

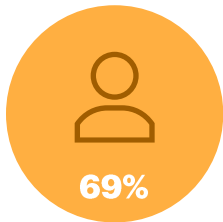
1ST 2022 CHALLENGER PULSE SURVEY

January 19, 2022

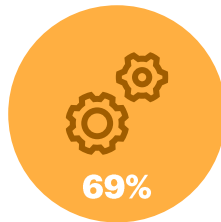
The first Challenger Pulse Survey of 2022 looks at overall sentiment, revenue expectations, talent plans for the upcoming year and the ideal elements of an SKO.

Sentiment around careers, companies and the overall business environment turned higher in 2022. This is good news. Not surprising, with what's in the media, respondents are more optimistic about their situation and their organization and less optimistic about the business environment in general.

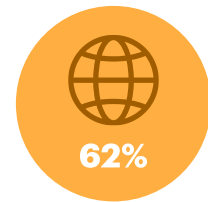
Percent Strongly Agreeing or Agreeing



I am optimistic about **my professional future**
(-7% over the last 6-month average)



I am optimistic about **my organization's future**
(-4% over the last 6-month average)



I am optimistic about the **future business environment**
(-2% over the last 6-month average)

Omicron created a significant dip in optimism as we ended 2021. Prior to that, our survey population was feeling about as good as they have since COVID hit in March of 2020. With these results in January, our hope is a steady climb going forward back to those levels.

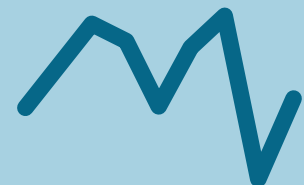
Trend Since May 2021



Professional Future



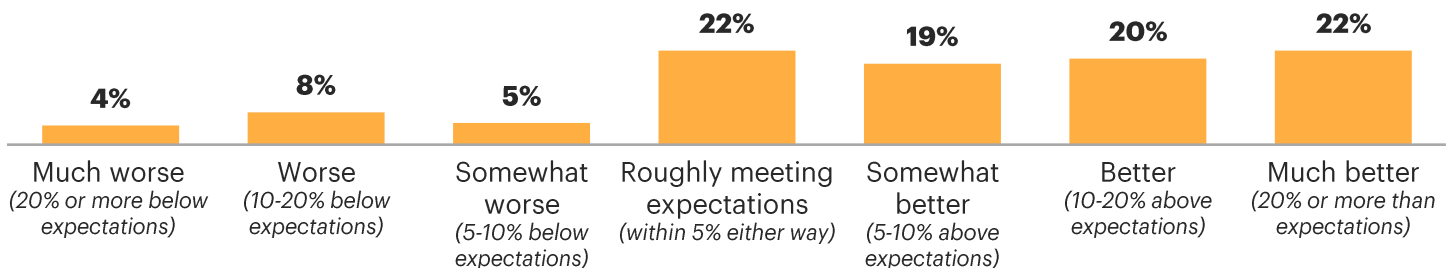
Organization's Future



Business Environment

Even with the concern and uncertainty, financial performance in Q4 met or exceeded expectations for 83% of our survey respondents. This is good to see and provides a needed confidence boost going into 2022.

How did you perform compared to any expectations you had set at the beginning of the year?



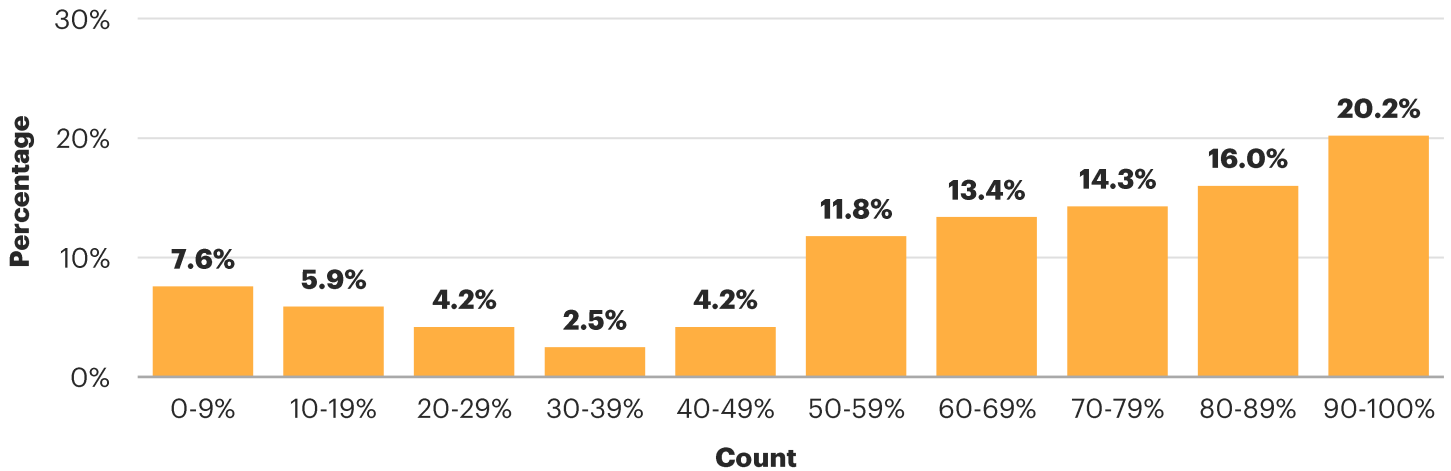
(This 1st Pulse Survey of 2022 collected 161 responses, January 19, 2022. Respondents represent a cross-section of commercial leaders)

1ST 2022 CHALLENGER PULSE SURVEY

January 19, 2022

We asked what percentage of the sales force hit 2021 quota and saw that 20% hit 90-100% of quota, 16% hit 80-89% of quota, 14.3% hit 70-79% of quota making for an overall successful year.

Percentage of the Sales Force That Hit Quota



How do you think 2022 revenue will compare against the revenue you generated in 2021?



Examples of 2022 Expectations

I'm expecting high demand. Concerned with inflation and it's impacts.

Better conversations with decision makers

I am confident that we can achieve about 20% more business in 2022

Going back to the office even if part time

We benefitted from an increase in digital marketing spend due to the pandemic. As we move into an endemic phase marketing dollars could shift back to live events and in-person meetings.



1ST 2022 CHALLENGER PULSE SURVEY

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A lot more companies will be adding sales roles than removing them in 2022. Sales Ops/Support Staff and Inside Sales are the most popular roles to add. Sales Managers are the least popular.

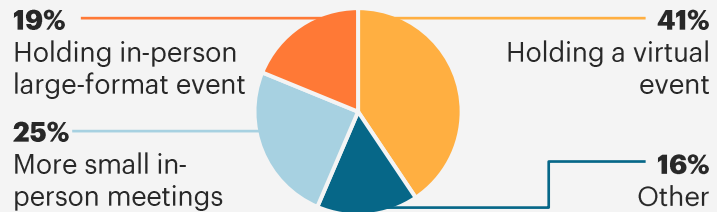
Expected Hiring by 2022

	Will Decrease	No Change	Will Increase	Don't Know
Sales Ops/Support Staff	8%	47%	36%	10%
Sales Enablement	8%	52%	27%	14%
Field Marketers	7%	57%	19%	18%
Customer Success	4%	51%	30%	15%
Account Manager	9%	61%	17%	14%
Key Account Managers	5%	61%	20%	14%
SDRs	6%	62%	16%	17%
Sales Managers	9%	69%	11%	11%
Channel Sales Reps	9%	58%	17%	16%
Inside Sales	4%	51%	33%	12%
Field/Account Executive	10%	47%	30%	14%

Prior to Omicron, we did not expect 2022 to lean as heavily to virtual SKO events.

Where live events are happening, they are more often small rather than large gatherings.

Will you be holding a National/Global Sales Meeting in 2022?



Companies are learning what makes sense to do live vs. virtual. Large room keynotes can be done virtually and so can training and development. Personal, informal meetings are better done live.

For any National/Global Sales Event that you might consider attending, what exactly do you think the event should include?

	Want to provide virtually	Want to provide In-Person	Not Considering
Opportunities for senior executives to meet with the sales force	29%	47%	24%
Opportunities for the sales organization to meet informally	26%	52%	22%
Introduction of a new sales plan	45%	31%	25%
Additional training or development	42%	38%	19%
Introductions to new products or services	43%	37%	20%
Additional speeches by outside experts	41%	27%	32%
A keynote by your senior executives	46%	35%	19%



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