

2022/2023  
Mental Health In Sales  
Survey Findings



# Engagement Overview

## GOAL of the 2022/2023 Mental Health in Sales Survey

Measure the state of mental health in B2B sales and use the insights to develop systemic preventative measures.

### Research methods

**The Fusebox** partnered with **Illuminology** to conduct a multi-national **online** survey of B2B sales professionals. The survey was anonymous.

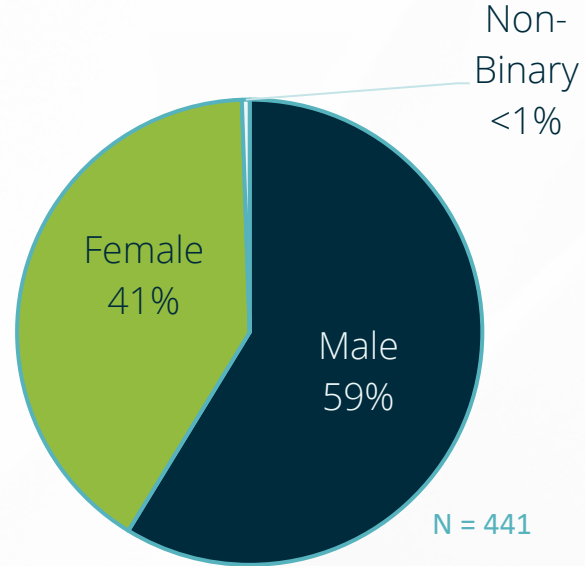
Sales professionals were recruited from a variety of sources, including personal referrals, LinkedIn campaigns, and Internet sample panel providers who drew from pre-identified lists of sales professionals.

A total of **446** professionals completed the survey in December 2022 and January 2023.

# PARTICIPANTS

## Gender

Mirroring employment trends in the sales industry, more men participated than women.

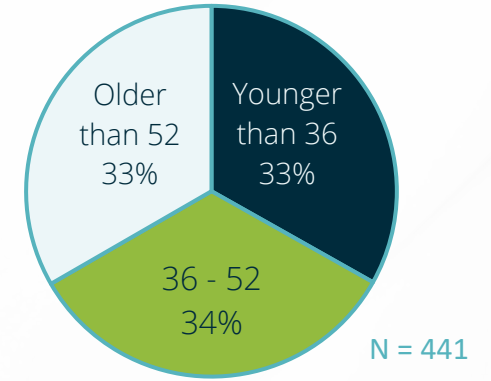


## Industries

Sellers from 79 different industries participated. The most common industry was IT. N = 440

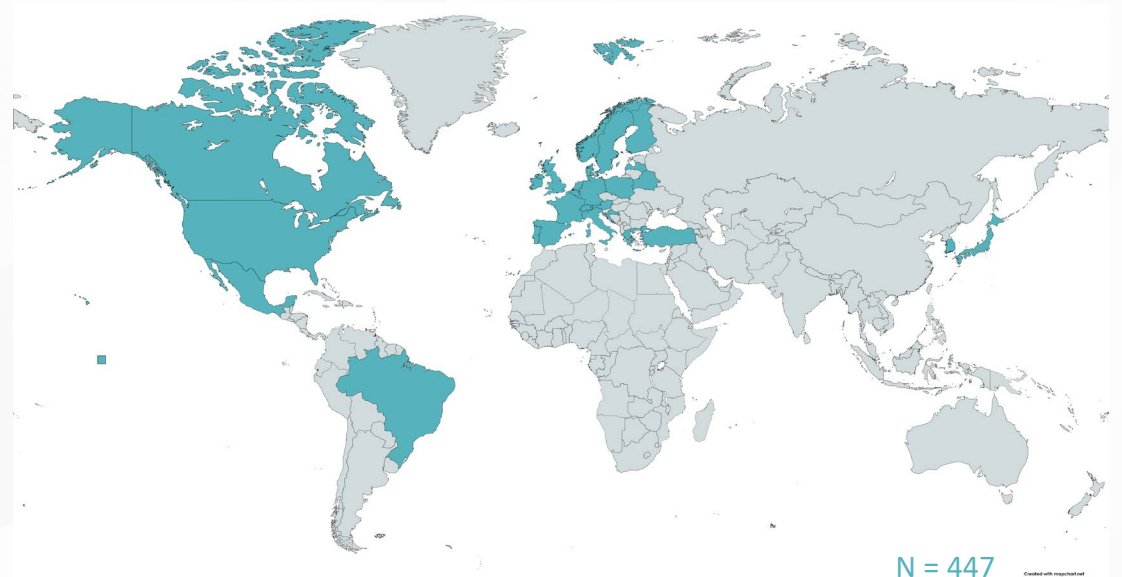
## Age

The average age was 44.4



## Industries

A total of 25 countries were represented, with most sellers from the US and UK.



## SURVEY CONCEPTS

The survey measured the following mental fitness drivers/indicators and sales performance indicators

### **Mental Fitness Drivers**

- Resilience
- Trust and connection with team members
- Trust and connection with clients
- Confidence
- Self worth
- Value of wellbeing programmes in the workplace

### **Mental Fitness and Sales Performance Indicators**

- Percent of time sales targets were met
- Amount of time taken off work due to poor mental health.
- Impact of job stress on mental health

## SURVEY STATEMENTS TO MEASURE DRIVERS OF MENTAL FITNESS

Each participant was presented with a series of statements and asked to measure themselves against a five-point scale in order to understand mental fitness drivers.

### RESILIENCE

- *I bounce back quickly after a setback on a sales deal ...*
- *I can motivate myself to tackle and complete repetitive and administrative sales tasks ...*
- *I can turn sales objections into positive outcomes ...*

### TRUST AND CONNECTION WITH TEAM

- *I trust my sales manager to help me thrive at work ...*
- *I have a strong sense of togetherness with my sales peers ...*

### TRUST AND CONNECTION WITH CLIENTS

- *My clients trust that I have their best interests at heart ...*
- *I have a strong sense of togetherness with my clients ...*

### CONFIDENCE

- *I thrive in finding innovative solutions to problems ...*
- *I continually assess a sales situation and adapt my behaviour accordingly ...*

### SELF WORTH

- *I feel valued as a person regardless of how I've done on my sales targets ...*

### VALUE OF MENTAL FITNESS RESOURCES

- *I find wellbeing programmes in my company help my mental health ...*

### Five-point scale:

- ... almost never
- ... not very often
- ... some of the time
- ... most of the time
- ... nearly always

## SURVEY QUESTIONS TO UNDERSTAND INDICATORS OF SALES PERFORMANCE AGAINST MENTAL FITNESS

To close out the survey, each participant was asked 3 questions in order to understand indicators of sales performance against mental fitness.

### **SALES PERFORMANCE**

*Over the last two years what percentage of the time have you hit your monthly, quarterly or annual sales targets?*

### **TIME OFF DUE TO POOR MENTAL HEALTH**

*Over the last two years I have taken the following time off from work because of poor mental health.*

- *No time off because of poor mental health*
- *Less than a week*
- *More than a week but less than a month*
- *More than a month but less than three months*
- *More than three months*

### **STRESS**

*The stress of my job has affected my mental health: almost never, not very often, some of the time, most of the time, nearly always?*

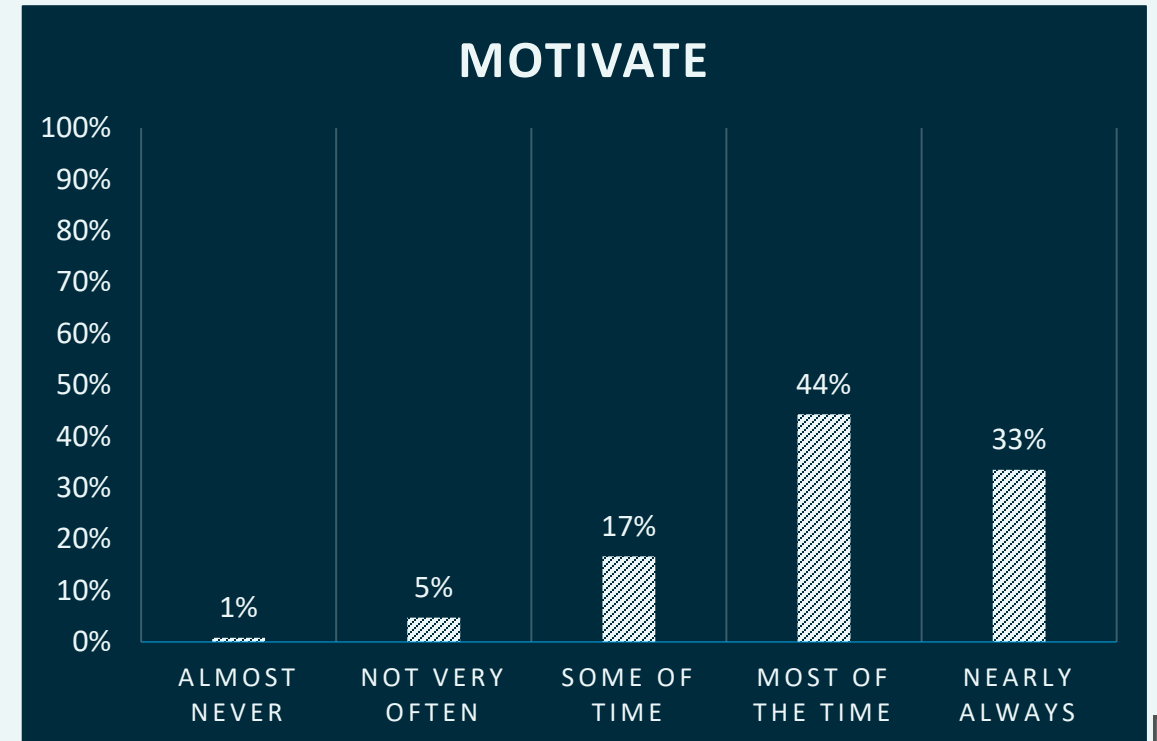
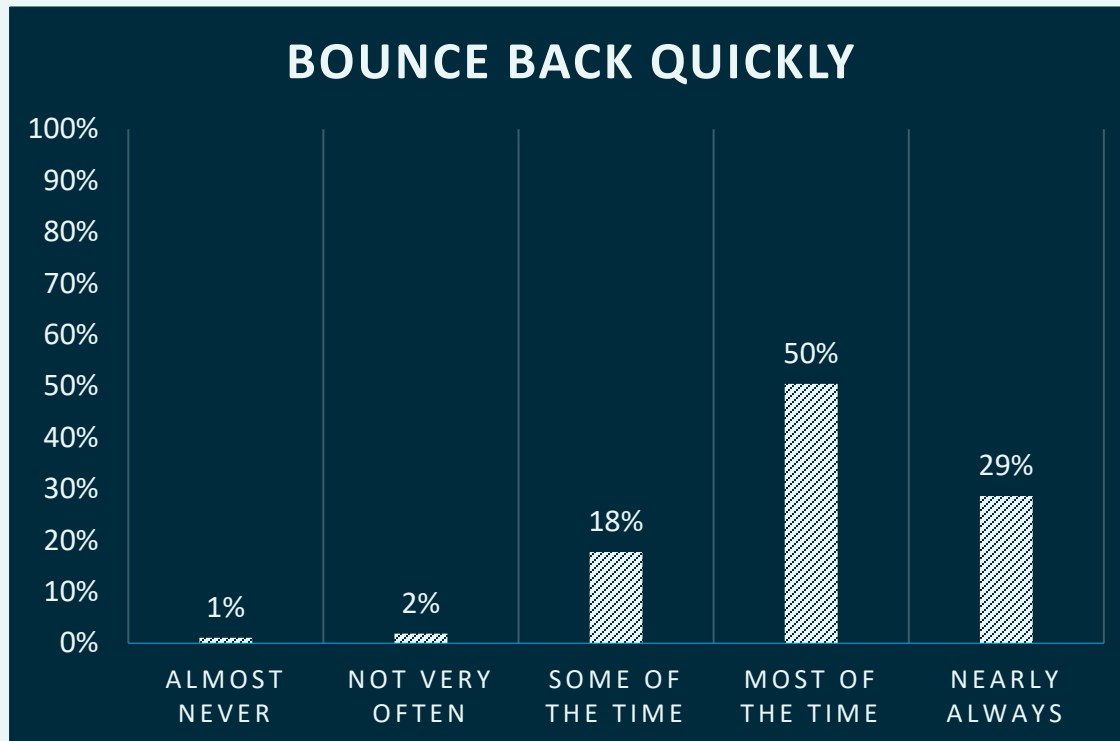
# RESULTS

## DRIVERS OF MENTAL FITNESS

# RESILIENCE

Whilst the majority - 79% - of sellers say they bounce back quickly after a sales setback most or nearly all of the time, **less than 1/3** say they do these things nearly always.

77% of sellers can motivate themselves to complete administrative tasks most or all of the time, but **just over 1/5** do it some of the time or less.

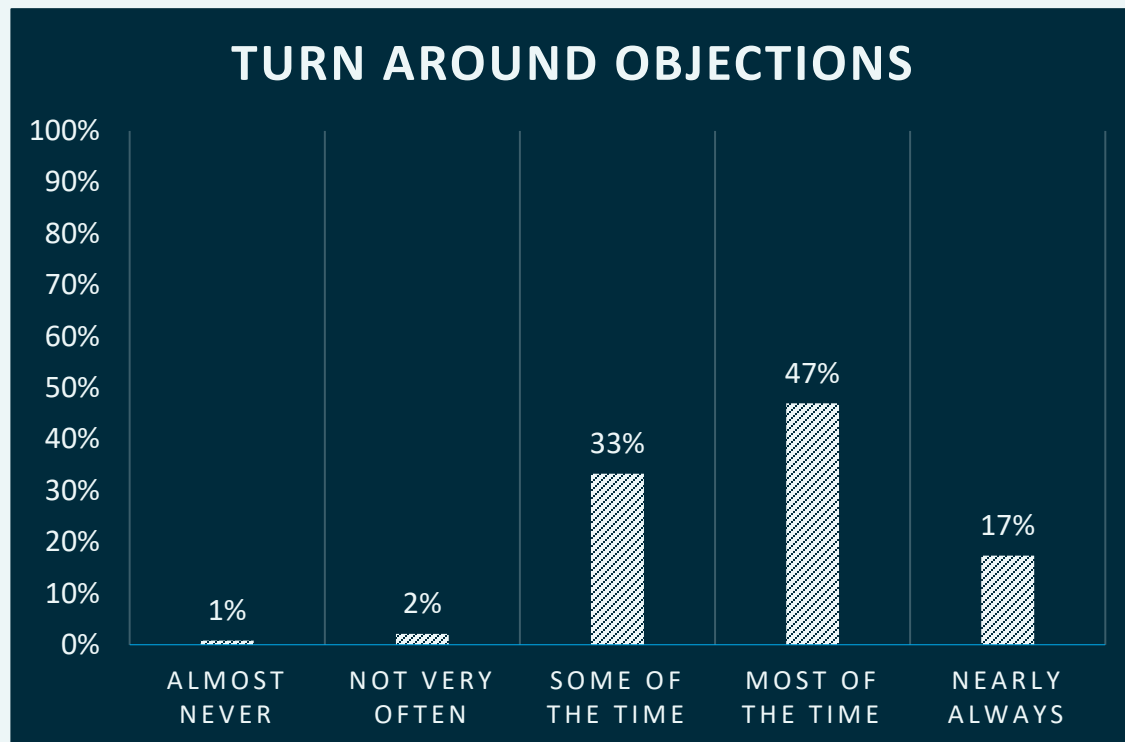




# RESILIENCE

However, **fewer sellers** (63%) say they can turn sales objections into positive outcomes most or nearly all of the time, with **1/3 or less** saying they do these things nearly always.

Sellers under age 36 are **less resilient** than sellers over age 36.

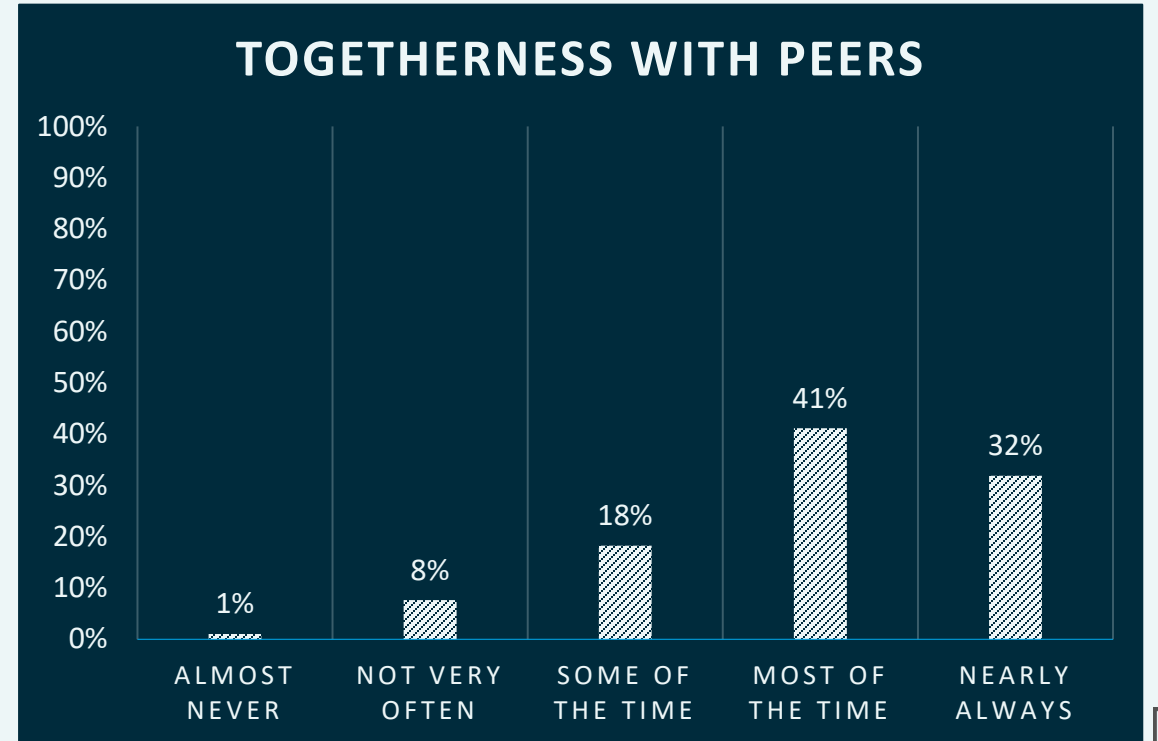
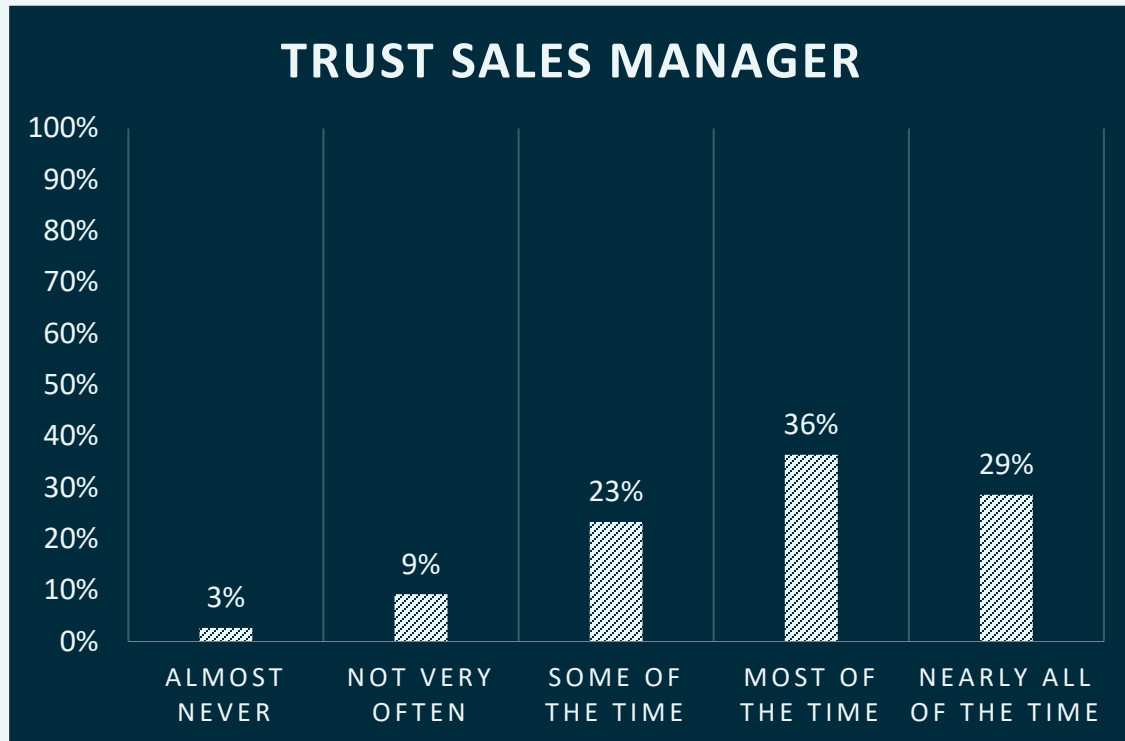


# TRUST AND CONNECTION WITH TEAM

**Only 1/3** of sellers only trust their manager some of the time or less, with 29% of sellers only trusting their manager nearly all of the time.

By contrast Sellers report more togetherness with their peers than trust in their manager – but not by much, with **just 32%** of sellers reporting togetherness with their peers, nearly always.

These levels of trust are consistent across gender and age categories.

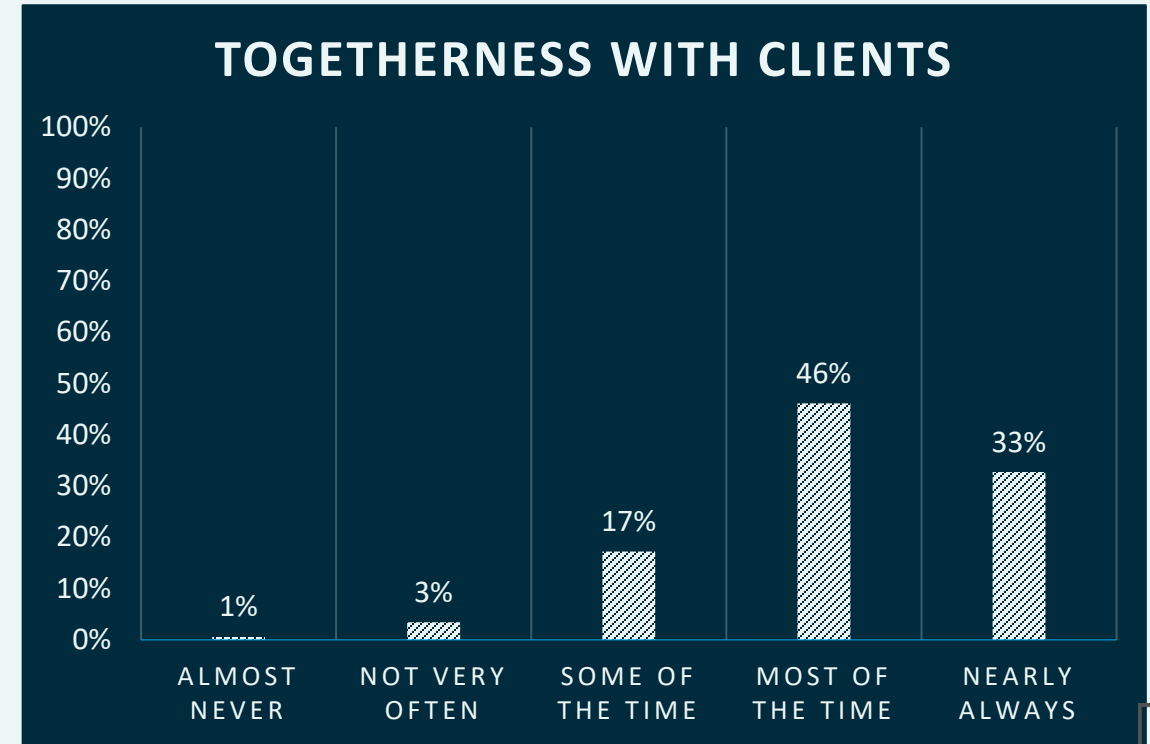
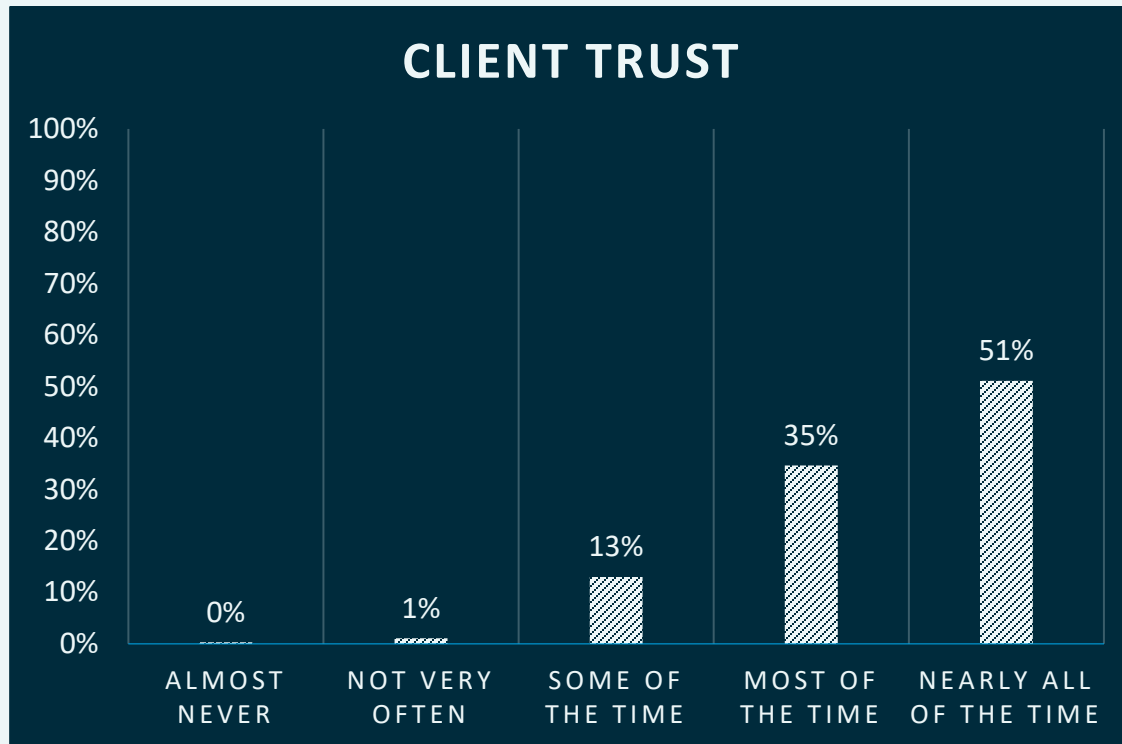


# TRUST AND CONNECTION WITH CLIENTS

**Only half** of sellers say their clients trust them nearly all the time and **just 1/3** say they nearly always feel a sense of connection with their clients.

Sellers report more trust from their clients than feelings of togetherness with them.

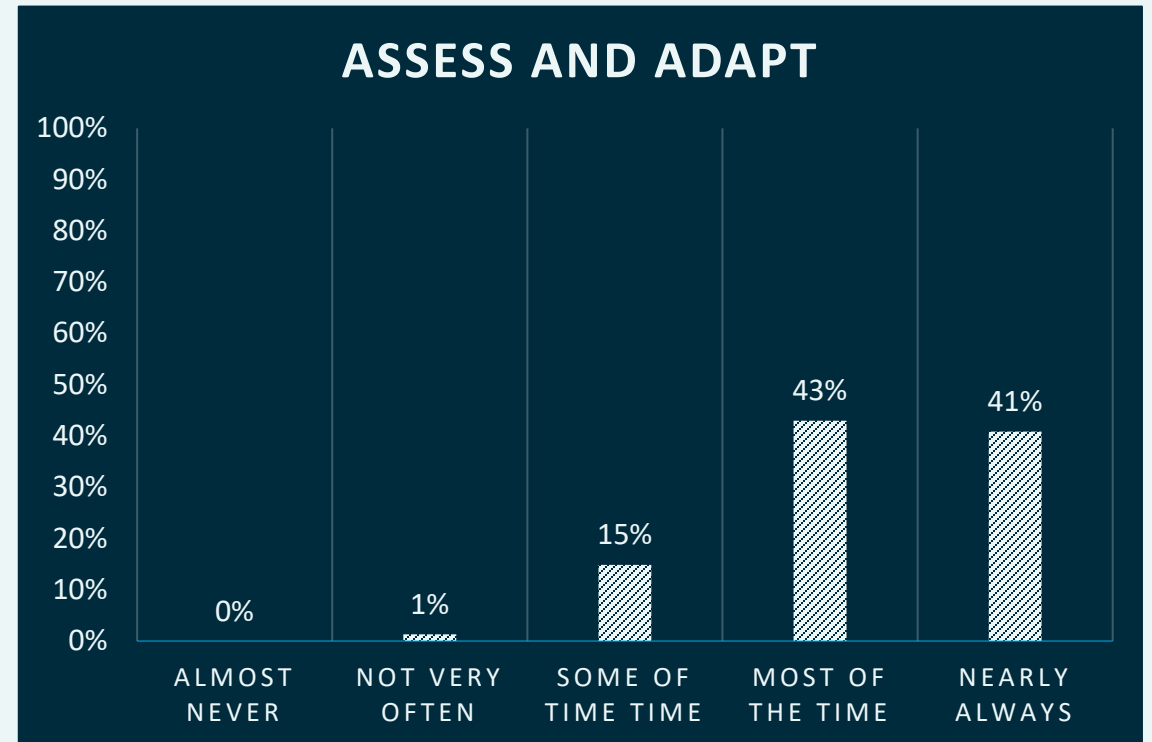
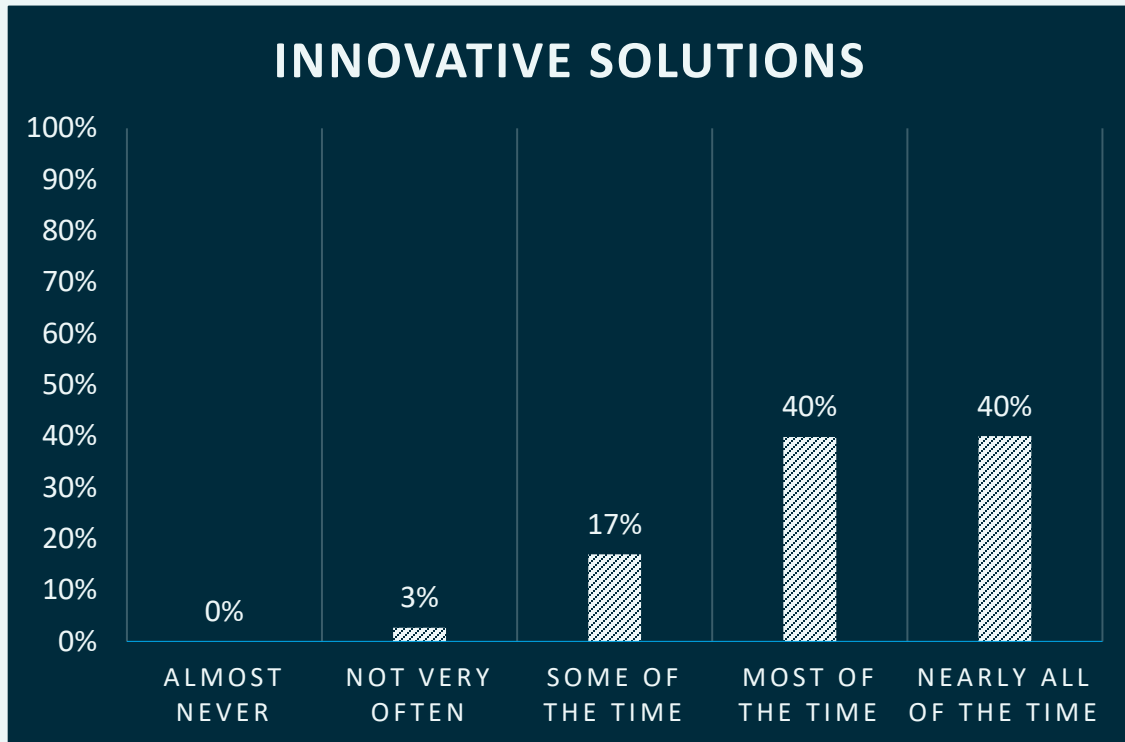
Sellers under age 36 report **less trust** and connection with clients.



# CONFIDENCE

Of the 20% of sellers who feel confident to come up with innovative solutions to problems, some of the time or not very often, a disproportionate percentage were **under age 36**.

Similarly of the 16% of sellers who only assess and adapt some of the time or not very often, a disproportionate percentage were also **under age 36**.

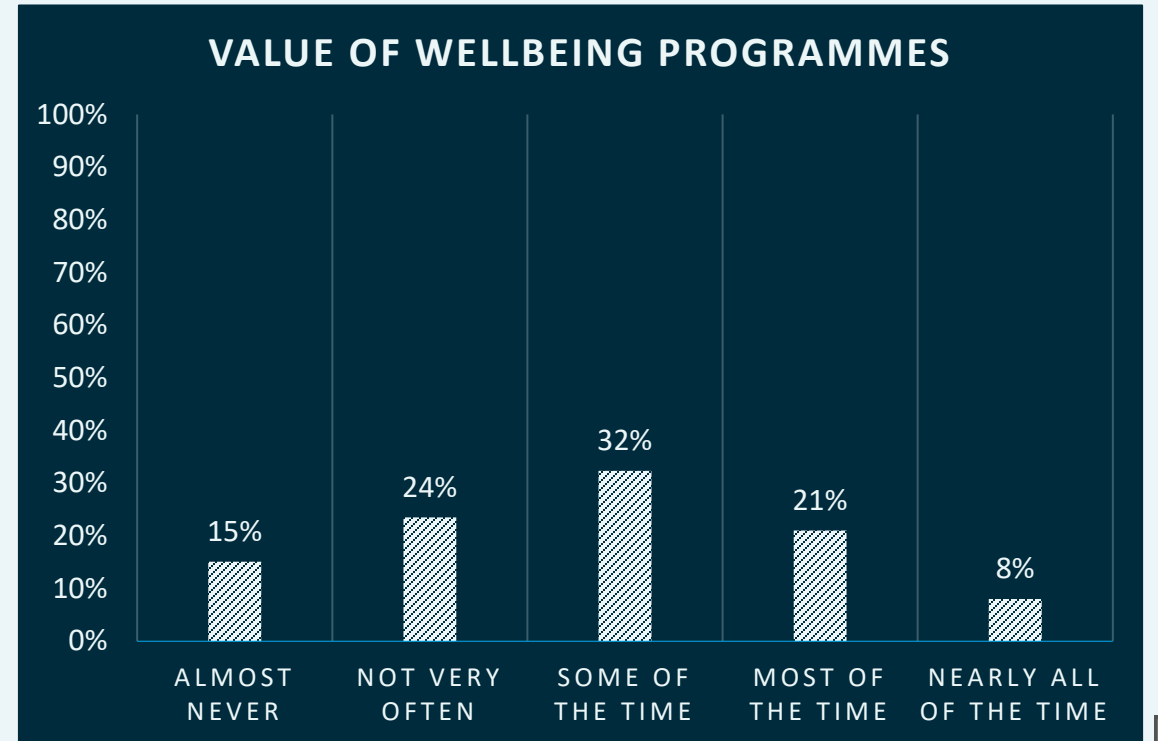
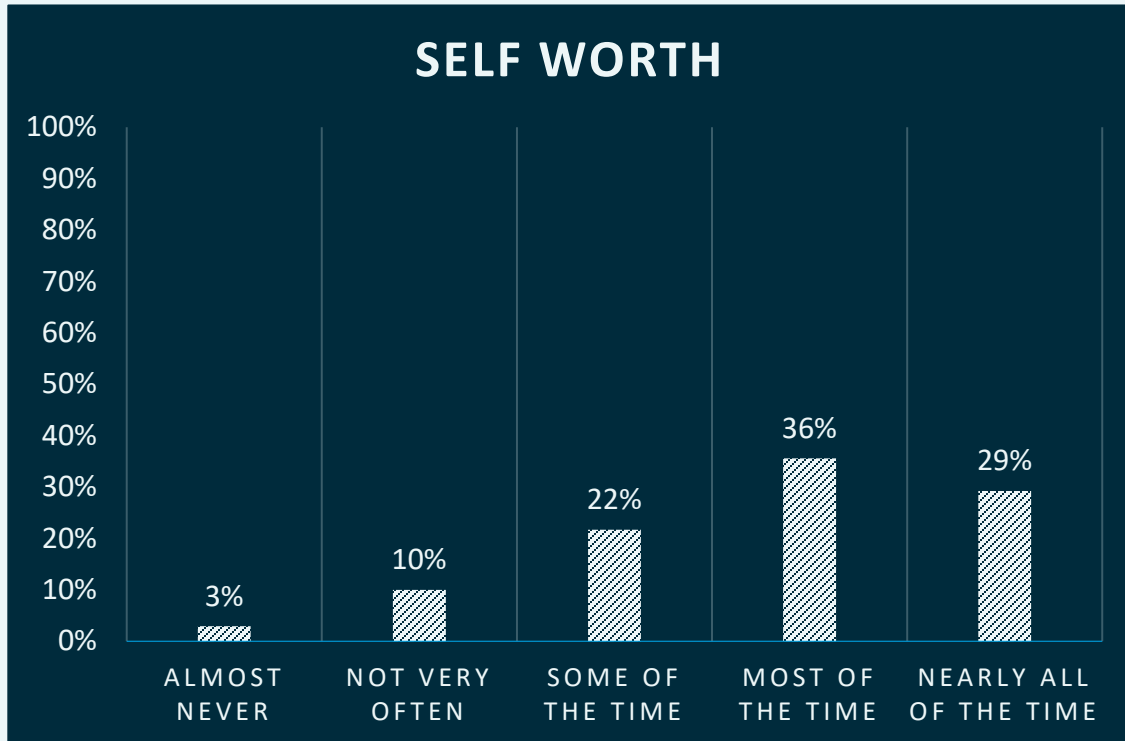


# SELF WORTH

# VALUE OF WELLBEING PROGRAMMES

**Only 29%** of sellers say they feel valuable regardless of their sales performance nearly all the time. However, **35%** don't feel this way some of the time, very often or almost never.

**71%** say they find value in wellbeing programmes in their workplace some of the time, not very often or almost never. **Less than 1/3** find value in them most or nearly all of the time.



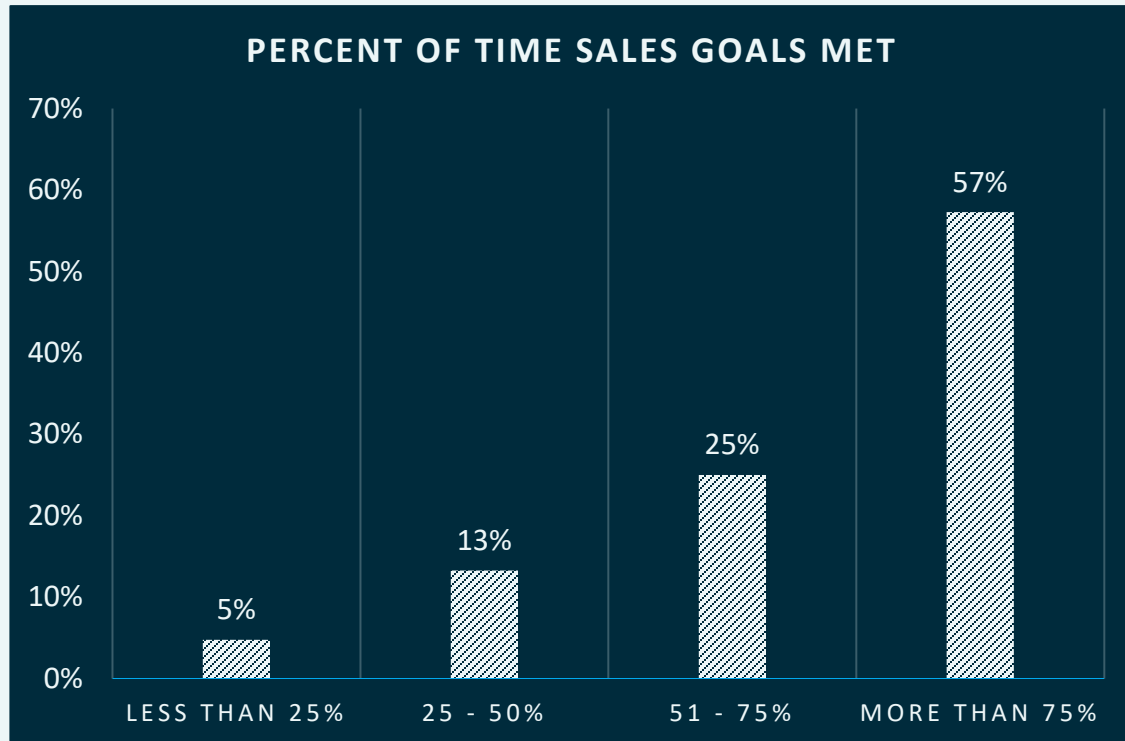
# RESULTS

INDICATORS OF SALES PERFORMANCE AND MENTAL FITNESS

# SALES PERFORMANCE

Most sellers (**57%**) meet their monthly, quarterly, or annual sales goals more than 75% of the time.

Performance levels are consistent across gender and age categories.

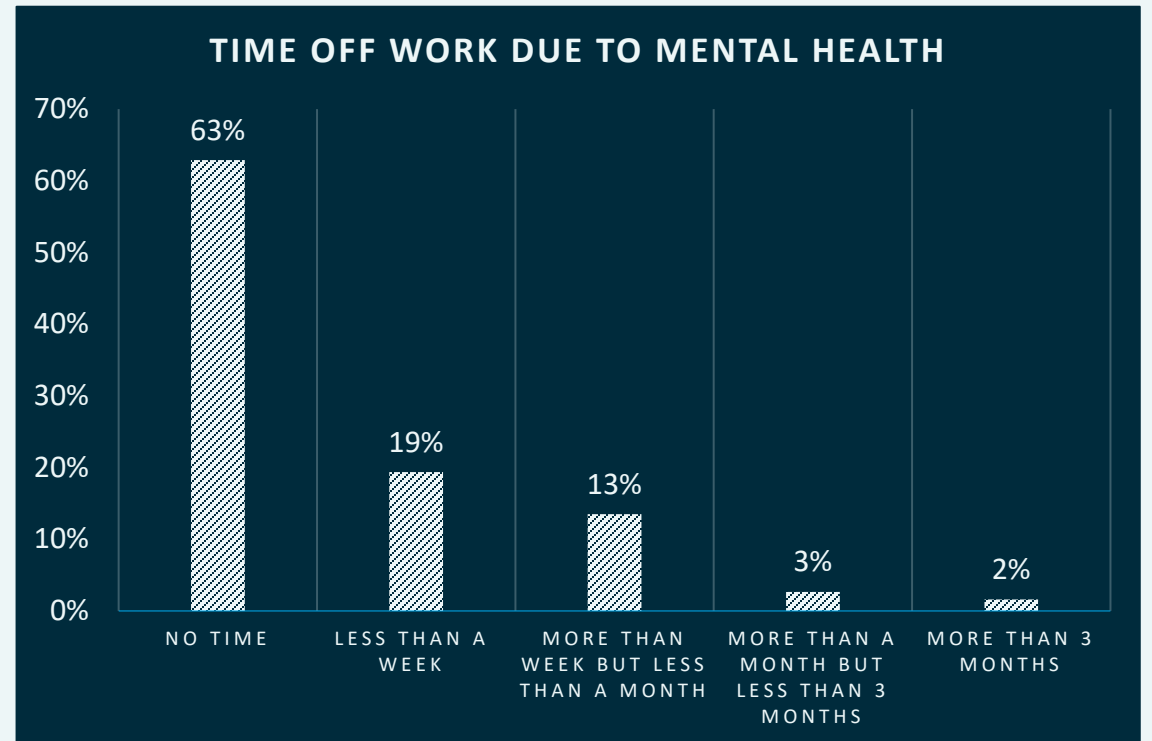
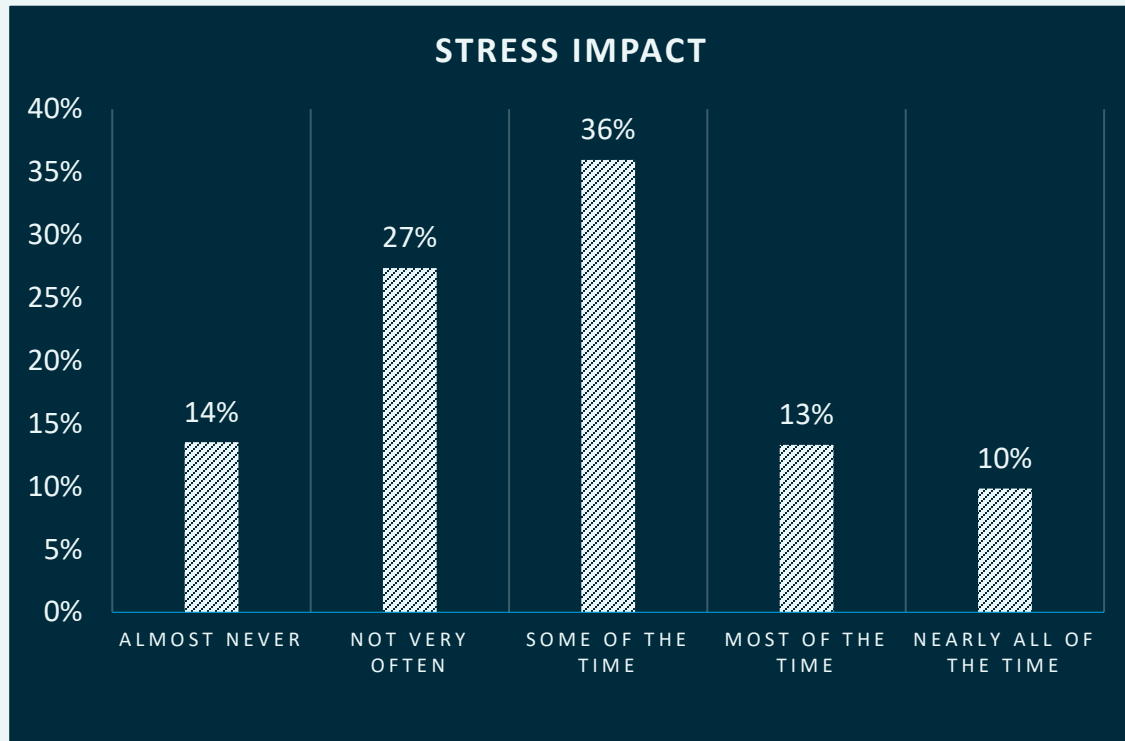


Not surprisingly, across all sellers, sales targets were met 75% of the time, on average, **BUT ...**

# INDICATORS OF MENTAL HEALTH

**The majority (59%)** of sellers say the stress of their job has impacted their mental health at least some of the time. Worse still, **18%** say they have taken a week off work or more because of poor mental health.

Sellers under age 36 report **more stress**. BUT Sellers under 52 report taking **more time off** due to poor mental health.



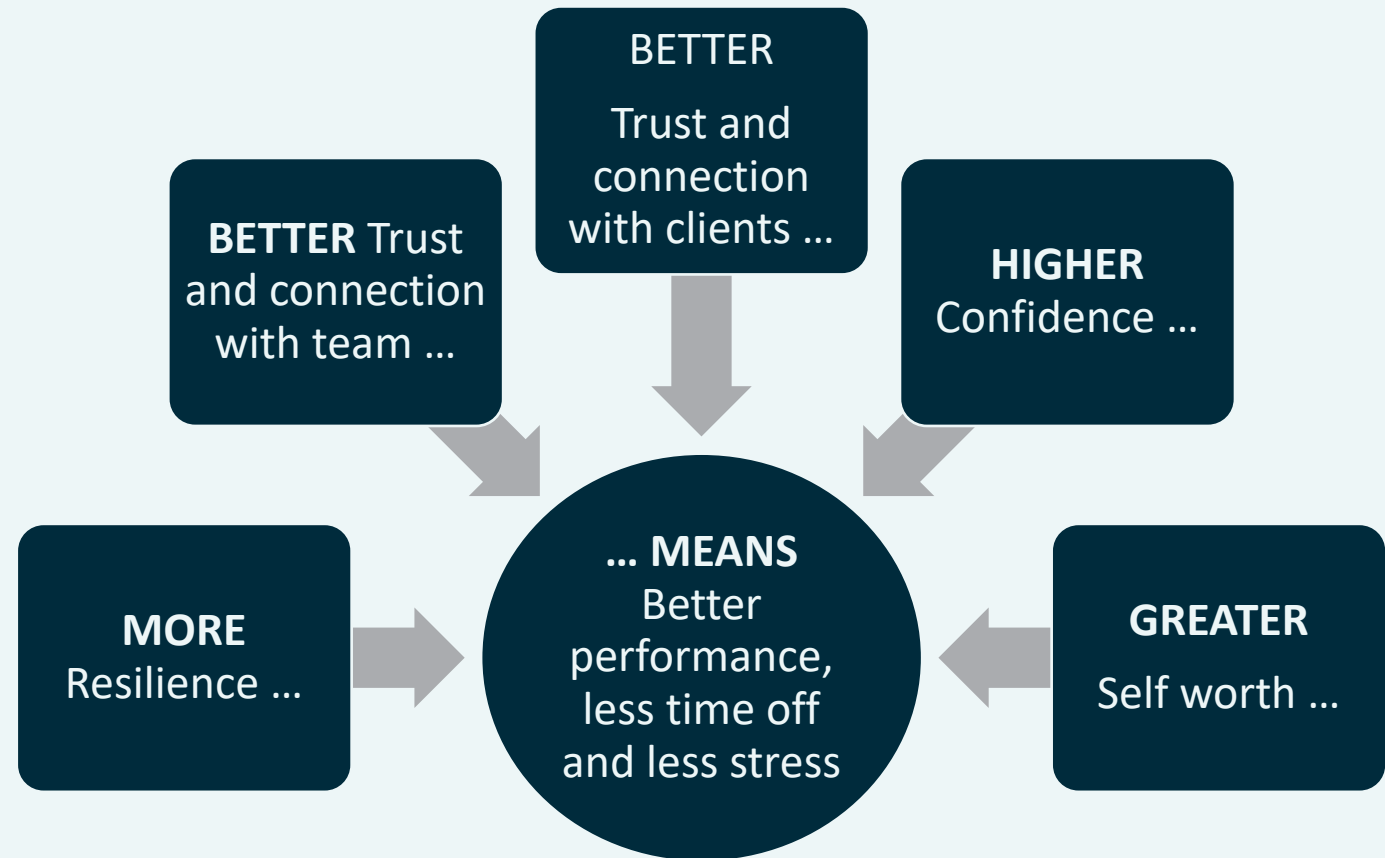


# RESULTS

LINKS BETWEEN MENTAL FITNESS DRIVERS, PERFORMANCE,  
AND INDICATORS OF MENTAL HEALTH

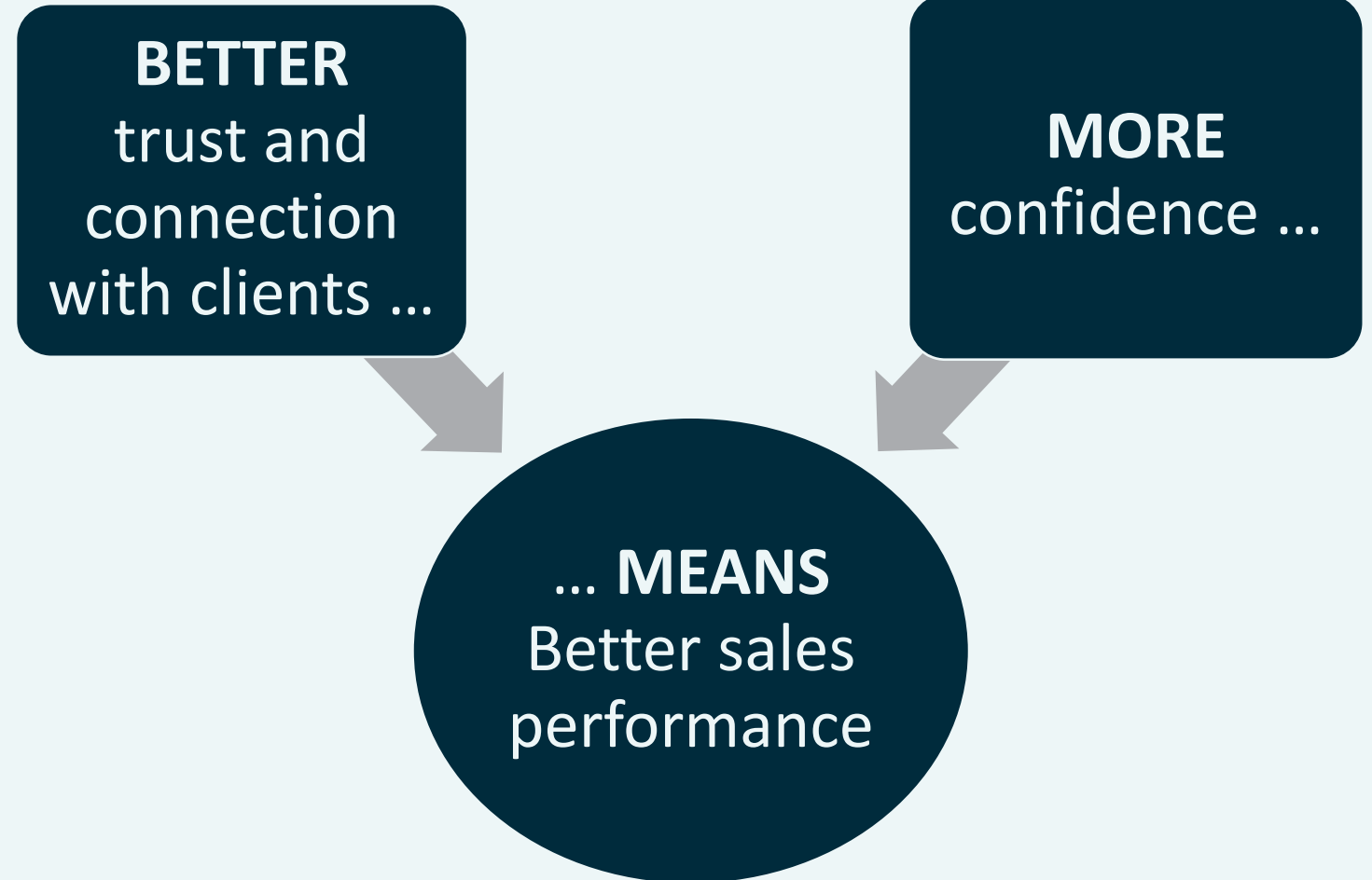
# Relationships Between Mental Fitness DRIVERS and INDICATORS OR PERFORMANCE AND MENTAL FITNESS

Not surprisingly, **5** of the **6** mental fitness drivers result in better sales performance, less time off for mental fitness reasons, and less stress.



# IMPROVING SALES PERFORMANCE

Specifically, Sellers with more trust and connection with clients and more confidence met their sales targets a higher percentage of the time.



# DECREASING TIME OFF DUE TO POOR MENTAL HEALTH

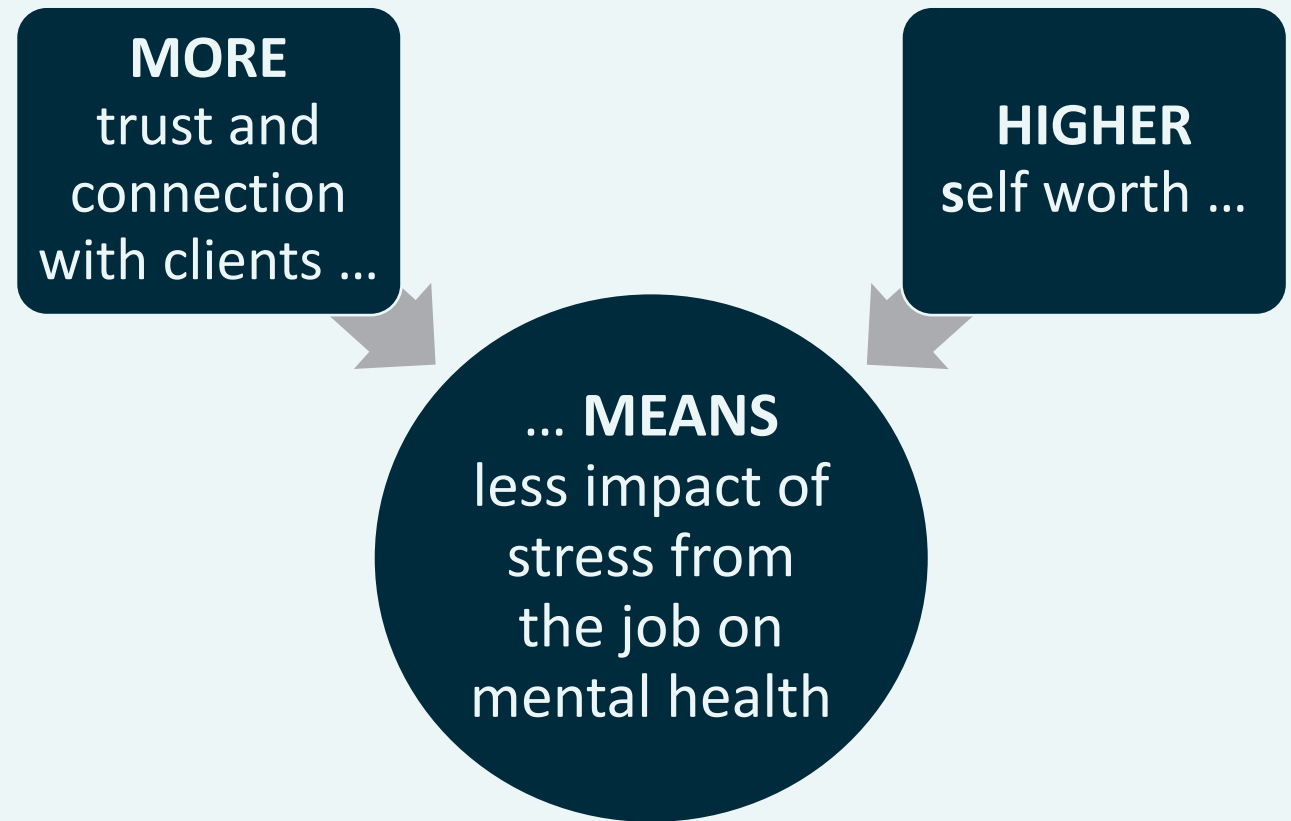
In addition, Sellers with more trust and connection with fellow sellers and sales managers took less time off due to mental health.

**BETTER**  
trust and  
connection  
with team ...

... **MEANS**  
Less time off  
due to poor  
MH

# DECREASING THE IMPACT OF JOB STRESS ON MENTAL HEALTH

Also, Sellers with more trust and connection with clients and who felt more valued regardless of sales achievement experienced fewer mental health impacts from the stress of their job.



# THE ROLE OF WORKPLACE MENTAL HEALTH PROGRAMMES

Sellers who find value in their workplace wellbeing programmes also take more time off due to mental health.

This may reflect a willingness to take advantage of such programmes when the organisational culture supports their use.



# CONCLUSIONS

Whilst most sellers rated themselves highly against the Mental Fitness Drivers and are hitting their sales targets, it is clearly coming at a cost. The majority also stated that the stress of their job has impacted their mental health, with nearly 1/5 having taken at least a week off work because of poor mental health. In addition, few rate wellbeing programmes highly.

To complicate this picture, there is a generational dynamic at work with Sellers under age 36 reporting more stress.

However, it's not all doom and gloom – cross analysis suggests that each of the mental fitness drivers either improved sales performance, decreased job stress, or decreased time off due to mental health. In other words, **improving any of the mental fitness drivers will realise benefits.**

However, the unique relationships between different mental fitness drivers and sales performance, job stress, and less time off implies that **a multi-pronged approach, targeting multiple mental fitness drivers in a personalized fashion** would be most effective.