

REDUCING
SALESPERSON
TURNOVER

40%

GOOD OR BAD ?

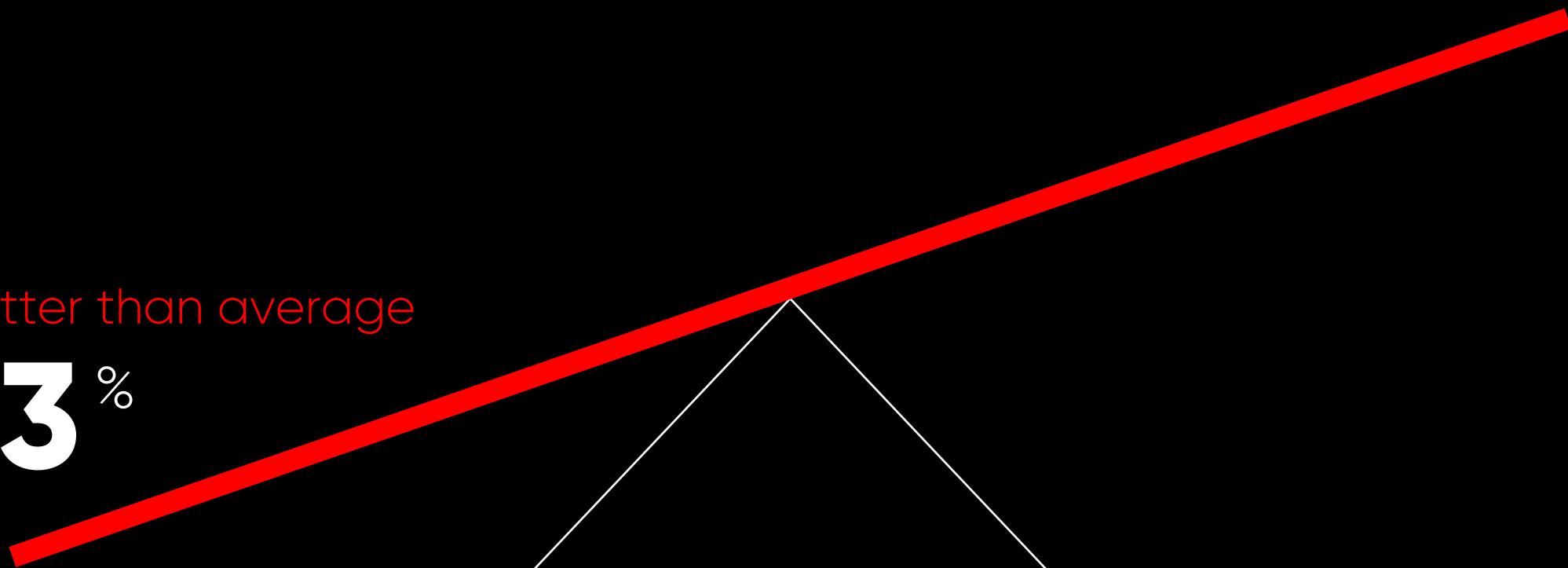
Salespeople attrition rates



Is current attrition rate an issue ?

Better than average

13 %



Turnover effects



Cost of recruiting & hiring



Loss of productivity



Loss of experience & knowledge



Morale goes down



Quality of work suffers

Cost of recruiting & hiring

+

Loss of productivity

||

Cost of replacement

20%
Of annual salary

54 000 people

Employed in dealerships

54 000 people

Employed in dealerships

16%

Salespeople

54 000 people

Employed in dealerships

16%

Salespeople

40%

Turnover

54 000 people

Employed in dealerships

59 000 €

Average salary

16%

Salespeople

40%

Turnover

54 000 people

Employed in dealerships

59 000 €

Average salary

16%

Salespeople

20%

Cost of replacement

40%

Turnover

Salespeople turnover costs

40 000 000 €

a year



A group of diverse business people, including men and women of various ethnicities, are shown from the waist up. They are all smiling and have their right fists raised in the air, suggesting a sense of triumph or teamwork. The background is a soft-focus indoor setting.

Reducing turnover to 20% will save

20 000 000 €

a year

At what cost ?