



AEs: A Player VS B Player

Top AEs significantly outperform average AEs across all key skills. This capability delta between high performers and the rest is resulting in a widening of the performance gap with 78% of AEs missing quota, and the bottom 50% of performers driving 7.1% of closed won revenue.

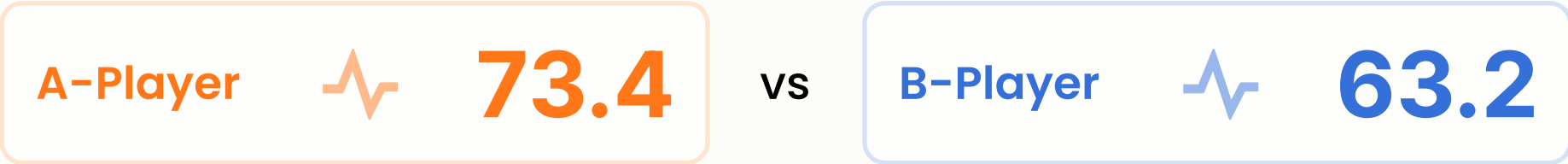
The Numbers

AEs: A-players score 10-12 points higher than B players in three key capabilities: Growth Mindset & Drive, Time Management and Prospecting skills

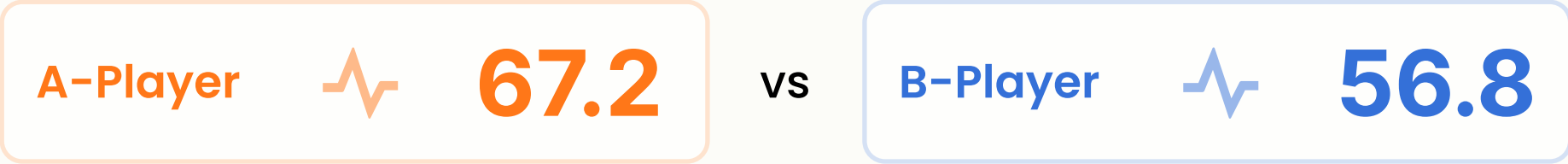
Business Impact

Retain your A-player AEs at all costs, they're driving disproportionate value

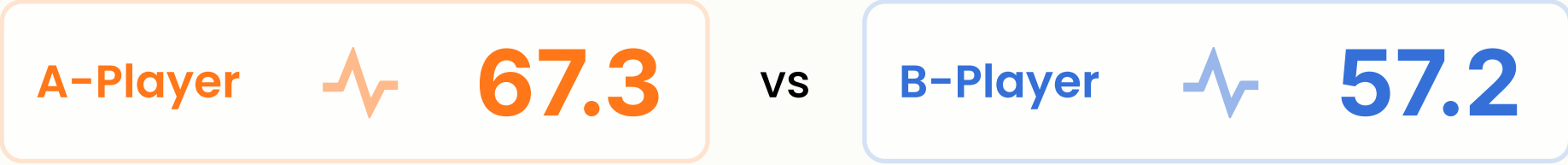
Growth Mindset & Drive



Time Management



Prospecting



AE performance shows clear "star player" effects, top performers are genuinely in a different league.

All figures are based on aggregated target review response data. Results are reported only where sample sizes meet statistical validity (minimum $n \geq 20$). Values represent average scores on a 0–100 scale, with confidence intervals and effect sizes assessed. No individual or personally identifiable data is shown.