Get 30% more from your sales team

Give them the sales documents & plays they need to succeed.

Let's face it, there is nothing easy about sales. Prospecting is a constant challenge, with **44%** of outreach failing to make it past one contact attempt. New reps typically take **10 months** to reach full productivity, costing a business over **£30,000** on average. While ineffective selling frustrates, with **58%** of buyers finding reps unprepared.

Business development is complex

16%
retention

New hires will retain just 16% of all sales training after 90 days.

42%
lack skills

42% of new sales reps lack skills and knowledge.

12%
happy

Only 12% of sales reps are happy with their cold lead conversion.

92%
give up

92% of sales reps give up after 4 rebuttals, but 80% of prospects say "no" 4 times before saying yes.

65%
can't find content

65% of sales reps say they can't find the content to send to prospects.

50%
happy

Only 50% of sales reps hit their quotas, leading to an average sales team staff turnover of 38%.

Buyer behaviour is evolving

8%
contacts

Engaging a prospect takes 8 contacts, on average.

82%
underwhelmed

82% of buyers feel underwhelmed by the support they receive.

90%
research

90% of B2B buyers research 3+ websites before making a purchase.

5
content pieces

B2B buyers engage with an average of 5 pieces of content before talking to a sales rep, and 11% consume over 7 pieces of content.

60%
read whitepapers

60% of B2B buyers have explored whitepapers during their research process, while 48% have read eBooks.

54%
read case studies

54% of B2B buyers read case studies when making their last purchase.

How sales content impacts the buying journey

- Facilitates informed buyer decision-making
- Provides clear understanding of solutions
- Boosts confidence through case studies and testimonials
- Offers personalised buying recommendations
- Ensures access to accurate and relevant information
- Delivers continuous updates on solutions and developments
- Builds trust through clarity and transparency
- Enhances post-purchase support experience

Research shows sales playbooks increase sales target attainment by **25%** and companies with defined sales processes grow **18%** faster.

More sales content. More sales contacts. More sales closed

A proven playbook for success

IG Infographics

FY Flyers

GD Guides

SB Solution briefs

BC Battlecards

SS Success stories

OP One-pagers

LF Leaflets

EB eBooks

SPD Sales pitch decks

SCS Sales call scripts

IA Insights articles

FS Factsheets

BR Brochures

WP Whitepapers

CS Comparison sheets

OG Objection Guides

ST Sales tools

Turn your sales team into a closing machine...

With a the sales content and tools they need

See your customer acquisition cost drop and your revenue soar

- Leverage the No.1 B2B sales strategy.
- Increase sales by 30% within 12 months.

Fast-track performance for new starters

- Work with the best sales toolkit.
- Reduce onboarding time for new reps by 50% and save £15,000 per hire.

Standardise sales success across your whole team

- Roll out a winning formula.
- Achieve an 85% success rate in sales target attainment.

Why AXD Agency?

We are a specialist sales enablement and content agency

Our proven playbook and compelling sales content move prospects forward and to conversion. We blend your market intelligence with our sales expertise to create an exceptional sales toolkit your team will be proud to use, enabling connections, starting conversations and driving conversions, helping you win customers and beat competitors. It's everything your sales reps need for success, from engaging infographics to insightful solution briefs and email and messaging templates to factsheets and call scripts, delivering a 30% boost to your sales performance.

Let's get started

Adopt the strategies used by big tech, build buyer trust, and start smashing sales targets today.

To find out more, visit **www.axd.agency** or book a **free discovery call** with our team.