

DATA SYNTHESIS · 2024-2025

WHY B2B AEs WITH LARGE QUOTAS INVEST LESS IN THEMSELVES THAN GOLFERS INVEST IN THEIR HANDICAP

The Self-Investment Gap in B2B Technology Sales

43%

AVG QUOTA
ATTAINMENT

3.7x

QUOTA LIFT
FROM AI USE

72%

QUIT W/O
EMPLOYER \$

THE CORE FINDING

The performance gap is real. The preparation gap created it.

Enterprise AEs are carrying the largest quotas of their careers while hitting the lowest percentage of them on record. RepVue Q4 2024 puts average attainment at 43% across closing roles — enterprise AEs tracking below that. Gartner found reps who partner with AI are 3.7x more likely to hit quota. Yet most don't.

The same AE who drops \$2,000 on a Titleist driver without blinking will abandon a \$300 MEDDIC cert the moment his company won't cover it. The data makes that decision visible.

<50%

of B2B AEs hit quota
in 2024. Across every
study. Every source.

Studies vary on the exact number — RepVue Q4 2024: 43% average attainment. Bridge Group 2024: 51% hit quota, down from 66% in 2022. Salesforce 2024: 84% missed in the prior year. The sources conflict on the figure. They agree on the direction: fewer AEs are hitting quota every year.

67% of reps didn't expect to hit
quota this year either.

Salesforce State of Sales 2024 (6th Ed.), n=5,500

3.7x

**More likely to hit quota
for reps who effectively
partner with AI.**

Gartner 2024 seller survey. Independently corroborated by Salesforce:
83% of sales teams using AI saw revenue growth vs 66% without it.
LinkedIn 2025: daily AI users are 2x as likely to exceed targets.

But here is the gap:

Only 19% of reps use AI built directly into their sales tools. The other
81% use general-purpose chatbots with no deal context, no account
intelligence, and no buyer-specific preparation.

\$2K

AVG EMPLOYER SPEND
PER REP / YEAR

84%

FORGOTTEN WITHIN
90 DAYS

Training Magazine 2024: companies spend ~\$2,000 per rep annually. Yet 84% of sales training content is forgotten within three months without active reinforcement. Only 17% of companies report having an effective training program.

Dynamic coaching changes this:

CSO Insights / Training Industry: dynamic coaching programs show 21.3% improvement in quota attainment and 19% improvement in win rates vs. study average. Yet CSO Insights research found nearly half of managers spend fewer than 30 minutes per week coaching their reps.

Buyer Intel Accelerator (BIA): AI-generated research profiles on any enterprise buying role, built in under 5 minutes — so reps walk in knowing their buyer before the conversation starts.

72%

Abandon development plans when their employer won't fund it.

Harris Poll / University of Phoenix 2024: 79% of the sales workforce acknowledges upskilling would help them advance. 72% abandon the plan the moment the company declines to pay. PRSA Survey 2024: only 1% invest in their own development on a monthly cadence.

63% more likely
to be a top performer with regular coaching.

Rain Group, Top-Performing Sales Manager Research (n=1,004)

Where the money goes.

ANNUAL GOLF SPEND · REGULAR WEEKEND GOLFER

\$1,500–\$2,500

Green fees, clubs, equipment, incidentals.

Handicap improvement over 25 yrs of spending: ~2 strokes.

Source: National Golf Foundation / Troon International / GBQ Digital 2024–2025

SELF-FUNDED CAREER DEVELOPMENT · TYPICAL AE

\$0 – \$300

72% invest nothing without employer funding.

MEDDIC cert starts at \$297. Quota lift from coaching: 21.3%.

Same professional. Same wallet. Two completely different decisions about where performance investment belongs.

The environment enterprise AEs are selling into.

\$800K

Median ACV quota
SaaS AEs (Bridge Group 2024)

19%

Median win rate 2024
down from 23% (Bridge Group 2024)

36%

Enterprise sales cycle
lengthening 2022-23 (Tunguz / Theory Ventures)

6-10

Avg stakeholders per
deal (Gartner 2024)

<50%

AEs hitting quota
RepVue, Bridge Group,
Salesforce 2024

2.2 yrs

Avg AE tenure before
voluntary exit (Bridge Group 2024)

This is the depth Buyer Intel Accelerator builds on any buyer

Two of 40+ enterprise buying roles — before you walk in the room.

BUYER PERSONA 01

CMO · \$75M ARR · 28-PERSON MARKETING TEAM

TOP TRIGGER

Sales VP escalates lead quality to CEO. The CMO has 30 days to build a defensible attribution model before the board meeting.

ACTUAL LANGUAGE

- > "We drove 70% of closed-won and they cut my headcount."
- > "My team is part-time IT support — tools, not content."
- > "Show me our size and deal cycle. Not Salesforce results."

FIRST OBJECTION

"I know attribution is broken — I just need a model the CFO will actually accept."

BUYER PERSONA 02

CIO · HEALTH SYSTEM · 8,200 EMPLOYEES

TOP TRIGGER

Peer health system ransomware attack. CEO forwards the article. Board demands a posture review in 60 days.

ACTUAL LANGUAGE

- > "I can defend every decision — until I can't."
- > "Three compliance programs. None share deadlines."
- > "Epic recruits my best people every year."

FIRST OBJECTION

"Show me exactly how you map to the HIPAA Security Rule gap — not a platform pitch."

PRIVATE BETA · LIMITED SEATS

Practice the Deal Before It Counts.

Win the Room Before You Walk In.

Buyer Intel Accelerator is how serious AEs build deal intelligence before the call — without waiting for their company to fund it.

Your first persona profile in under 5 minutes.

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