

Data Shows That Salespeople Have More Than Presents to Look Forward to in December

Seasonal data tells us that November and December are the best months to work hard on sales deals.

Week 51 AND 52

THE WEEKS WITH HIGHEST CONVERSION

The countries where the high conversion effect is strongest



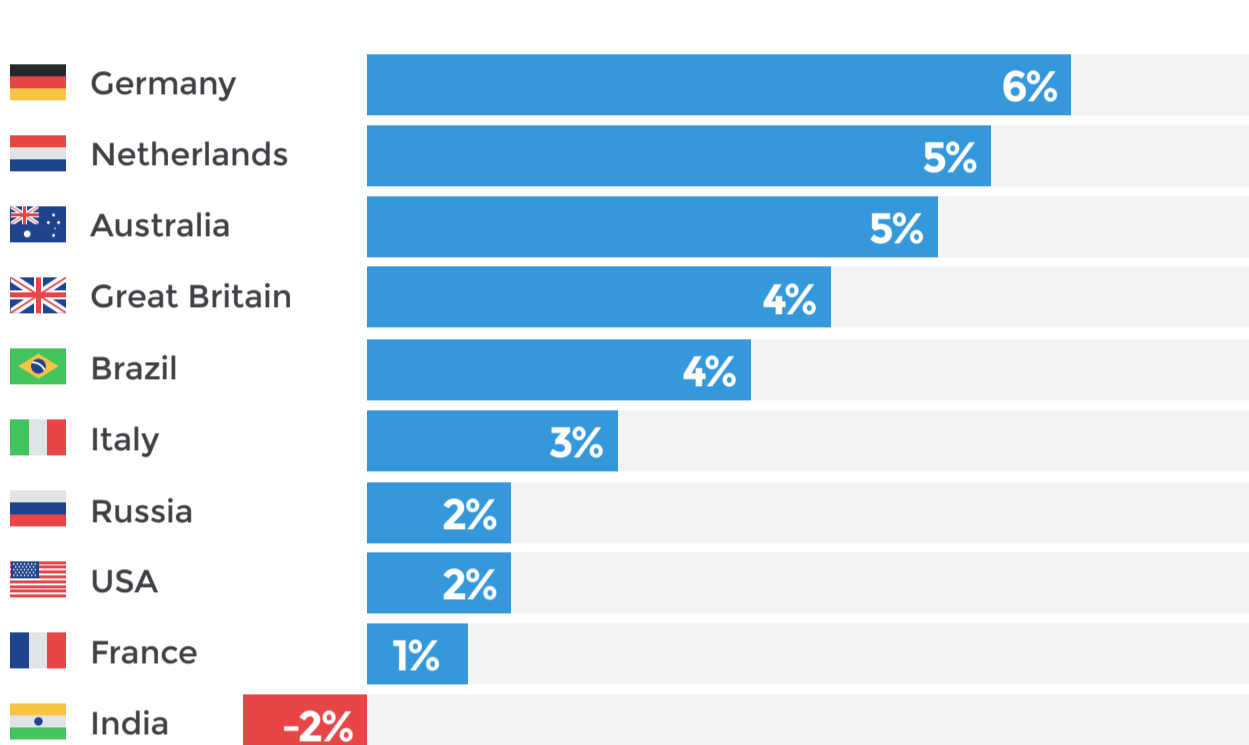
Conversion is high because of two reasons. First, the end-of-the-year push coincides with prospects' willingness to spend their budgets before the year-end. Second, salespeople are more willing to cut deals in order to meet targets.

The increase in conversion during these months averaged

3.15%

around the world, which for salespeople is a significant jump.

Increase in conversion during November and December by country



The end-of-quarter effect is real

Salespeople close more deals at the end of quarter compared to the beginning.

8.81%

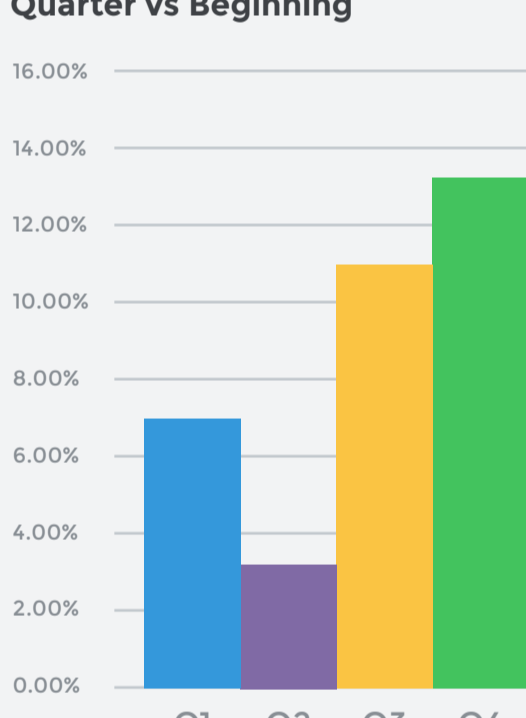
The average increase in the number of deals won at the end of the quarter compared to the beginning

The quarter-end effect is visible in all 4 quarters when looking at close rates around the world.

The effect is at its strongest during quarters 3 and 4

Salespeople make their best effort hit their quotas and lock in quarterly and yearly bonuses. This can be good news for buyers, as salespeople may offer discounts to lock in sales.

Change in Deals Closed-End of Quarter vs Beginning



The US, however, is an outlier. The quarter-end effect is only visible over the final two quarters of the year. At the beginning of the year, however, salespeople close 89% more deals at the start of the quarter. It's likely that they are closing off deals that got stalled during Christmas and New Year's.



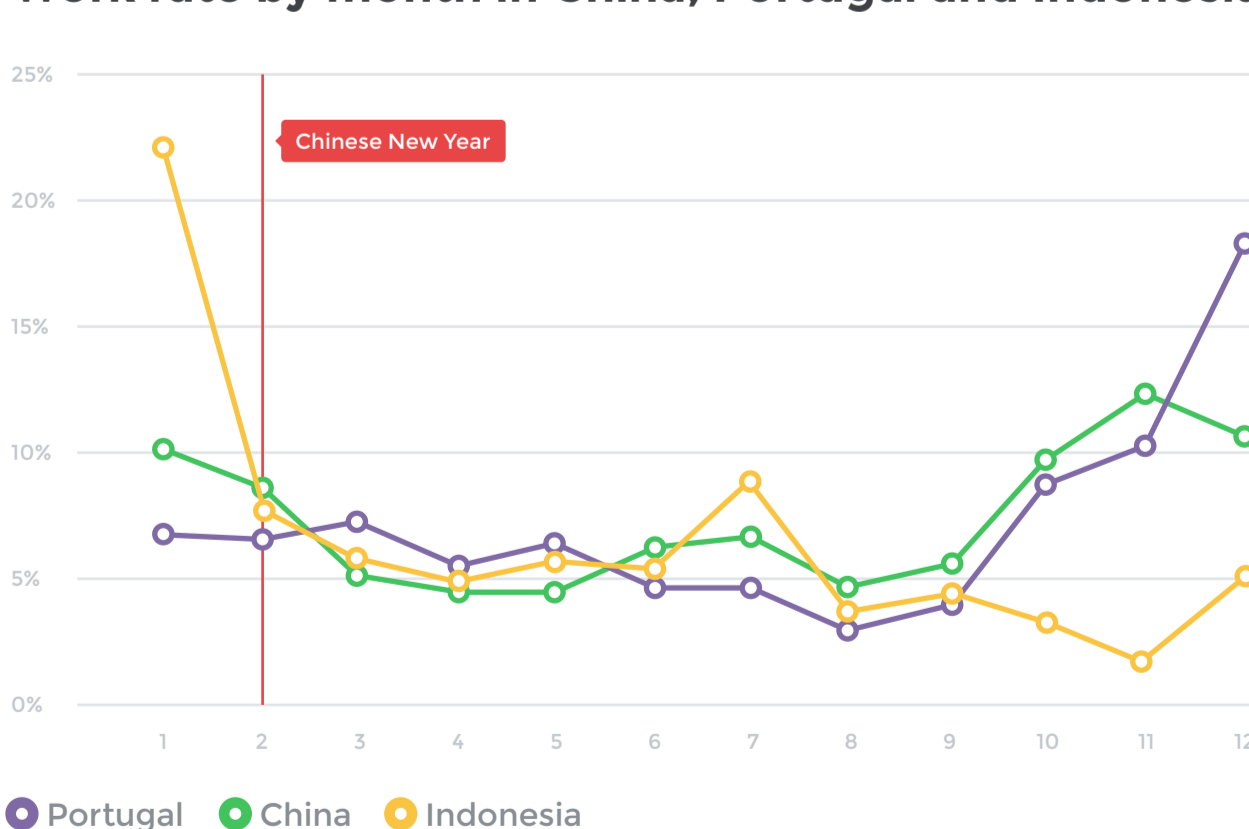
Holiday Workaholics

20%

The proportion of yearly deals that the Portuguese work on during December

Salespeople in Portugal do a whopping 30% of their total sales work in the final two months of the year, two thirds of which is accounted for in December. In a similar fashion, November and December account for 25% of the yearly work of salespeople in China.

Work rate by month in China, Portugal and Indonesia



Note: As Indonesia displays, not all countries follow the pattern. Indonesians work on 31% of their total yearly deals in January and February.

The best time to close deals is around the corner, so the best time to add new deals is now.

Source: anonymized meta-data from Pipedrive

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