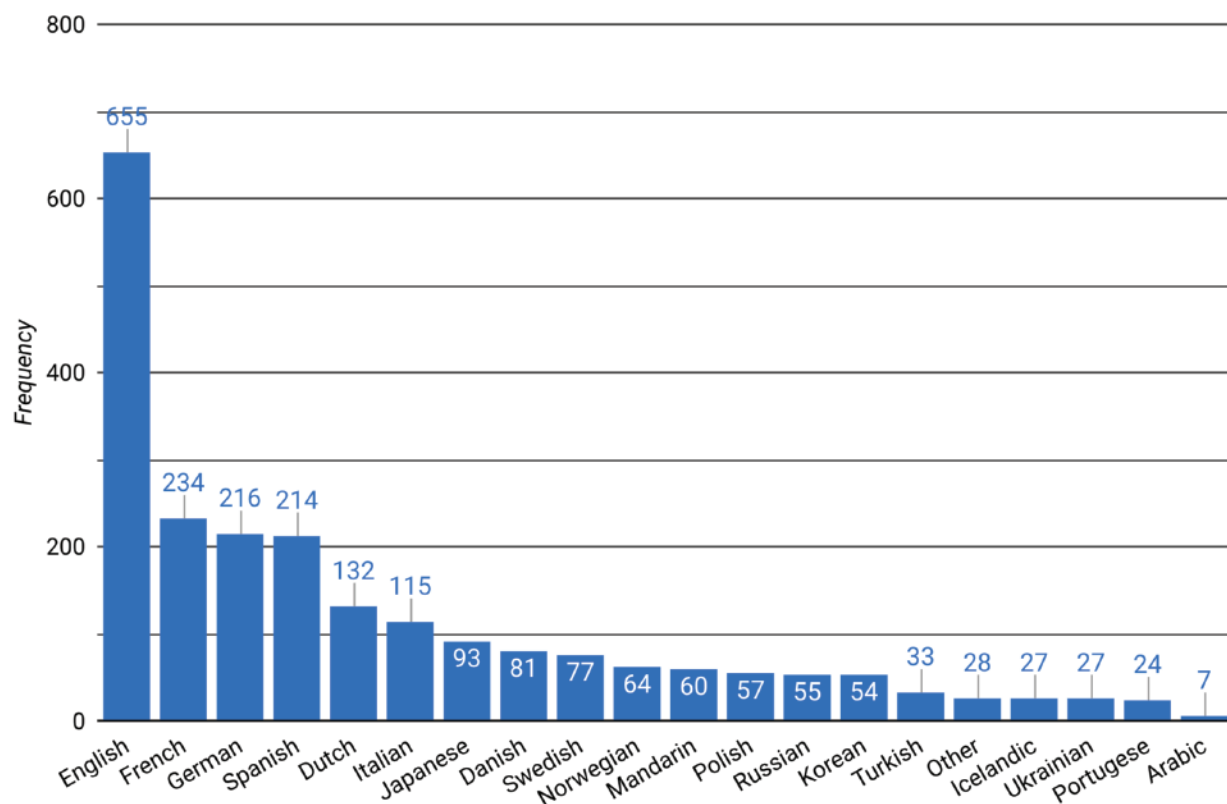
Multilingual Strategies
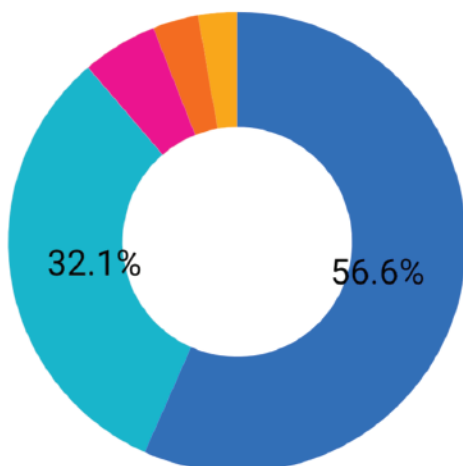
- 56.6% — Each language market has SEs that cover that market
- 32.1% — We rely on prospects being multilingual
- Other
- We use multilingual demo automation
- We record static video assets in the given language

Number of Languages Supported
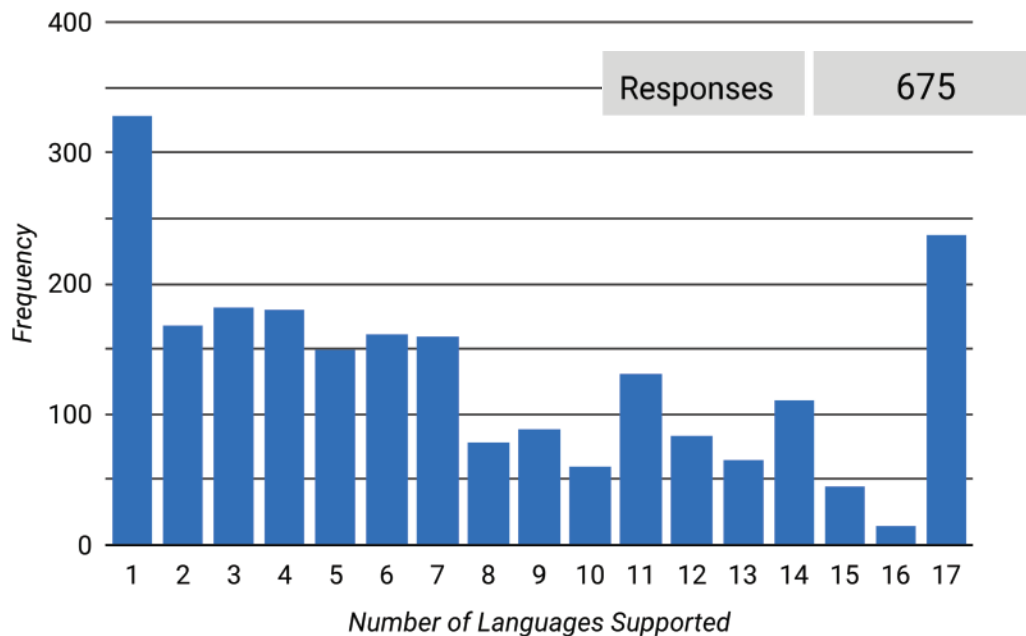
Languages Supported

Presales Influence Over Time

Despite the prevalent perception that Presales generally does not enjoy the influence that Sales does, the average response rated Presales influence at or near the influence of Sales.

Practitioners were more likely than leaders to rate Presales slightly lower, at 4.

Organizations over 5000 employees were similarly likely to rate Presales influence slightly below Sales.

Over 87% reported that Presales held the same or greater influence in the organization compared to one year ago.

Presales Influence

Survey Question: On a scale of 1 to 10, with 5 being equal to Sales, how much influence and recognition does Presales have within your organization?

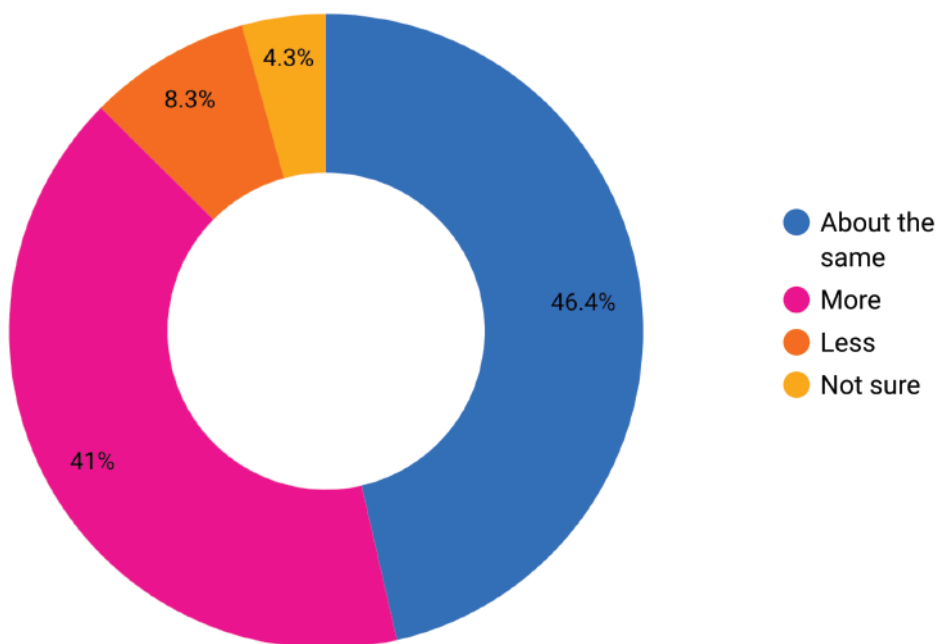|	
Responses	724
Min	1.0
Max	10.0
Mean	4.82
Median	5
Std Dev	1.8
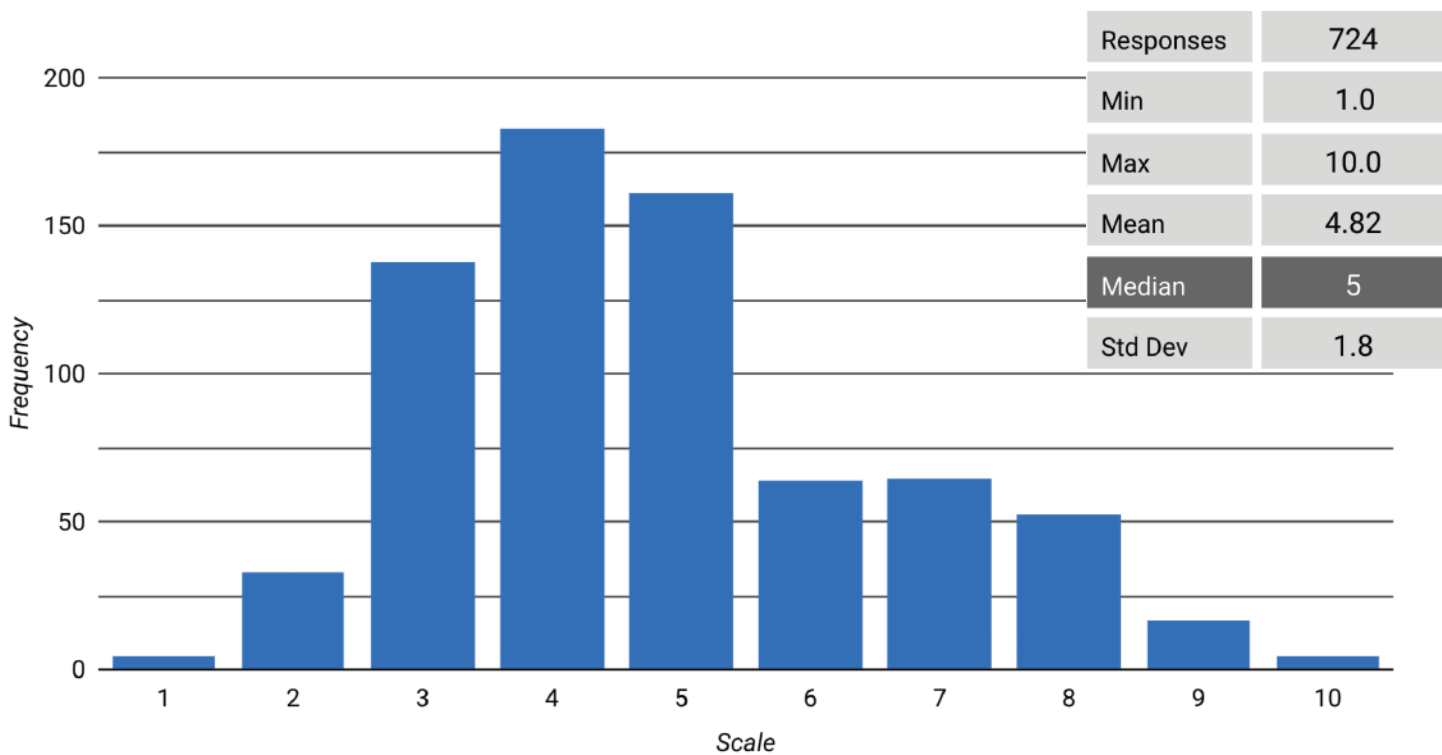
Over 28%

reported that Presales enjoyed

greater influence than Sales

within the organization.

Presales Influence vs One Year Ago

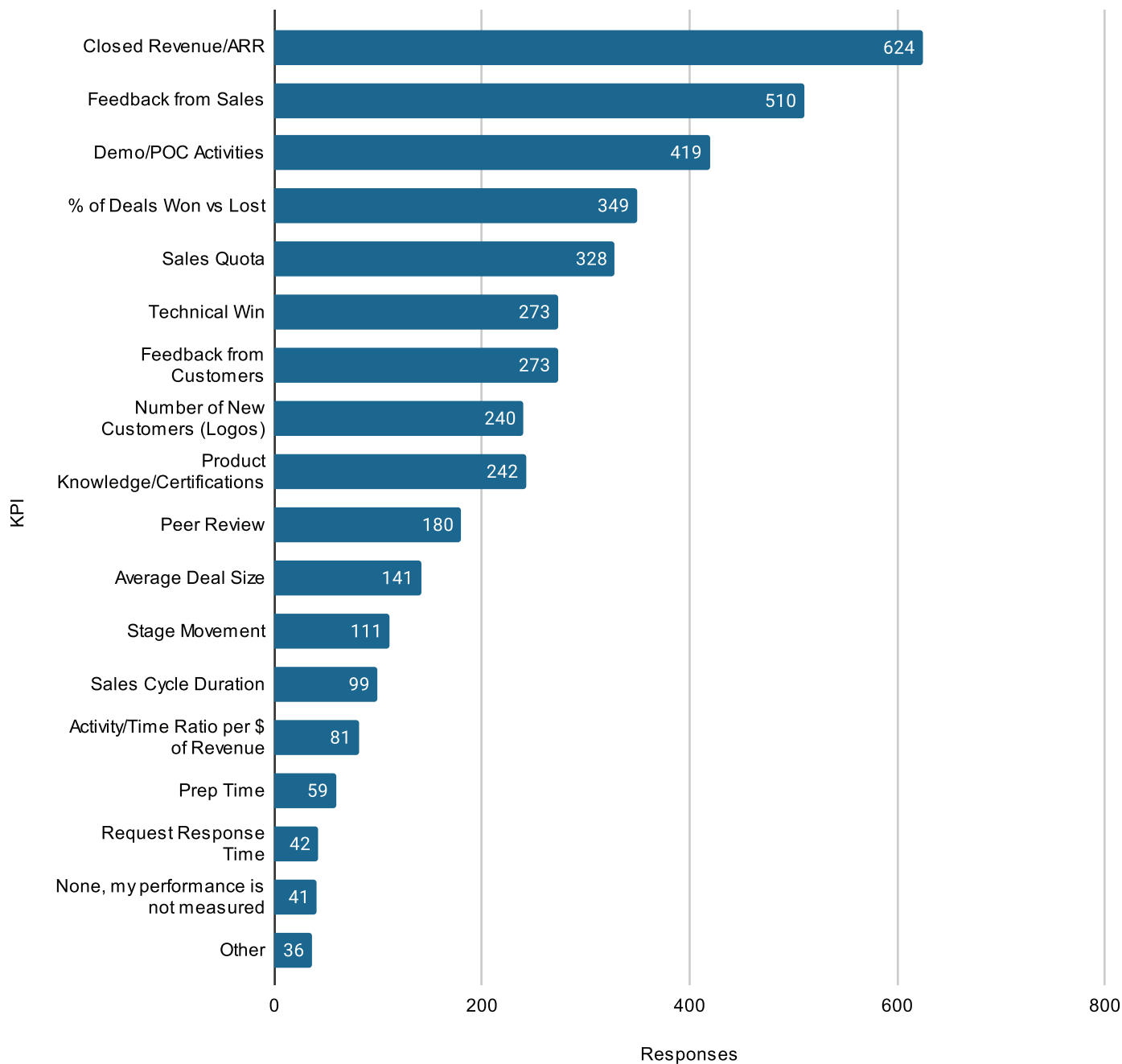**Survey Question:** Does Presales have more or less influence at your organization compared to 1 year ago?

- 4.3%
- 8.3%
- 46.4%
- 41%

- 🔵 About the same
- 🟣 More
- 🟠 Less
- 🟡 Not sure

Presales KPIs

Survey Question:
What Key Performance Indicators (KPIs) are used to judge your performance? Select all that apply. (Multiple selections possible.)

Horizontal bar chart titled with axes "KPI" (vertical) and "Responses" (horizontal, 0 to 800):

KPI	Responses
Closed Revenue/ARR	624
Feedback from Sales	510
Demo/POC Activities	419
% of Deals Won vs Lost	349
Sales Quota	328
Technical Win	273
Feedback from Customers	273
Number of New Customers (Logos)	240
Product Knowledge/Certifications	242
Peer Review	180
Average Deal Size	141
Stage Movement	111
Sales Cycle Duration	99
Activity/Time Ratio per $ of Revenue	81
Prep Time	59
Request Response Time	42
None, my performance is not measured	41
Other	36

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In 2021, SE leaders continue to emphasize ARR and revenue as the most important KPI for SE performance evaluation. Feedback from Sales jumped six spots compared to the 2020 survey into the second most influential KPI. Feedback from customer leapfrogged quota as one of the top KPIs. Counting demo and proof-of-concept (POC) activities continues to be one of the top four KPIs year after year.

The increase in focus on Feedback from Sales as a KPI suggests a growing awareness of the importance of the Sales/Presales relationship. A focus on revenue as the top KPI also helps align the two functions and focus on the needed business outcome rather than leading indicators as the main measurement for success.

Another interesting change is that the percentage of SE organizations measuring no KPIs at all fell by half. This perhaps suggests an increased focus on both the process within the Sales Engineering function and the value that presales brings to the organization.

While the "technical win" used to be considered a ubiquitous KPI in the sales engineering world, most organizations have continued to replace it with a focus on revenue. After all, what kind of win is it if revenue doesn't follow?

ARR/Revenue

continues to be the top KPI.

Feedback from Sales jumps to second most important.

Premium Presales Content

Discover the industry's most insightful Presales content from Consensus.

From webinars to research to the industry's first publicly available all-Presales virtual conference, DEMOFEST, find out why Consensus is the leader in premium Presales content.

Explore the content below or check out our full page of Presales resources at www.goconsensus.com/resources.
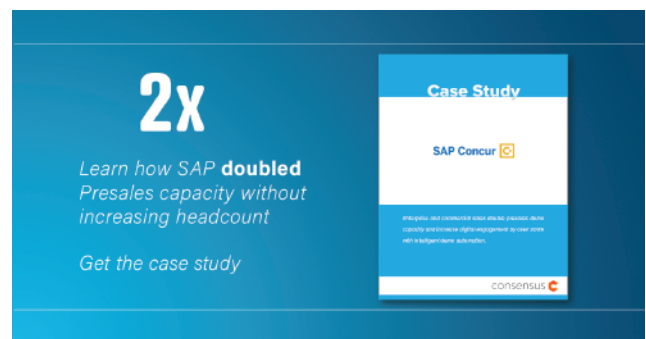
About Consensus

Simply put, Consensus is intelligent demo automation software that helps you scale Presales.

Using Consensus, your Sales Engineering team builds a library of reusable interactive video demos that Sales sends out on-demand.

Consensus automatically personalizes the experience and tracks engagement, bringing prospects to live demos better educated and ready to talk specifics. This reduces unqualified demos to near zero and can double your SE team's productivity.

See an automated demo in action