

SECOND EDITION
Australia

2026 Mood of the SALES LEADER™

*The definitive annual report into the
Sales Leadership Landscape.*

 Indicator

In partnership with _____



Customerit™



Seismic



POWERED BY  trinity

WELCOME

Welcome to the second edition of the Australian Indicator Mood of the Sales Leader (MOTSL) report. Reflecting insights from nearly 700 sales professionals and leaders across Australia and New Zealand, this report provides a "real-time" perspective on the current business landscape. As those on the front line, sales professionals witness the market's shifts firsthand, making them the most accurate barometers for the year ahead.

The sentiment for Australia is one of "**Resilience & Momentum.**" After the challenges of 2024, the past year delivered a much needed lift; 62% of companies achieved revenue growth, with an impressive 70% of those reaching double digit territory. While many still navigate economic headwinds, a notable 12% of leaders report that they had not experienced any 'slump'.

While 66% of Sales Leaders are optimistic about the year ahead and are committing to growth budgets, this outlook is balanced by a realistic view of the market. Although nearly half see a strengthening sales pipeline, most believe a broader economic recovery is still six to twelve months away.

The strategy for 2026 centers on optimisation rather than rapid expansion. Because only 35% of leaders plan to increase headcount, the focus has shifted to maximising the performance of existing teams. This will be achieved through a deeper commitment to training and leadership, competitive pay, and a focus on driving business development.

Indicator extends our gratitude to our partners **Athlete2Business, Customerit, Insights Exchange, Seismic, and Trinity**, who took ownership of the "Mood" in Australia this year. Importantly, we also thank our contributors for sharing their invaluable insights.

We hope this report helps you and your teams harness this momentum for a successful year ahead.



“Australia’s sales landscape showed resilience in 2025, with revenue performance outpacing 2024 & two thirds of Salespeople hitting their targets. While 2025 was a foundational year rather than an explosive one, it has built momentum for increased growth as we head toward a broader recovery in late 2026 & 2027.

Mike Stokes
CEO - Indicator

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KEY FINDINGS

The responses to all the questions posed in this year's MOTSL survey are summarised in detail throughout this report, however we have identified 5 Key Findings here...

01

Solid despite some economic headwinds

2025 was a more positive year with 62% of companies achieving revenue growth & an impressive 70% of those in double digit growth territory.

02

Economic recovery timeline

71% of leaders believe a meaningful recovery is at least 6 months away, with one-third predicting it won't arrive until 2027.

03

Always the optimists

True to form the majority of Sales Leaders describe themselves as being 'upbeat' about the year ahead with a solid 66% committing to a revenue growth budget.

04

Eyes wide open

Whilst there are encouraging signs with 46% reporting strengthening sales pipelines, Sales Leaders are also realists. They state growing competition, clients with reduced budgets & lack of effective business development as their greatest concerns for 2026.

05

Retention risks should be top of mind

49% of Salespeople report that they were directly approached about a new role during the year. Significantly 25% state their intention to leave their current role in the next 12 months with a further 38% undecided with improved remuneration & career prospects being high on the wish-list.

KEY SHIFTS

The responses to all the questions posed in this year's MOTSL survey are summarised in detail throughout this report, however we have identified 5 Key Shifts here...

01

The Challenge at hand

Selling to clients with reduced budgets overtook "global economic fears" as the primary concern heading into 2026. At the same time, Pricing has emerged as the "critical battleground" and is now cited as the #1 reason deals fall through.

02

Greater influence over Marketing

Sales Leaders' influence over marketing throughout the year took a giant leap with 81% report having "some or significant influence" over the marketing function. For the first time, a lack of marketing budget claimed the #1 spot for marketing challenges.

03

Looking after your talent

Whilst 66% of Salespeople did receive formal training and development, businesses slashed 30% from their development budgets. At the same time Sales Leaders are vocal in stating that lack of basic sales skills, business development and inability to close deals top their greatest frustrations.

04

AI coming of age

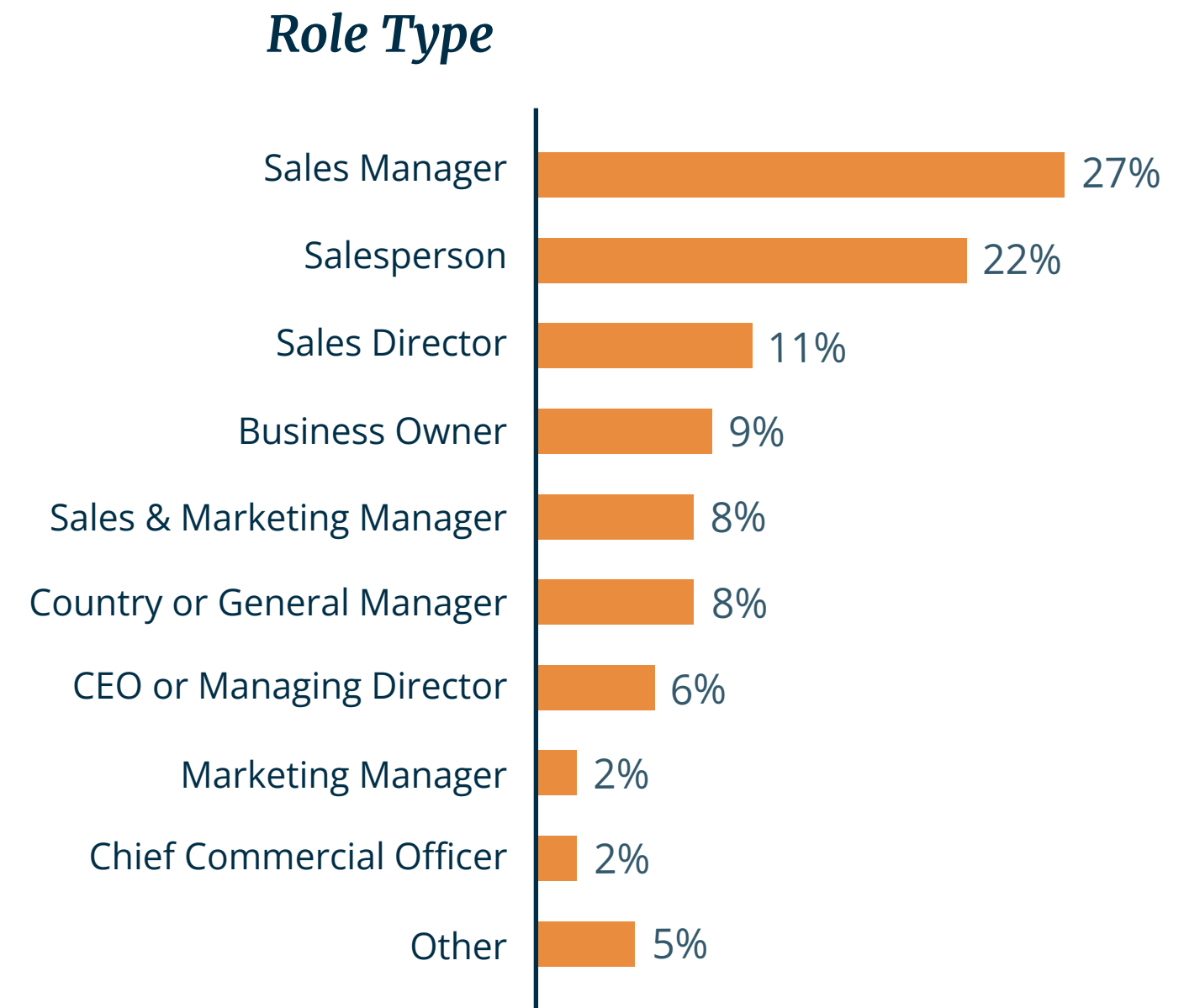
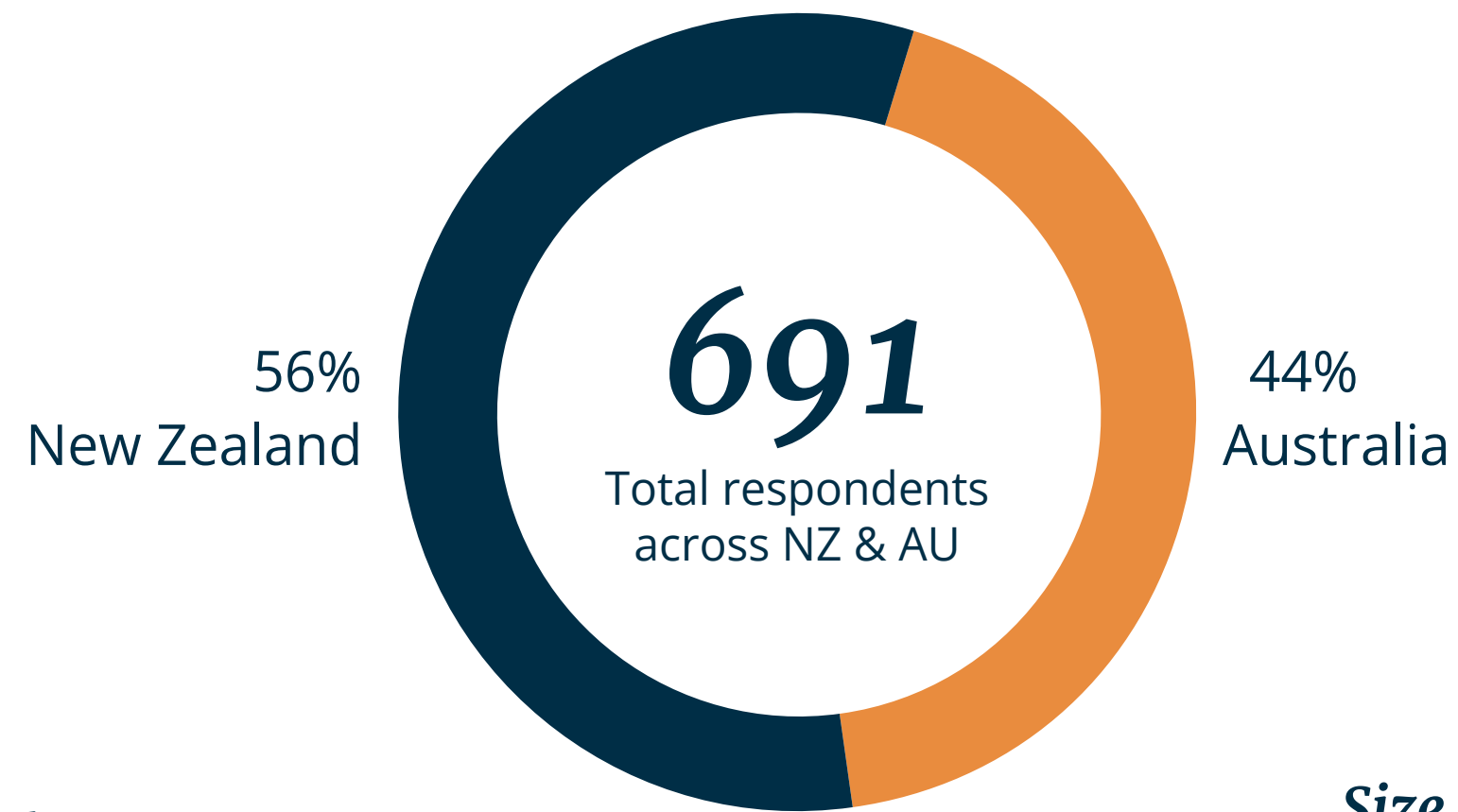
AI adoption has moved from "slow & experimental" in 2024 (where only 56% of Salespeople used AI tools) to "near universal" in 2025, with 90% of respondents now using AI in their role. An impressive 34% claim that their use of AI has increased sales results.

05

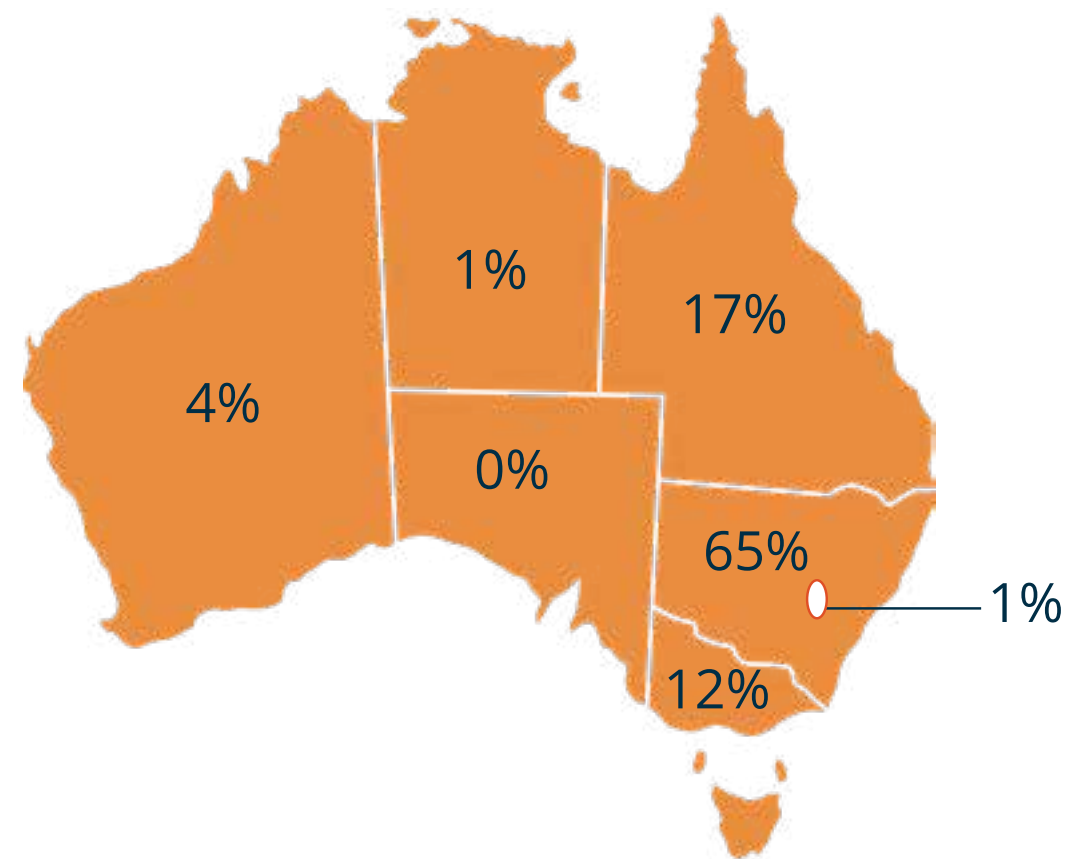
Widening Trans-Tasman Gap

In 2025 Australia outperformed NZ with regards to numbers of companies that achieved growth, Salespeople achieving targets, investment in sales training & development & positive sentiment about the year ahead.

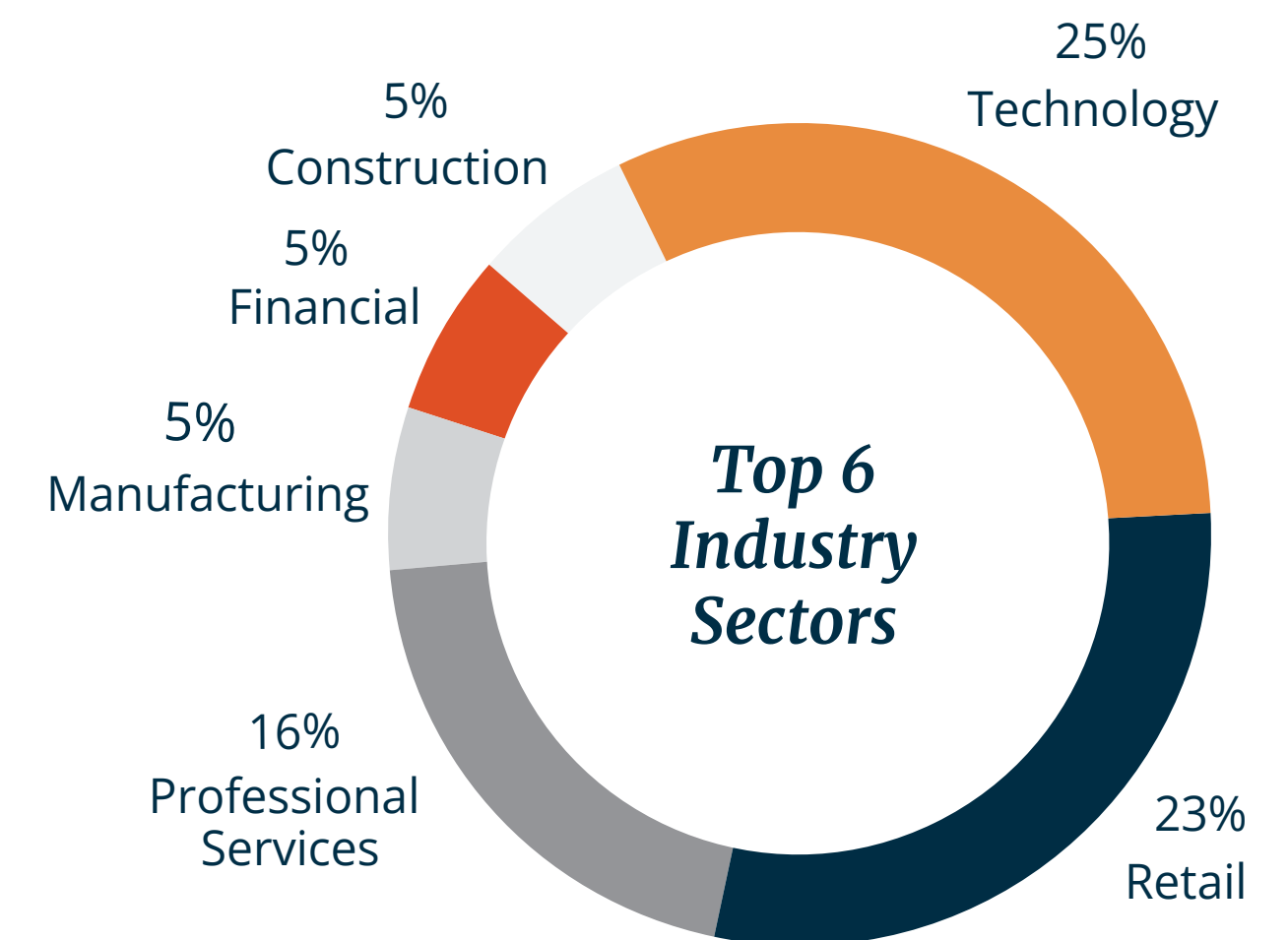
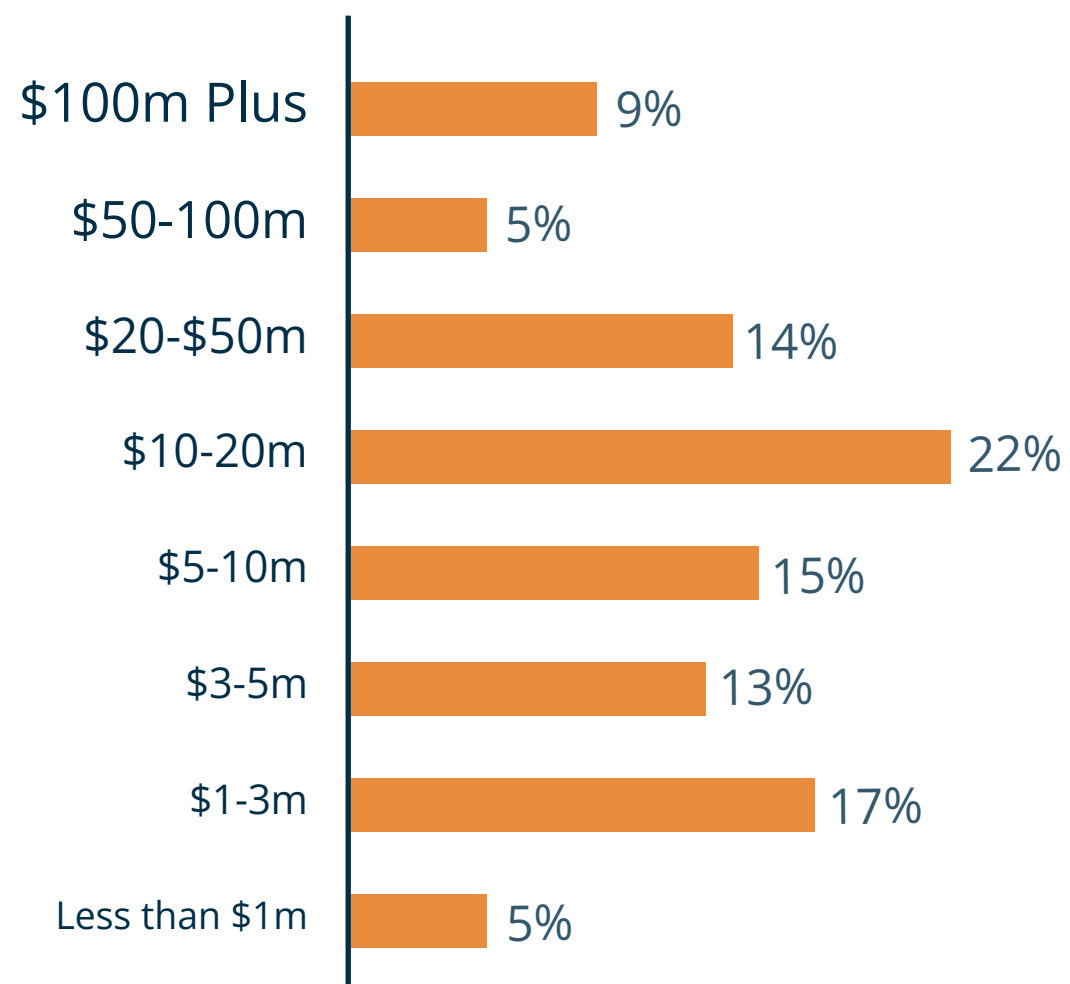
SURVEY DEMOGRAPHICS



Respondents by State



Size of Companies



This report is based on Australian data alone.

2025 PERFORMANCE

While 2025 saw a healthy 62% of companies achieve significant revenue growth, the market remained polarised by stubborn external barriers, with both gains & losses proving increasingly dramatic.

Key Findings

01

A solid 62% of companies achieved revenue growth in 2025 with only 7% declining.

02

Clients taking longer to make decisions, state of the economy & clients with reduced budgets were the main challenges

03

NSW outperformed other states, followed by VIC & QLD. However, one-quarter do not consider any states performing better than others.

Key Shifts

01

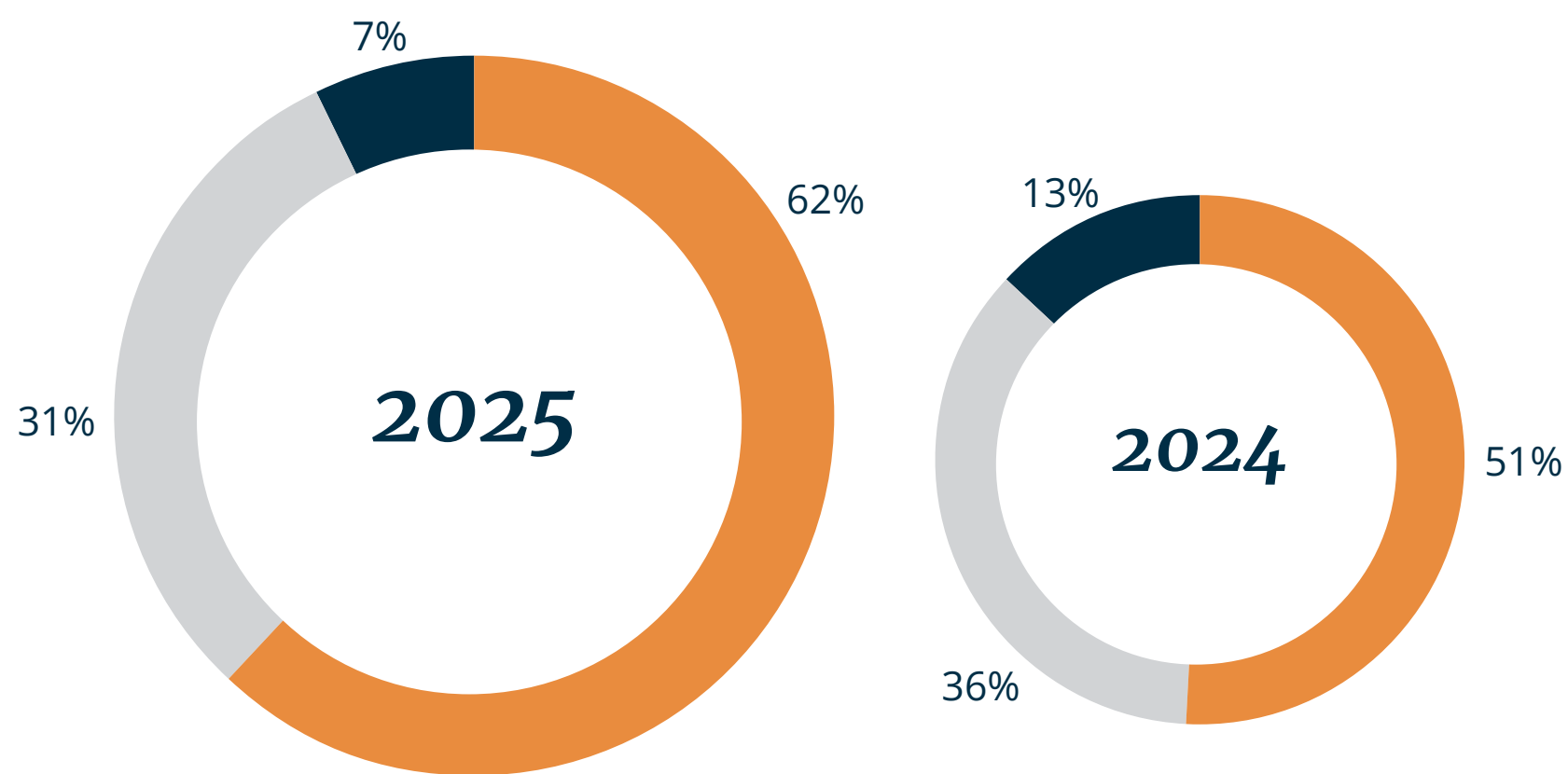
2025 saw a healthy expansion in revenue positive companies, alongside a reduction in those that declined in revenue.

02

For Sales Leaders, the challenges of 2025 were a direct mirror of 2024, signaling a stubborn & consistent set of market barriers.

2025 PERFORMANCE

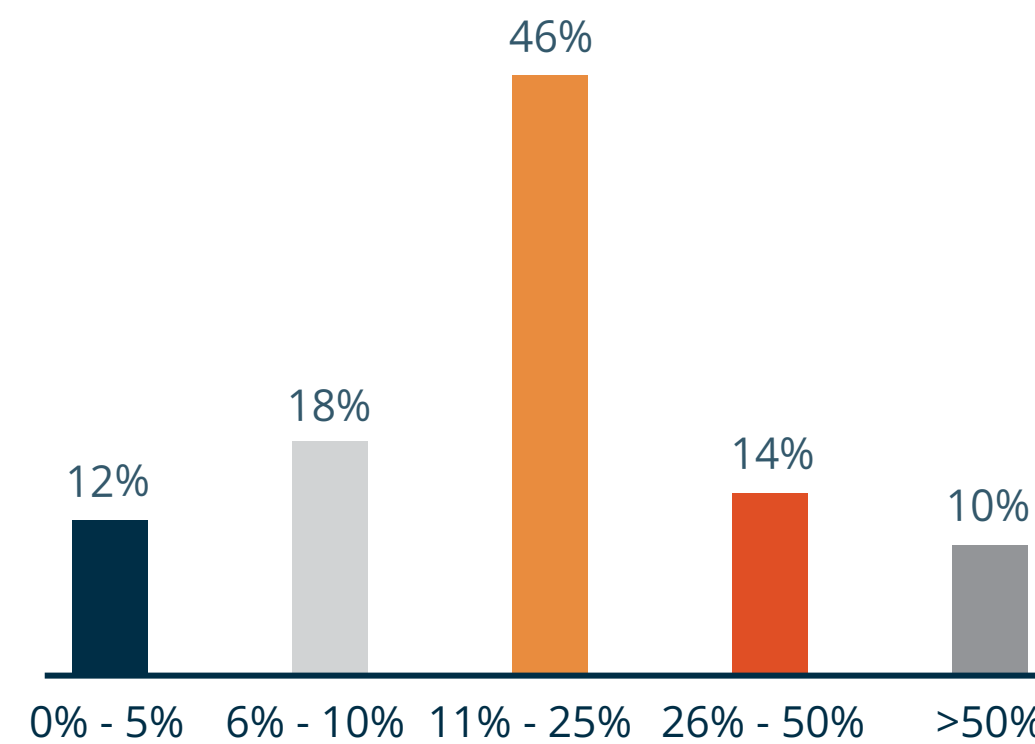
A solid 62% of companies achieved revenue growth in 2025 with only 7% declining.



■ The company achieved revenue growth
 ■ Revenue stayed more or less the same
 ■ The company's revenue declined

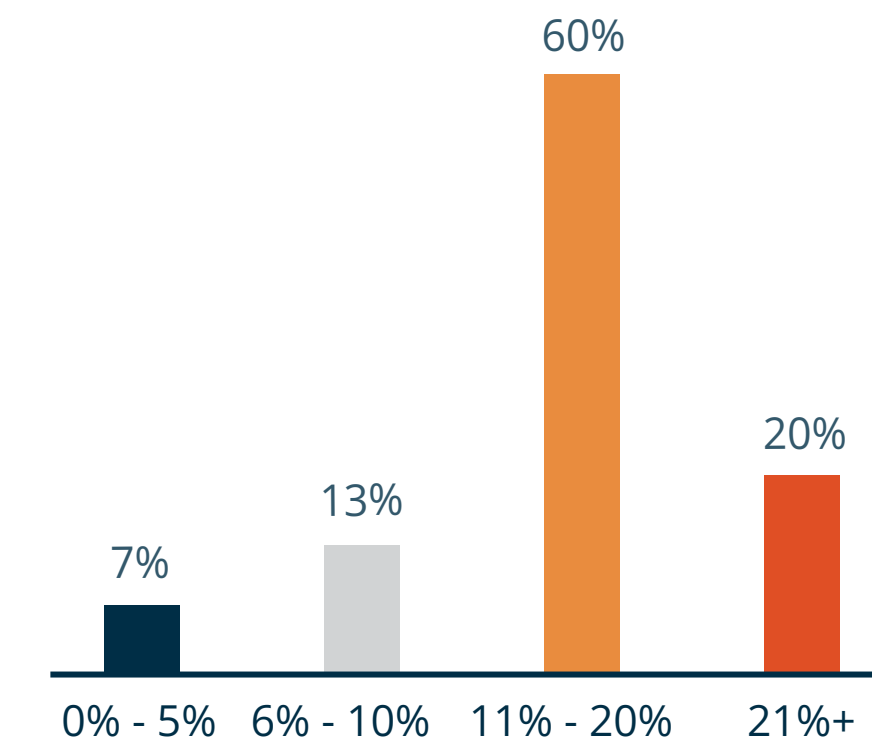
Q. How would you describe 2025 (calendar year) in terms of your revenue performance compared to 2024?

Of those that reported growth, close to a quarter recorded growth of above 25%.



Q. By what % did your revenue grow in 2025?

Of those that reported a revenue decline a vast majority reported over 10%.

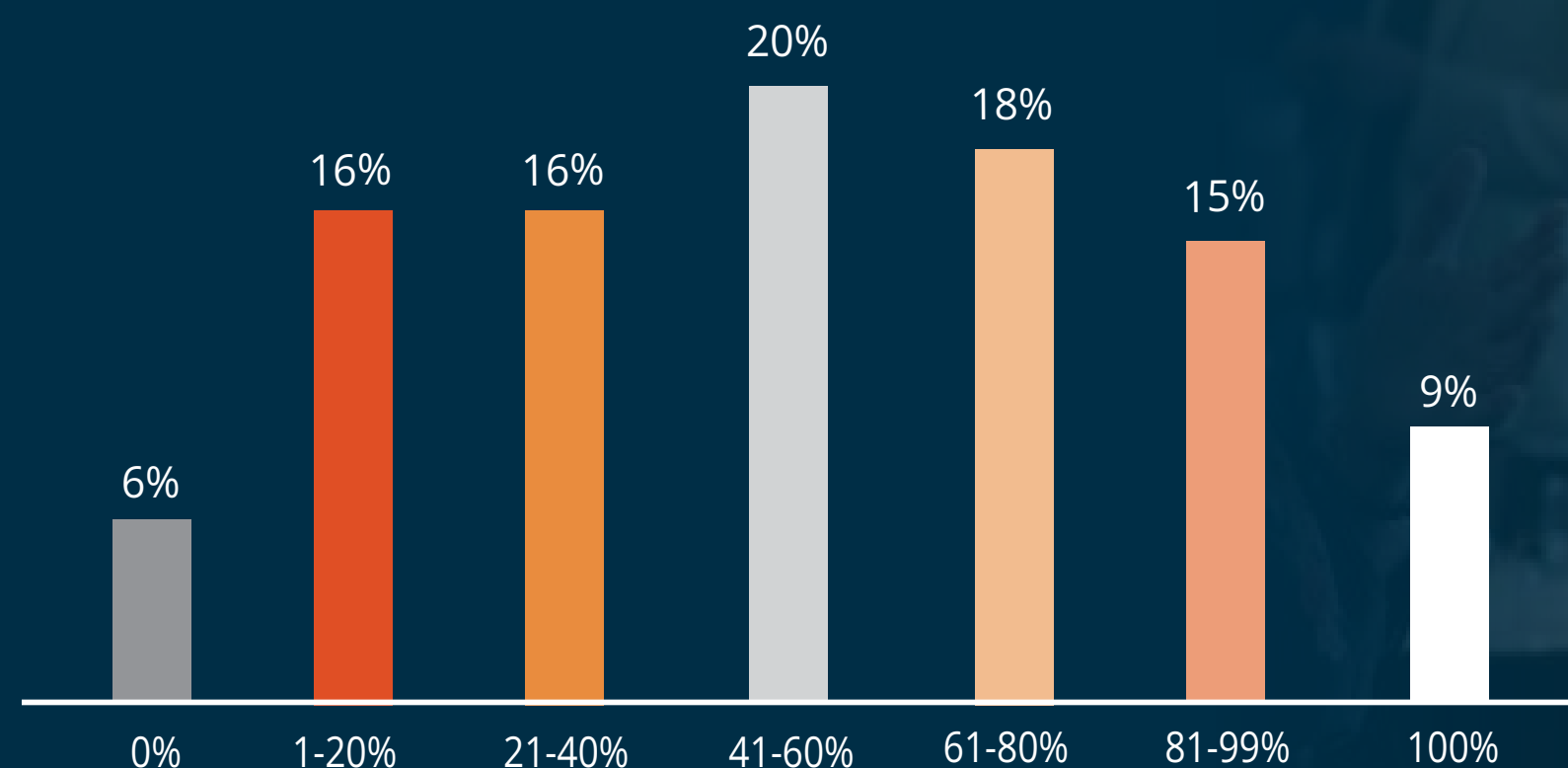


Q. By what % did your revenue decline in 2025?

“ 2025 was a more positive year than 2024: 62% of teams climbed ahead in revenue with most in double digit growth while those who slipped faced equally steep declines. ”

2025 PERFORMANCE

One quarter of sales teams hit the majority of their targets. Whilst only a small minority missed completely.



Q. What % of your sales teams hit their sales targets in 2025?

Clients taking longer to make decisions, state of the economy & clients with reduced budgets were the main challenges.

01 Clients took longer to make buying decisions

02 State of the economy

03 Clients had reduced budgets

Q. What were your biggest challenges in 2025? (Top 3)

“ 2025 pain points were overwhelmingly external: the economy, longer decision cycles & reduced budgets.”

2026 EXPECTATIONS

While 71% of leaders anticipate a prolonged recovery lasting until at least late 2026, a growing wave of cautious optimism is emerging, with two thirds of firms targeting modest growth despite the hurdle of shrinking client budgets.

Key Findings

01

One-third state that meaningful economic recovery will remain elusive until 2027.

02

18% of Sales Leaders are feeling bullish about 2026 & 66% are planning for growth.

03

The biggest concern for 2026 is clients with reduced budgets followed by increased competition.

Key Shifts

01

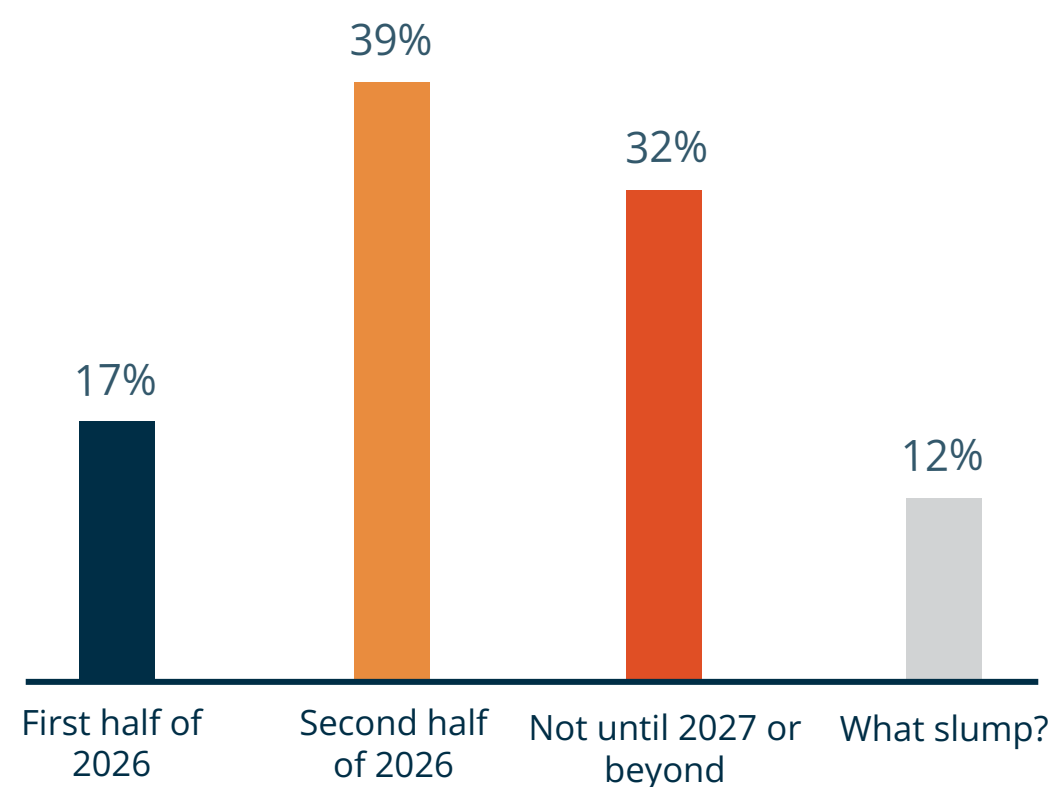
Budget constraints have overtaken global economic fears as the #1 expected challenge for 2026, reflecting a shift from global to local pressure.

02

There is an absence of any noticeable shift in expectations over the last 12 months which suggests a "rinse & repeat" of 2025.

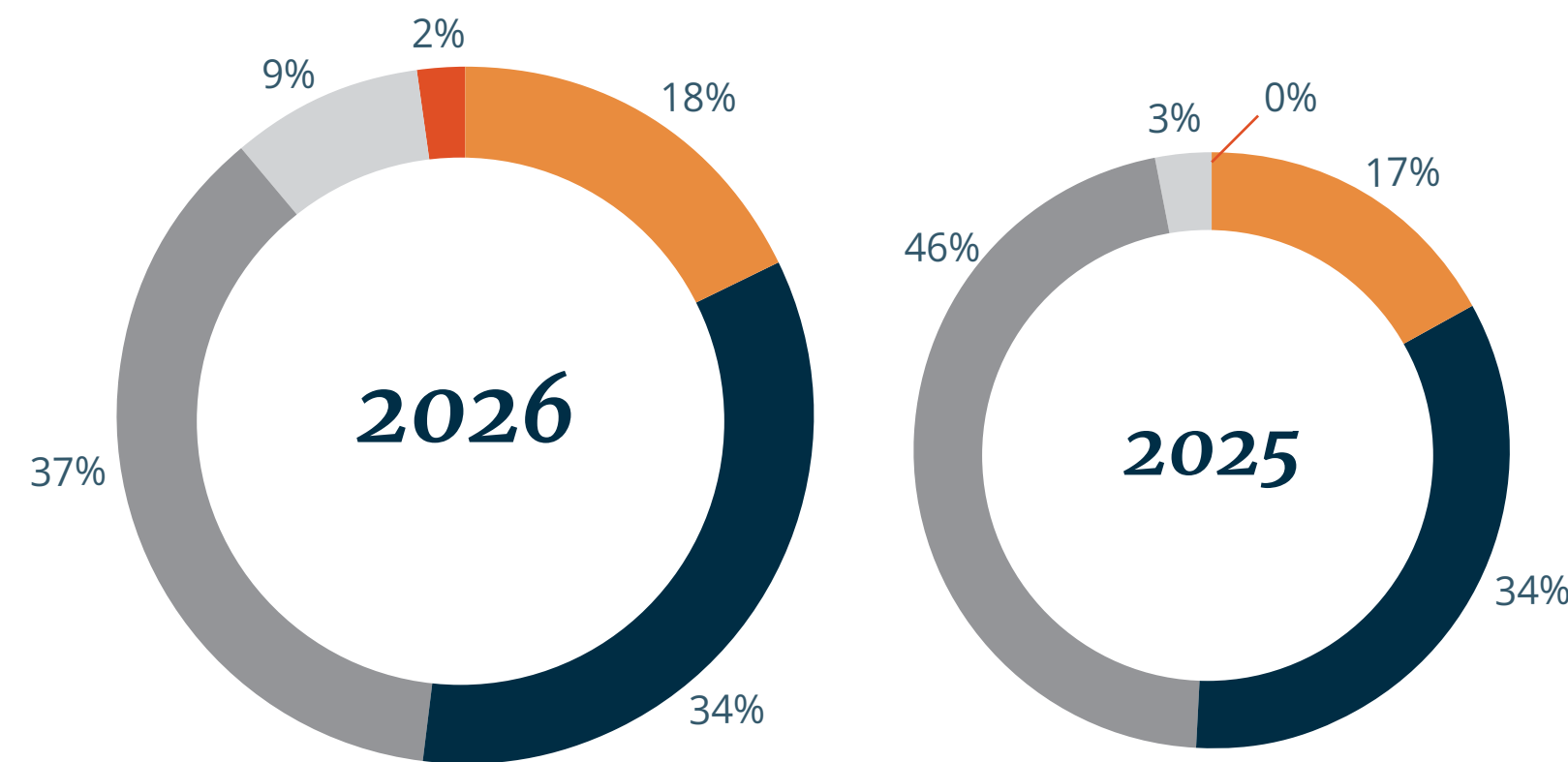
2026 EXPECTATIONS

A majority expect the slump to last until the second half of 2026 or into 2027. One in ten claim to not have experienced a slump.



Q. In your opinion, when will Australia emerge from the current economic slump?

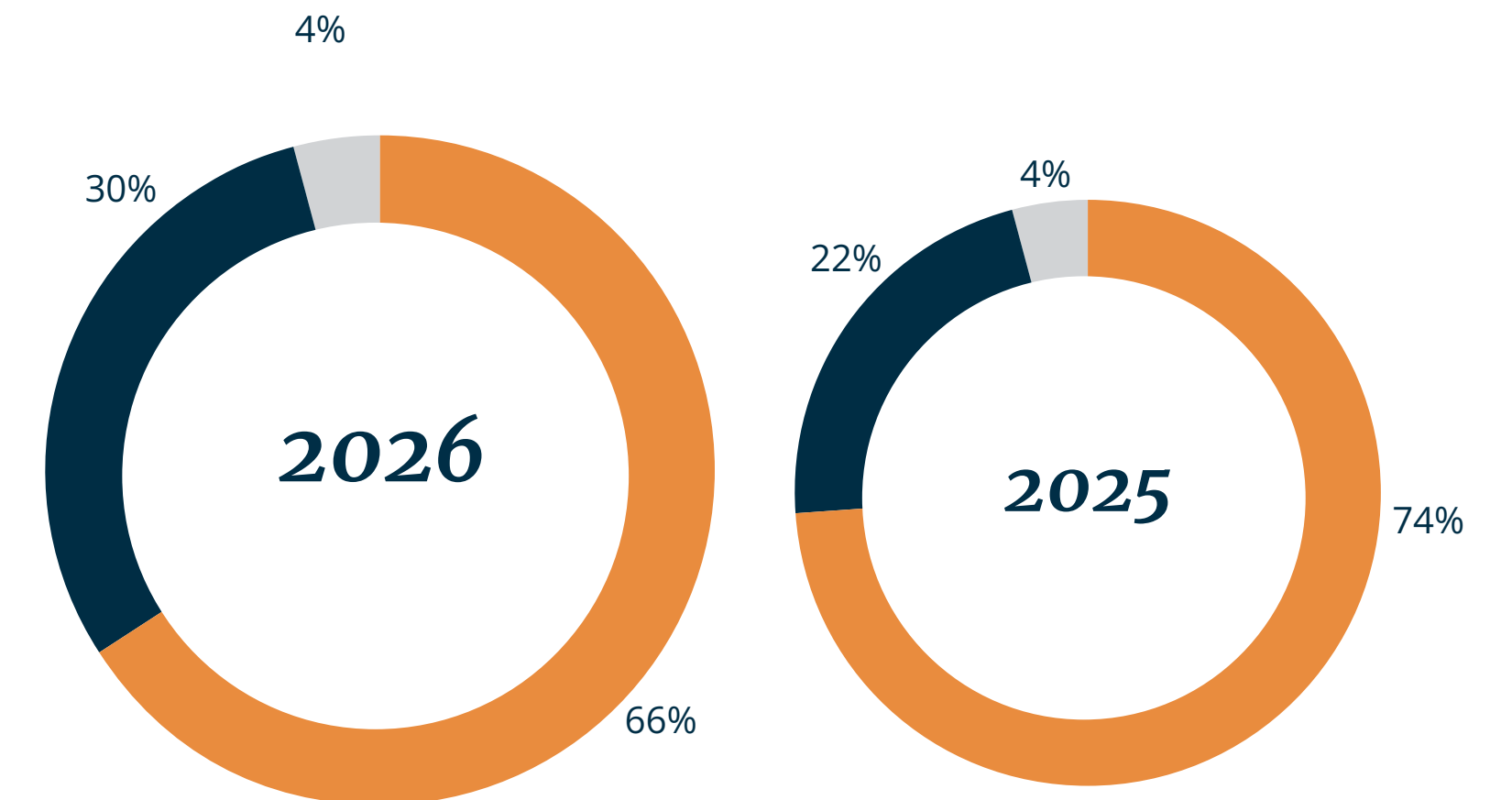
There is positivity in the market with 18% feeling bullish & a further third upbeat.



Q. Thinking ahead to 2026, what are you anticipating in terms of your business environment?

- We are feeling bullish & anticipating strong growth
- We are reasonably upbeat & anticipating modest growth
- Business will be challenging but there will still be opportunities for growth
- We are expecting similar results to this year
- We are feeling pessimistic about 2026

Majority in a growth mindset: Two-thirds expect revenue growth.

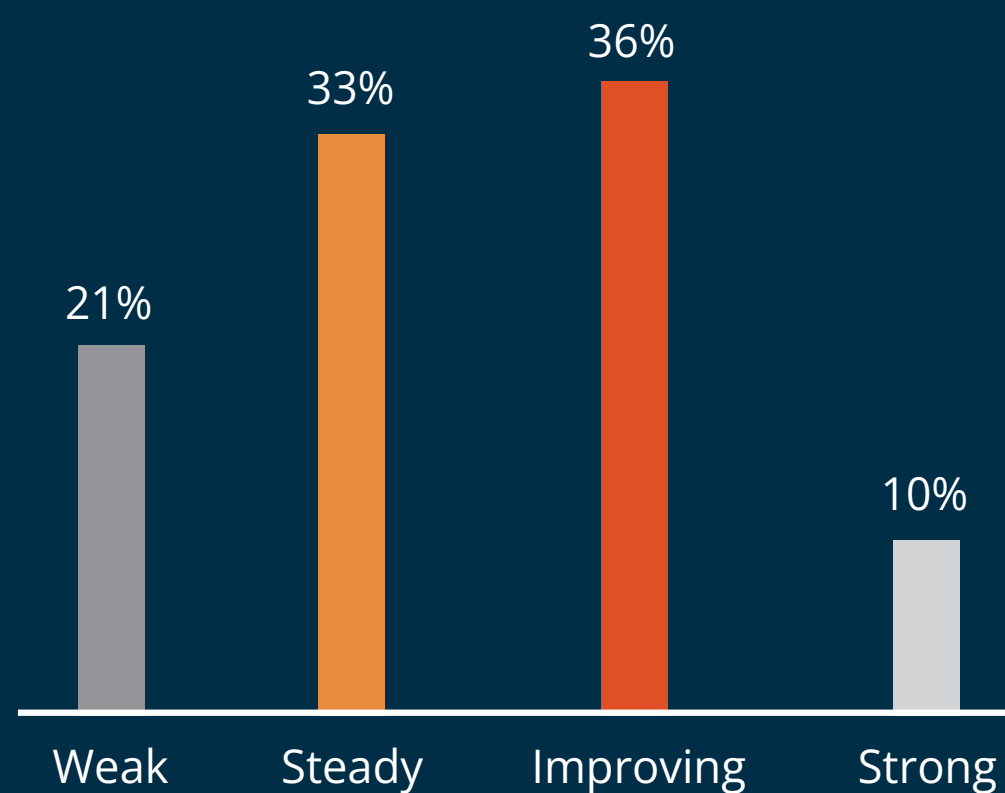


Q. Thinking ahead to your Revenue/Sales Budget for the 2026 financial year are you planning a...?

- Revenue Growth Budget
- Flat Budget
- Revenue Decline Budget

2026 EXPECTATIONS

Among Salespeople, there is confidence about their sales pipeline with almost half claiming it is strong or improving.



Q. How would you rate the strength of your sales pipeline right now for 2026?

Clients with reduced budgets is the number one concern for 2026.

- 01 Clients with reduced budgets
- 02 Competition
- 03 Lack of new business development

Q. What do you believe your biggest challenges will be in 2026? (Top 3)

“ In 2026, Sales Leaders seek an increased focus on business development to offset shrinking budgets & heightened competition.

HR & PEOPLE

With 60% of firms holding steady on hiring but Salespeople increasingly driven by pay & progression, the primary challenge of 2026 will be retention over expansion.

Key Findings

01

50% of sales teams increased in size in 2025 with only 3% declining.

02

25% of Salespeople intend to leave their employers in 2026, those who are looking to move are seeking higher remuneration & career progression.

03

Half of Salespeople were approached about a new role in 2025.

Key Shifts

01

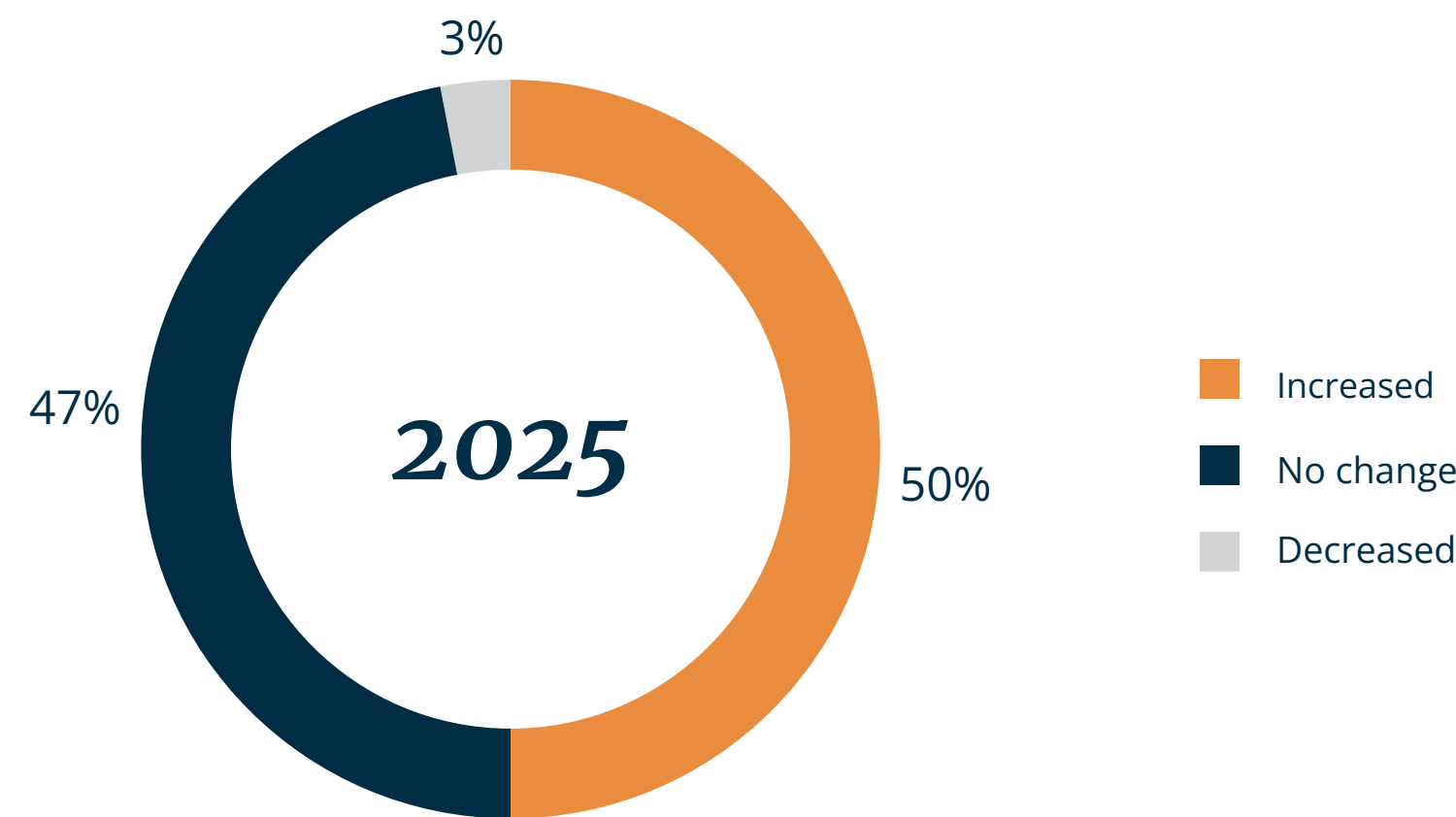
Approximately 20% more companies expanded their sales teams in 2025 than in 2024, fewer organisations are planning to increase headcount in 2026.

02

While fewer Salespeople were approached for new roles in 2025, the number of Salespeople looking to leave their role has more than doubled.

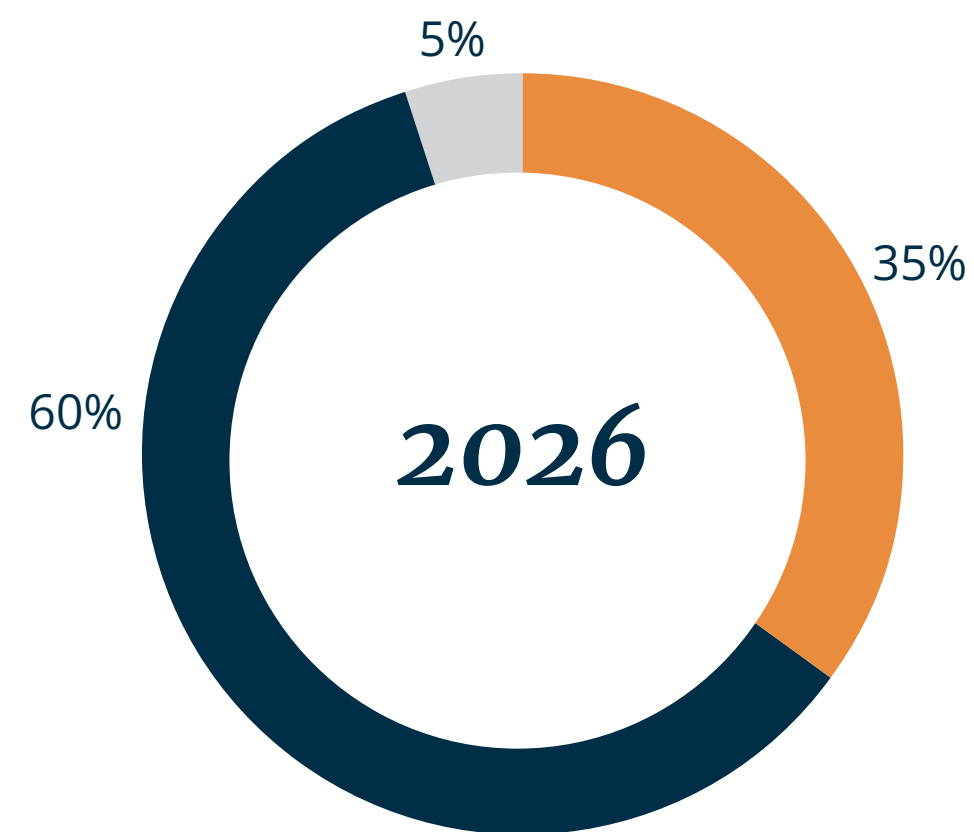
HR & PEOPLE

Changes in sales team showed strong growth with half increasing & approximately half remaining stable.



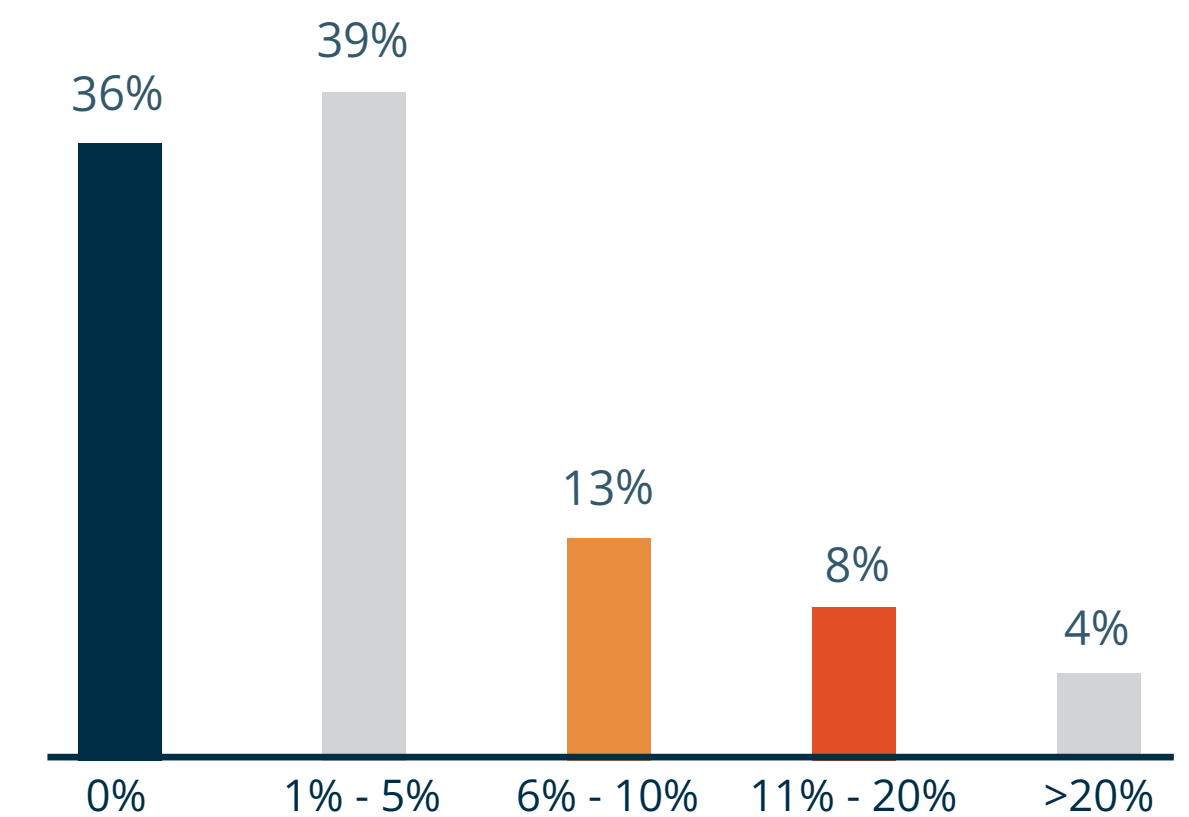
Q. Did the size of your team change in 2025?

Sales team expansion will take a backseat in 2026, as the majority of leaders plan to hold steady, with only 35% projecting an increase in team size.



Q. Thinking ahead to the 2026 calendar year, do you plan to change the size of your sales team?

Over a third did not receive a salary increase whilst those that did were mostly between 1 - 5%.

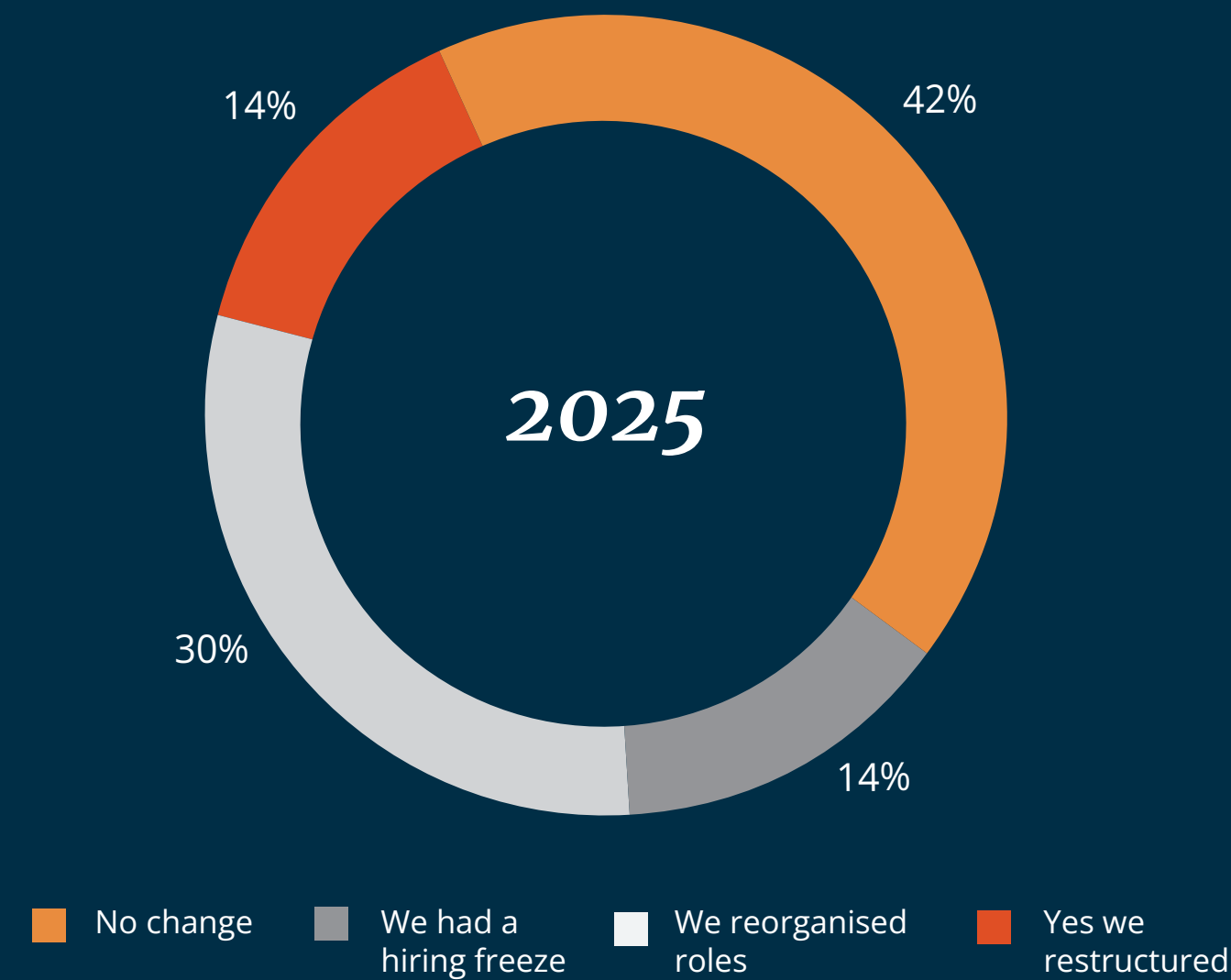


Q. On average what % increase did your sales team receive?

“With pay freezes affecting over a third of the workforce & 60% of firms holding steady on hiring, 2026 will be the year of optimising existing talent.”

HR & PEOPLE

The majority of Sales Leaders experienced either a hiring freeze, reorganisation of roles or a full sales team restructure.



Nearly half claim they were approached about a new role for another company in 2025.

49%

Yes

51%

No

Q. Were you approached about a new role in 2025?

One quarter claim to be actively looking to leave their current employer. Most are staying put or unsure.

25%

Yes

37%

No

38%

Not sure

Q. Are you looking to leave your current employer in the next 12 months?

Increased remuneration was the primary driver to change roles followed by seeking a better career path & better company.

01

More money

02

Better career path

03

Better company

Q. Why did you change roles?

PERFORMANCE DEVELOPMENT

While brand trust & soft skills are the primary drivers of won deals, persistent gaps in business development & inconsistent training remain obstacles to sales success.

Key Findings

01

Trust in the business & brand remains the primary driver behind purchasing decisions.

02

Companies attribute their lost deals primarily to three factors: pricing, client hesitation, & increased competition.

03

A lack of business development is a constant barrier to meeting growth targets.

Key Shifts

01

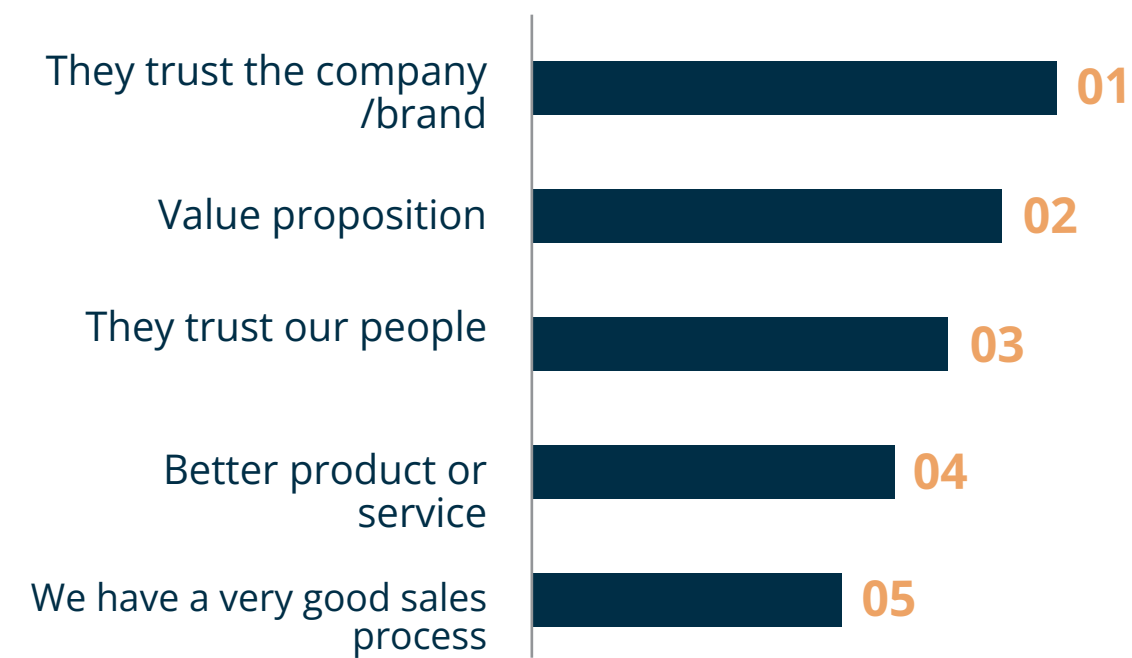
In just twelve months, pricing has gone from a secondary concern to the number one reason deals fall through.

02

Despite two thirds of Salespeople receiving formal development there was a 30% decrease in the amount invested per person.

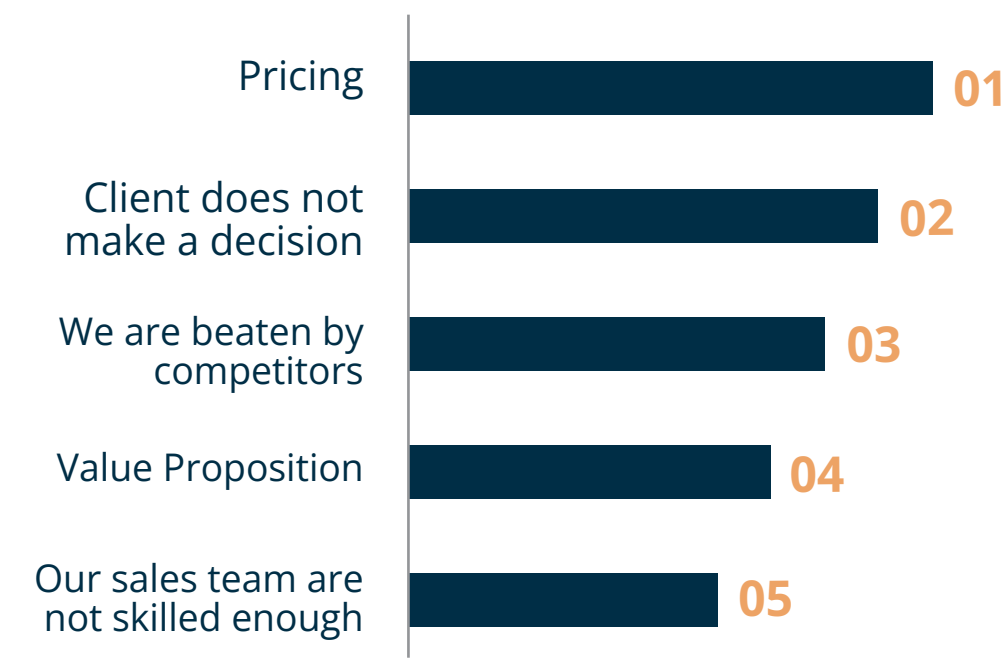
PERFORMANCE DEVELOPMENT

Trust wins deals: brand edges out value proposition & people.



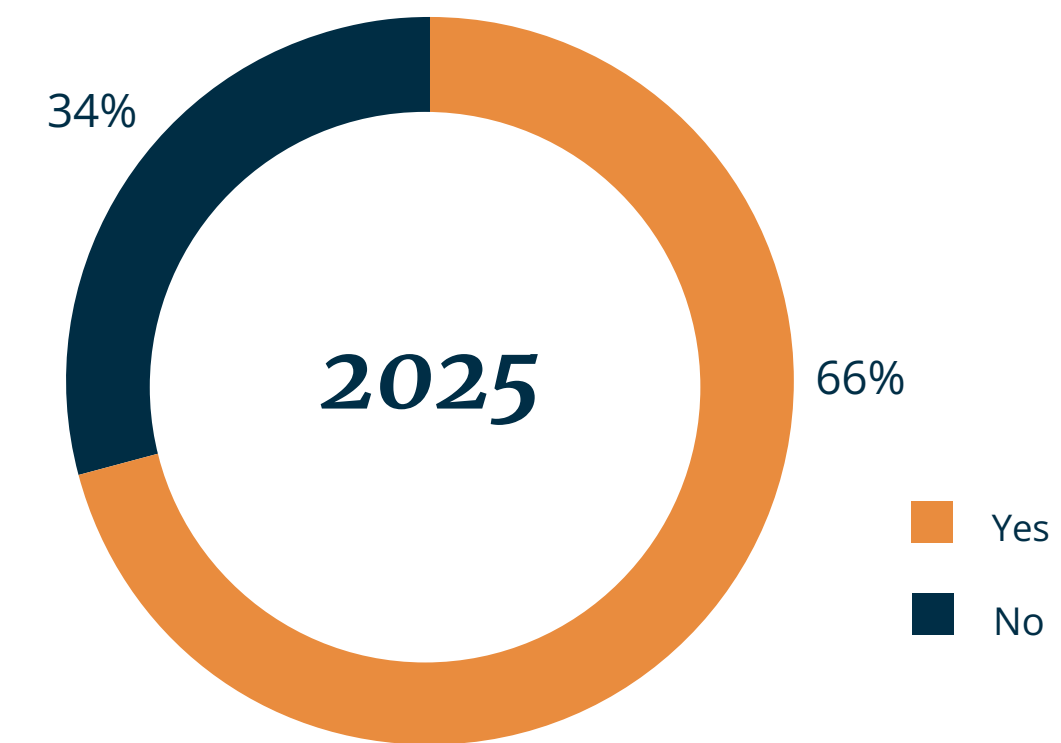
Q. What is the main reason customers buy from your company? (Top 5)

The same deal killers keep showing up: price, indecision & competitors.



Q. What is the main reason your company loses deals? (Top 5)

Two thirds received development in 2025 leaving one third who didn't.



Q. Did your sales team receive any formal training/development?

Average investment in sales development declined



Q. How much do you spend per Salesperson on their development? (Average spend per Salesperson).

“ You rarely win on price, but you can certainly lose on it. ”

PERFORMANCE DEVELOPMENT

Partnered with 

Business development is the standout frustration with Sales Leaders, far ahead of any other single issue.

01

Lack of business development

02

Poor time management & planning

03

Inability to close a sale

Q. What is your biggest frustration with your sales team? (Top 3)

People skills dominate the ideal salesperson's profile: listening & communication skills top the list.

01

Communication skills

02

Good listening skills

03

Self confidence

04

Problem solving

05

Work ethic

Q. What do you believe are the top attributes of your best sales performer? (Top 5)

“ *Top tier sales performance is primarily driven by two key attributes: communication & listening skills.* ”

SALES & MARKETING TECHNOLOGY

Sales organisations are doubling down on technology, noting a reliance on CRM with a cautious but excited adoption of AI.

Key Findings

01

In 2025, two thirds of firms ramped up tech investment, prioritising technology as a critical enabler for future growth.

02

The sales force is evenly split between excitement & caution regarding AI, though 34% attribute direct sales growth to the technology in 2025.

03

Digital maturity remains a challenge, with two thirds of businesses rating their technology proficiency as average to poor.

Key Shifts

01

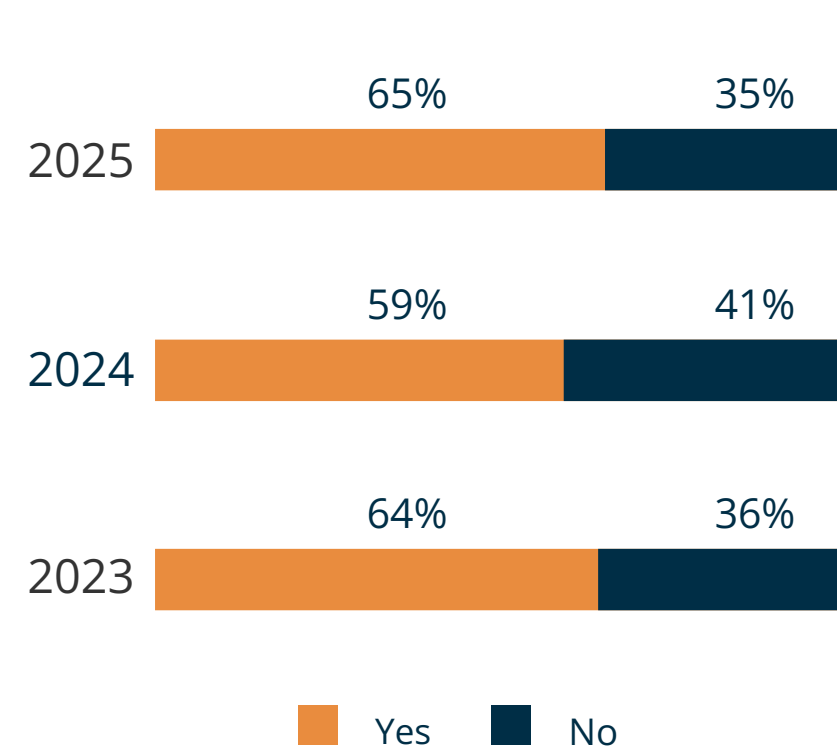
AI has reached near universal adoption, reflecting a rapid acceleration in team usage over the past year.

02

The perception of AI as a business threat rose from 3% in 2024 to 11% in 2025, as its full range of capabilities became more apparent.

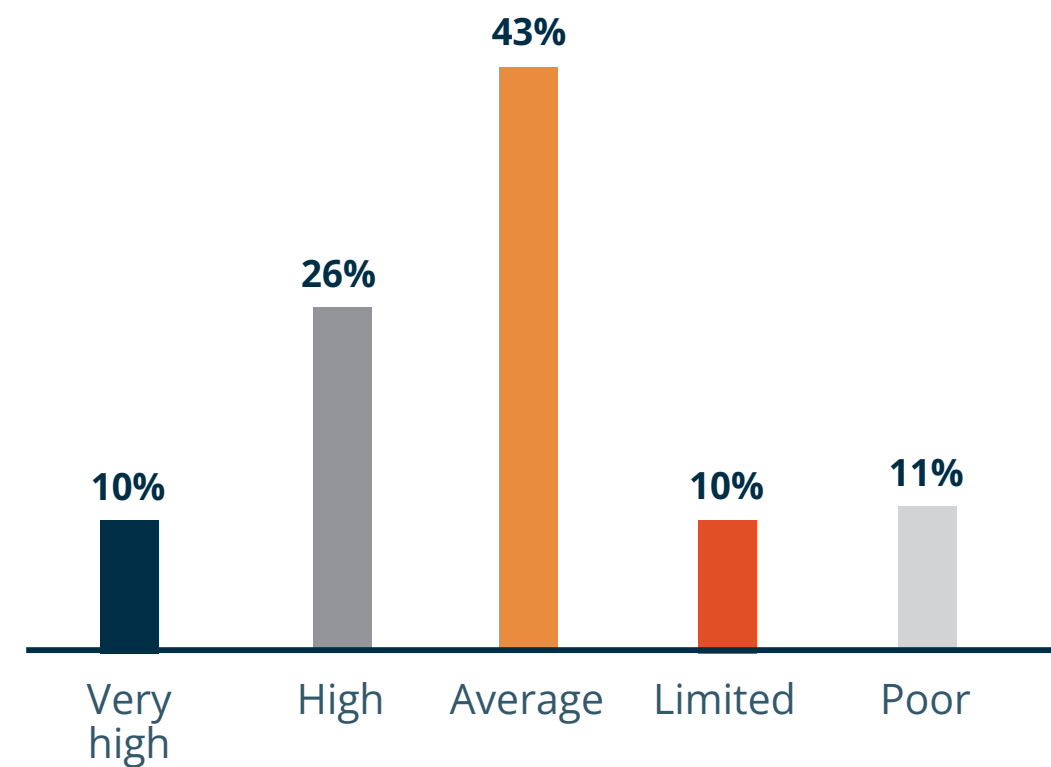
SALES & MARKETING TECHNOLOGY

Two thirds claim they have increased their investment in sales technology in 2025.



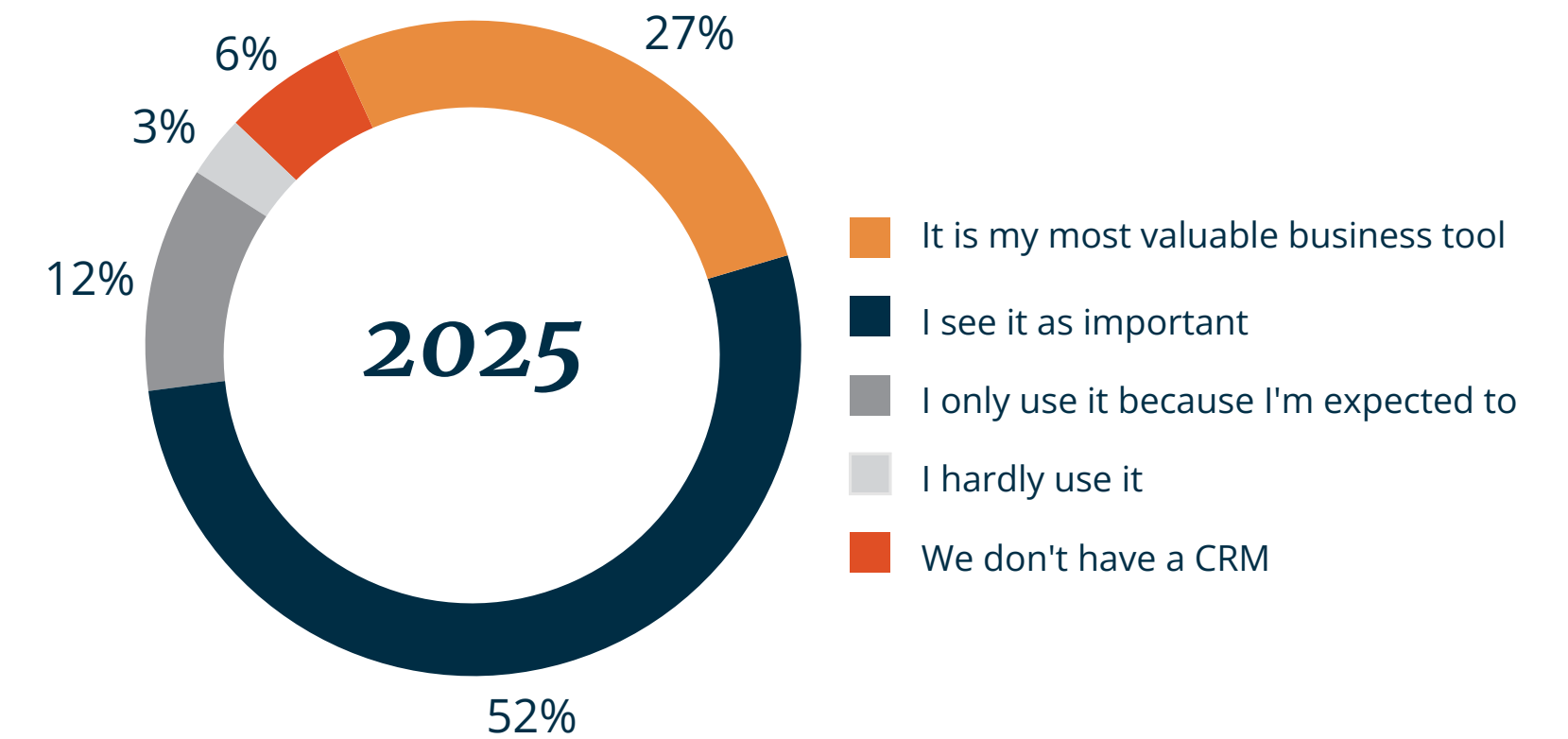
Q. Have you increased your investment in sales technology in 2025?

One third express confidence with the maturity of their business technology.



Q. How would you rate your business's technology maturity?

CRM is highly valued by Salespeople with 27% calling it their most valuable tool & a further 52% seeing it as important.

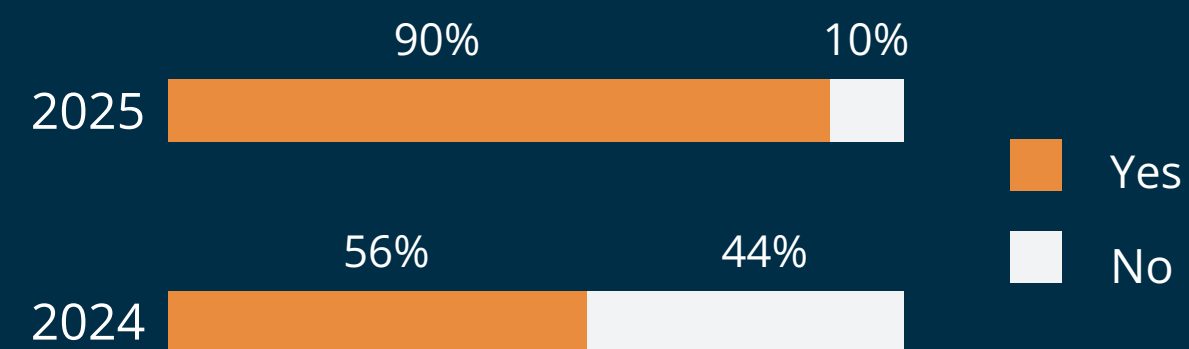


Q. How valuable is your CRM to your performance?

“CRM, AI, & sales technology are recognised as critical drivers for long term growth through 2026. Consequently, organisations are accelerating investment & adoption to maintain a competitive edge.”

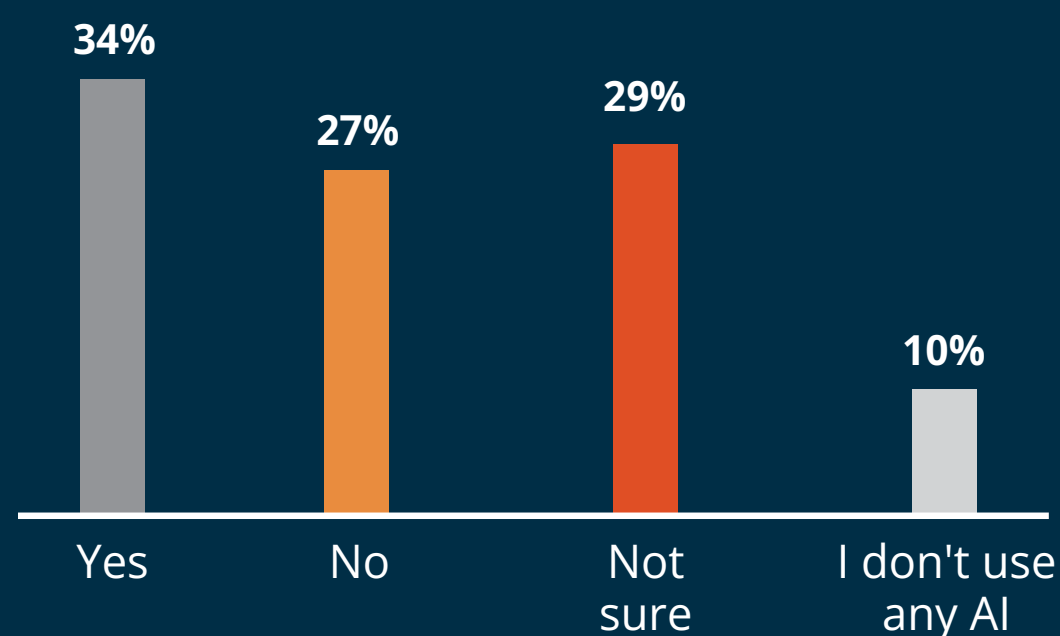
SALES & MARKETING TECHNOLOGY

Salespeople are adopting the use of AI at a steadily increasing rate.



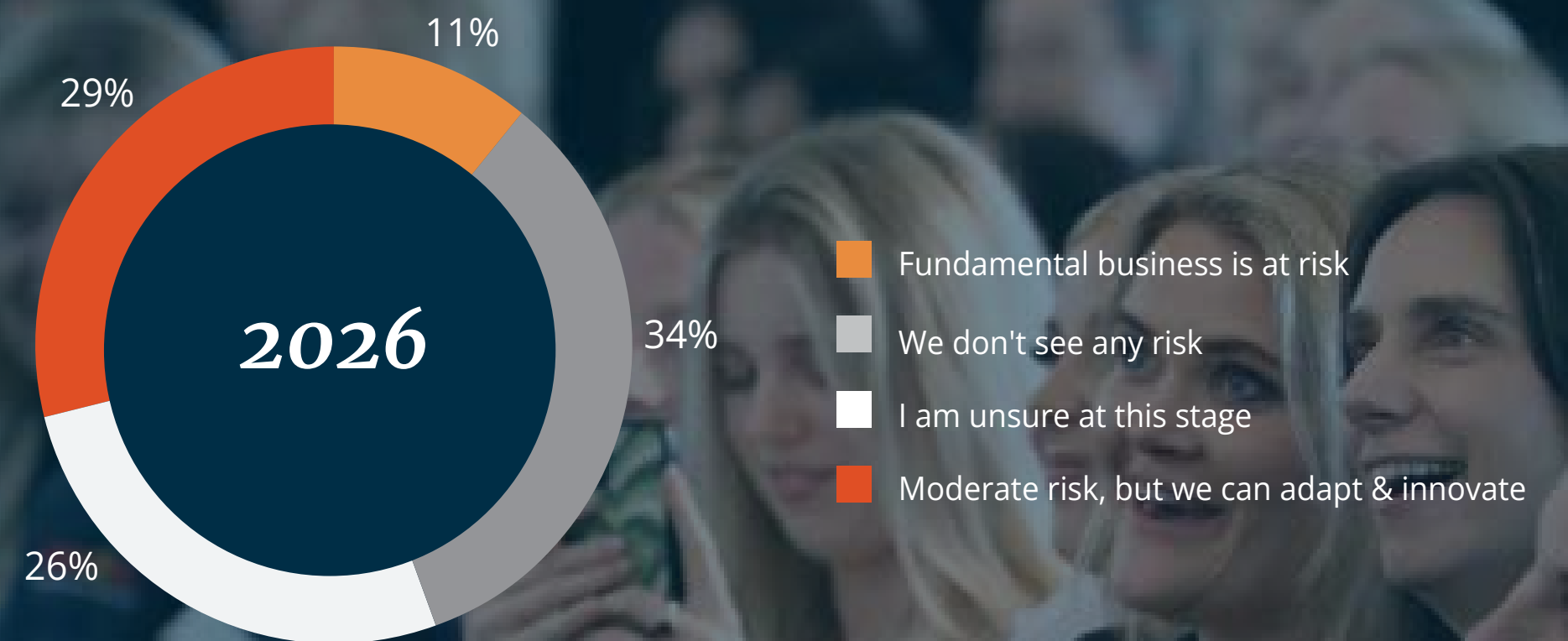
Q. Are you currently using any AI tools? (Salesperson)

AI impact is still emerging: 34% say it lifted sales, 29% are unsure & 27% say no.



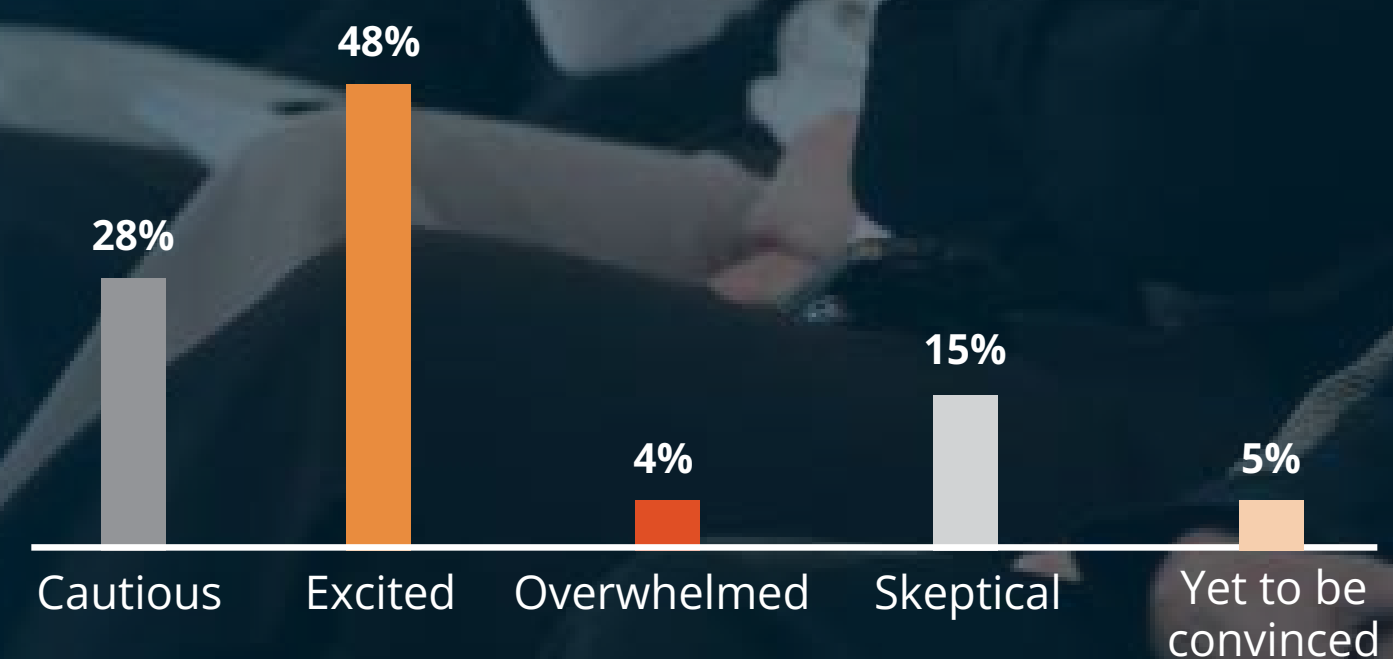
Q. Has the use of AI directly increased your sales results during the year?

AI threat feels manageable: 34% see no risk, while 29% see a moderate risk & 27% are unsure.



Q. To what extent do you see AI as a threat to your business?

Most Salespeople are positive toward AI in marketing & sales with half expressing excitement.



Q. What best describes your attitude towards AI in marketing & sales?

MARKETING INSIGHTS

Partnered with **Customerit™**

Sales & Marketing alignment is at an all time high but leaders view insufficient funding as the primary barrier to fixing lead generation & brand engagement.

Key Findings

01

80% of respondents report good to strong sales-marketing alignment, with most Sales Leaders noting influence in marketing.

02

Sales Leaders claim significant influence over marketing & are calling for deeper strategic alignment.

03

While 44% of sales professionals view marketing's lead generation favorably, most identify opportunities to scale performance.

Key Shifts

01

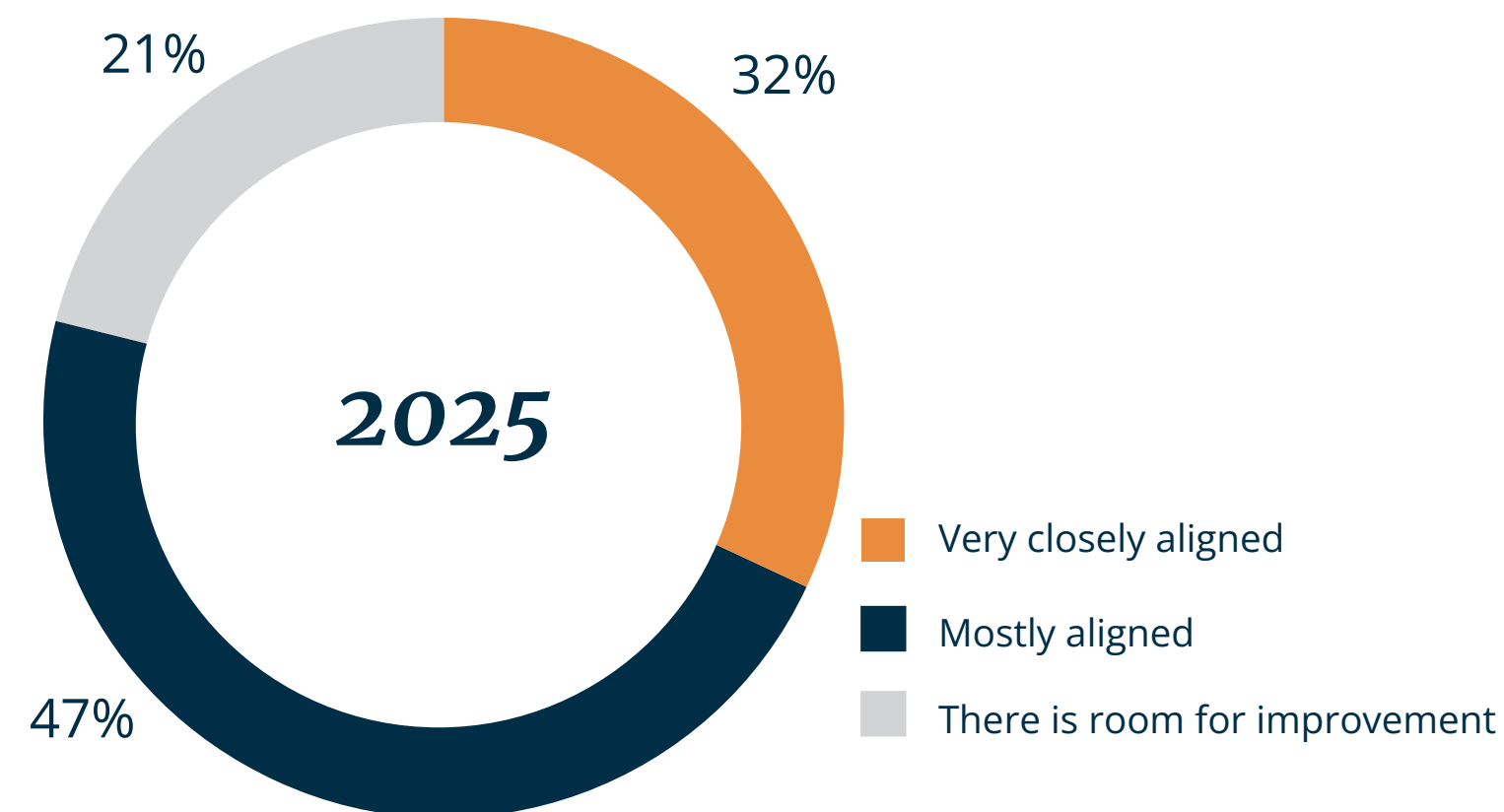
For the first time, a lack of marketing budget not only entered the top three challenges but claimed the top spot.

02

Sales & marketing alignment has seen a significant boost, with teams reporting a 'closely' or 'mostly' aligned status jumping from 62% in 2024 to 79% in 2025.

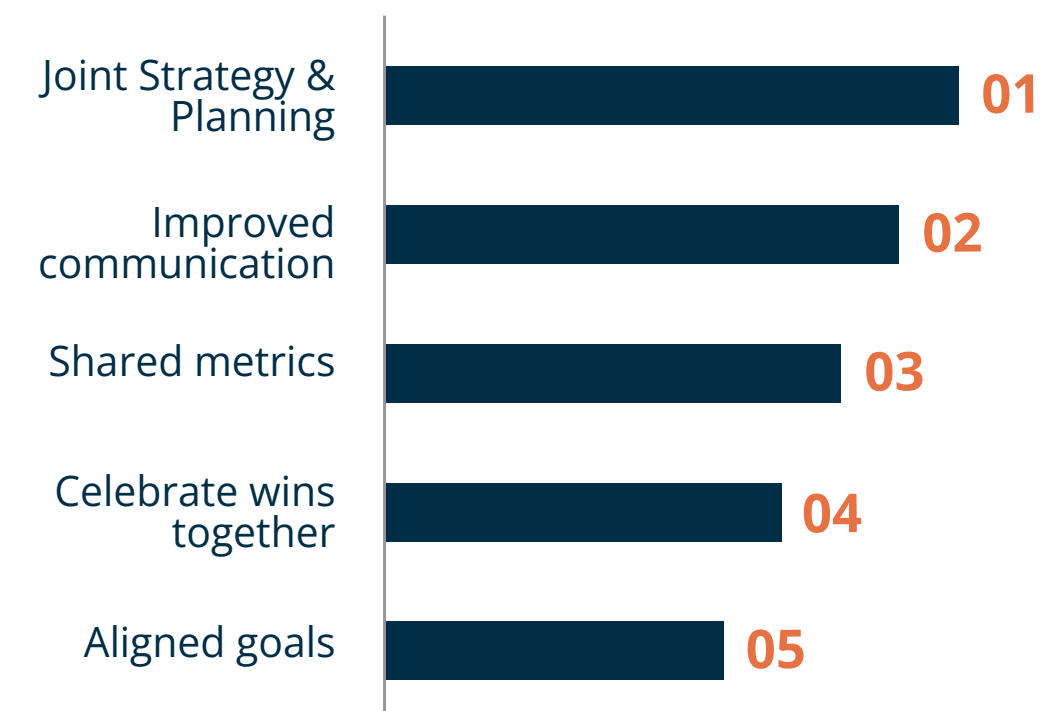
MARKETING INSIGHTS

Sales & Marketing alignment is strong with majority claiming it is either very or mostly aligned.



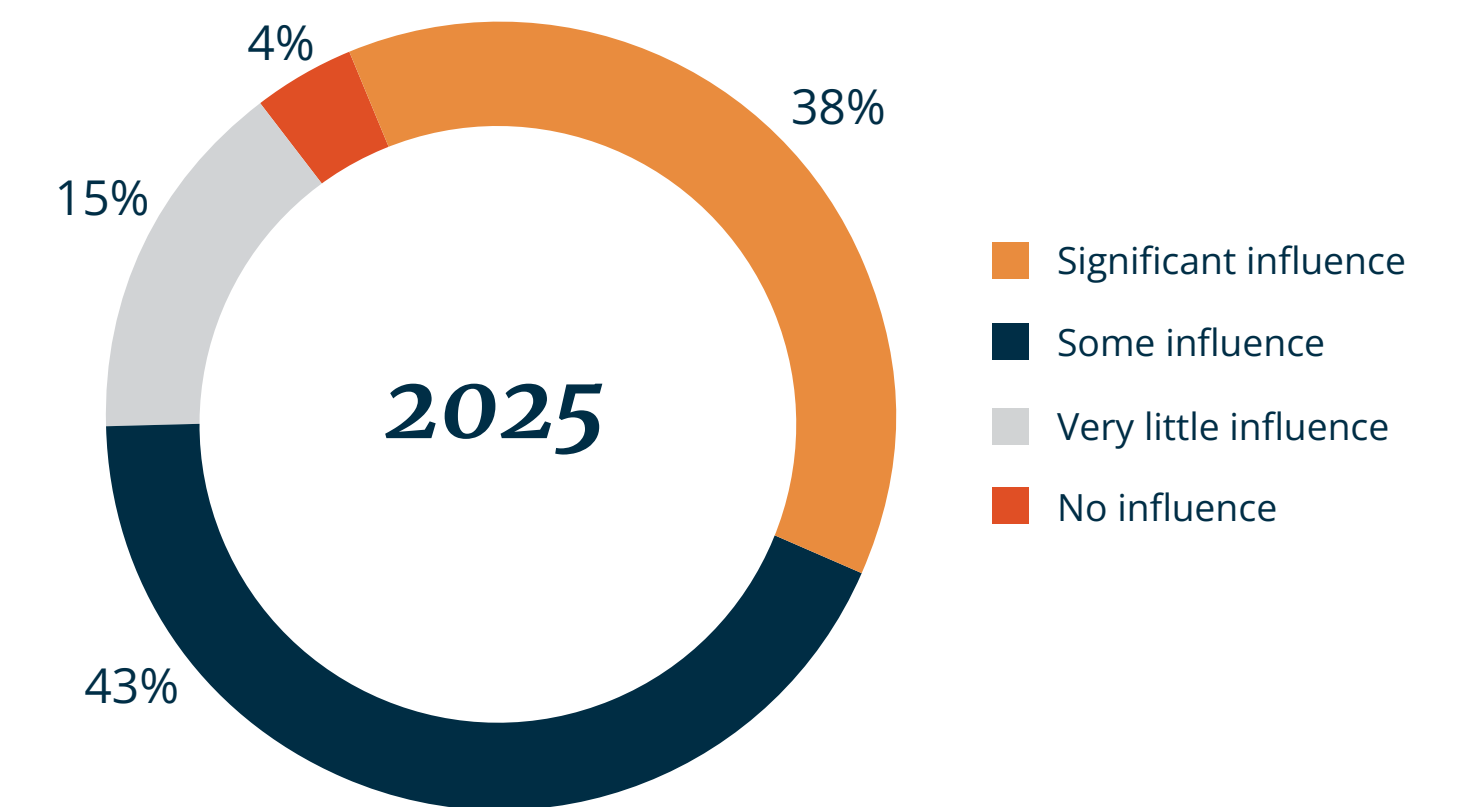
Q. How closely aligned are your Marketing & Sales teams in driving revenue?

The 'fix' is collaboration: improved communication & shared metrics top the wish list.



Q. How could the relationship between Sales & Marketing adapt &/or improve? (Top 5)

Sales Leaders have real sway: 81% report some or significant influence over marketing.



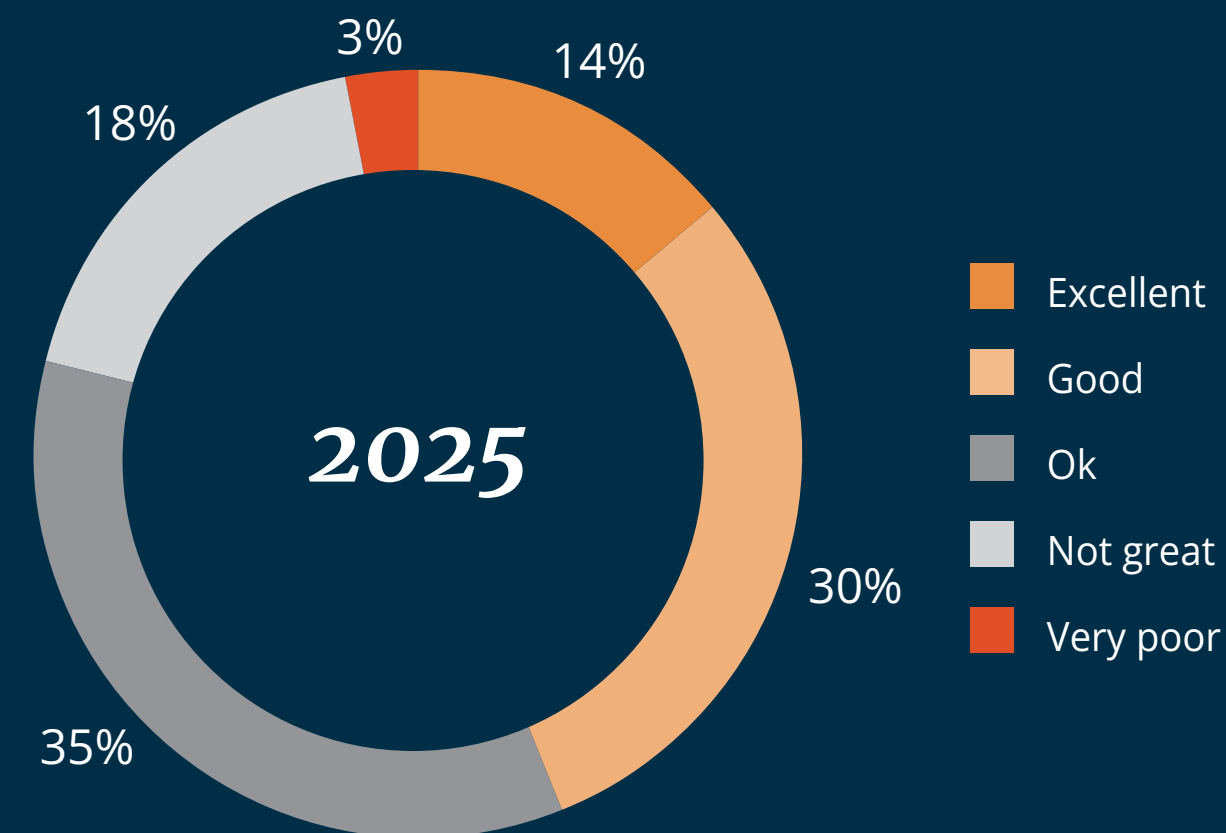
Q. As a Sales Leader, how much influence do you have on marketing in your business?

“ Budgetary constraints in marketing have hindered the ability to effectively scale sales performance.”

MARKETING INSIGHTS

Partnered with **Customerit™**

Potential to improve lead generation: 44% rate lead generation from marketing as good or excellent, while 21% rate it not great or very poor.



Q. How effective are your marketing team at driving leads?

Insufficient funding was cited as the top marketing challenge, undermining brand building efforts & customer engagement strategies.

01

Lack of marketing budget

02

Low brand awareness

03

Low engagement with customers

Q. What are your biggest marketing challenges? (Top 3)

Sales Leaders would improve digital marketing & increase marketing spend.

01

Improve our digital marketing

02

Increase marketing spend

03

Run more events (online or in-person)

Q. What is the number one thing you would do to improve marketing in your business?

SALESPERSON INSIGHTS

While sales performance remains steady, future retention of Salespeople will hinge on providing suitable remuneration & good management.

Key Findings

01

Four out of five Salespeople reported a steady to strong pipeline outlook entering 2026.

02

Just over a third of Salespeople (37%) voiced concerns over job security for 2026.

03

Driven by the rising cost of living & that most received a raise of 5% or less, Salespeople identified remuneration as the primary aspect of their role they wish to change.

Key Shifts

01

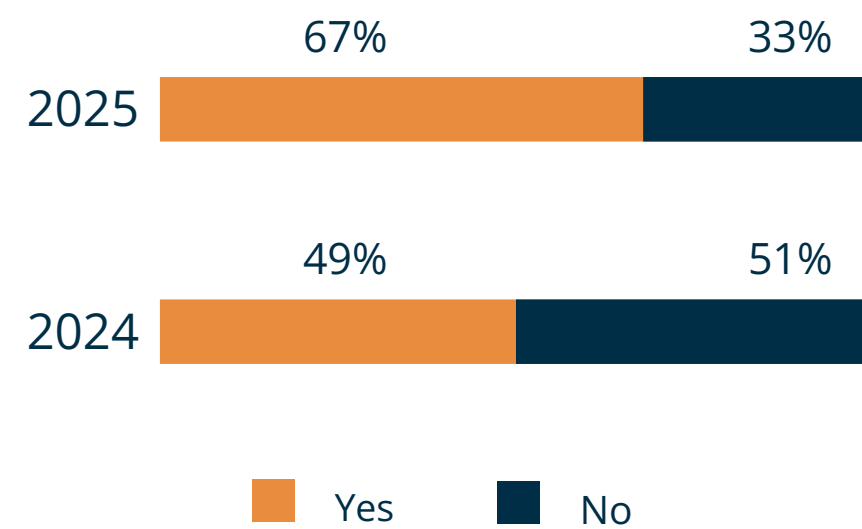
A substantial increase in the percentage of Salespeople hitting targets, moving from 49% in 2024 to 67% in 2025.

02

Excelling in their work & maintaining strong client relationships were identified as the key factors that motivate Salespeople & encourage them to stay in their roles.

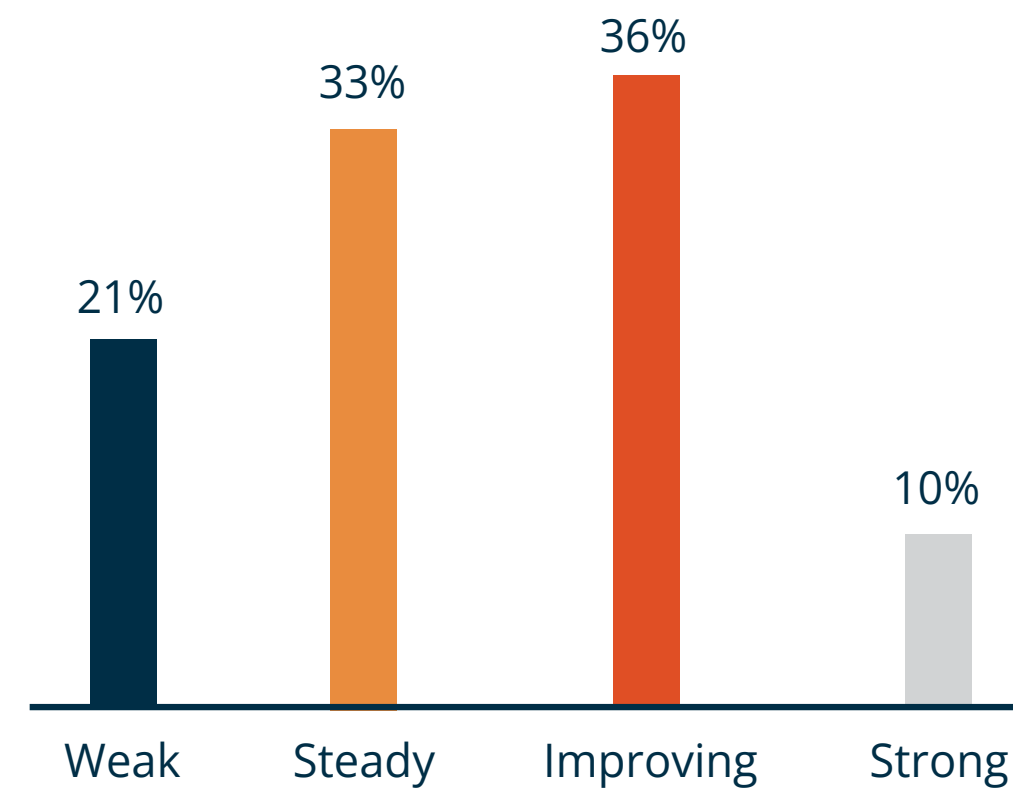
SALESPERSON INSIGHTS

Over two thirds of Salespeople achieved their targets this year.



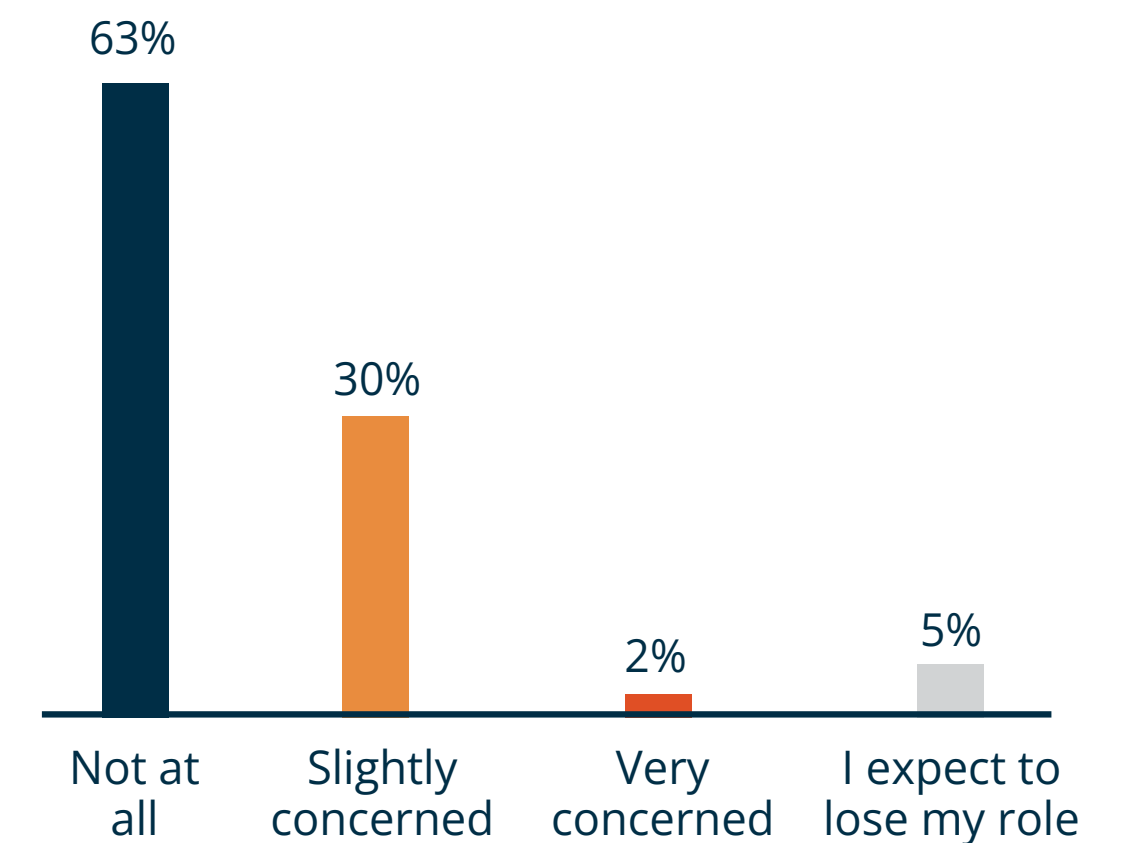
Q. Did you achieve your sales targets?

Among Salespeople, there is confidence about their sales pipeline with almost half claiming it is strong or improving.



Q. How would you rate the strength of your sales pipeline right now for 2026?

Majority are very confident about retaining their current role.

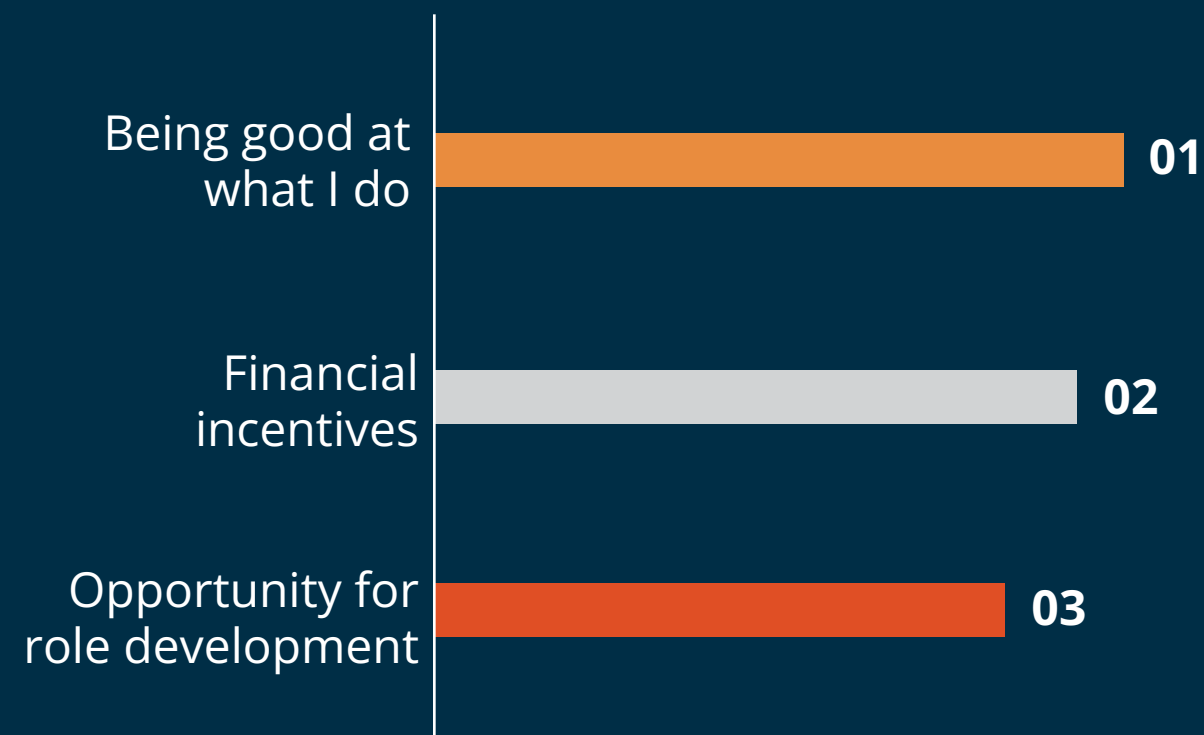


Q. Are you concerned about retaining your role in the next 12 months?

“ With 67% of the team hitting their targets & nearly two-thirds expressing high job security, Salespeople enter 2026 with solid pipelines & increasing momentum.

SALESPERSON INSIGHTS

For many Salespeople, being good at what I do is the key driver, whilst financial incentives & opportunity for role advancement are also motivators.



Q. What was your biggest motivation to perform in 2025? (Top 3)

The clients you work with is the key driver to stay in a role, followed by remuneration & manager.

01

The clients you work with

02

The remuneration

03

The manager

Q. What is the most important thing for you to stay in your current role? (Top 4)

Remuneration is the main driver of change followed by direct management.

01

The remuneration

02

The manager

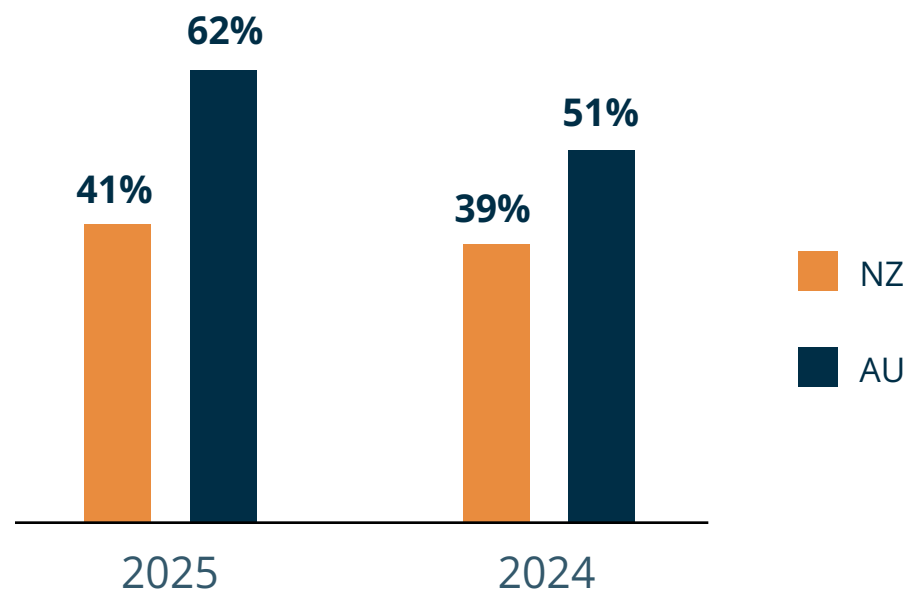
03

More opportunities to advance

Q. What is the one thing you would change about your role? (Top 3)

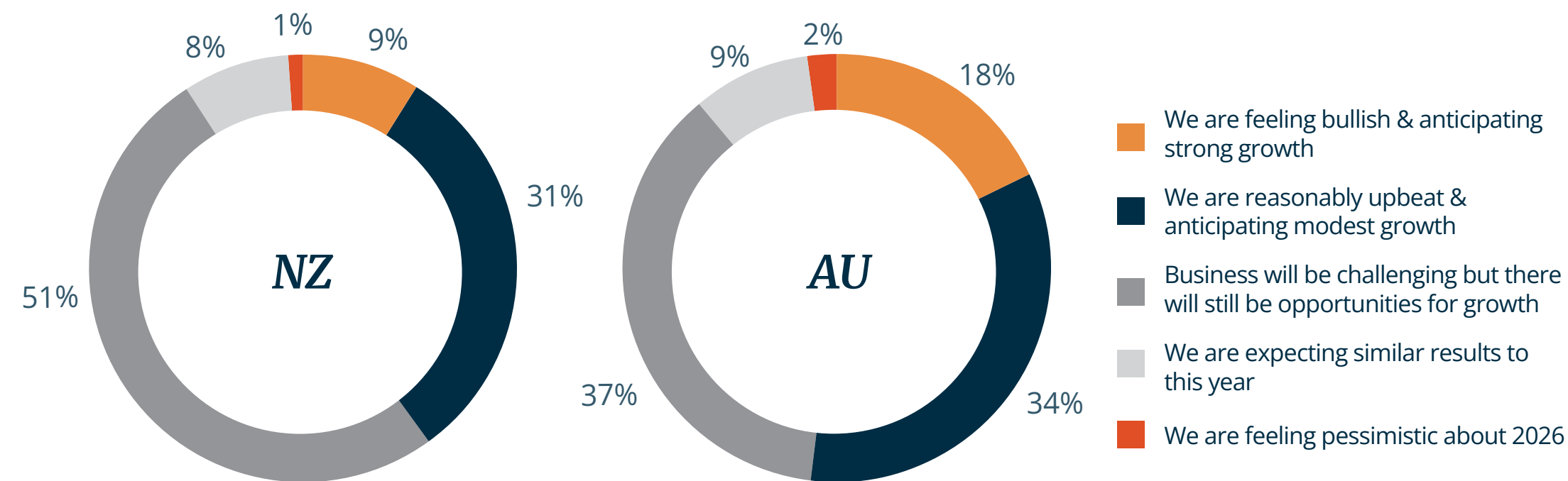
NEW ZEALAND vs AUSTRALIA

New Zealand achieved 41% total market growth, while Australia outpaced with a 60% increase.



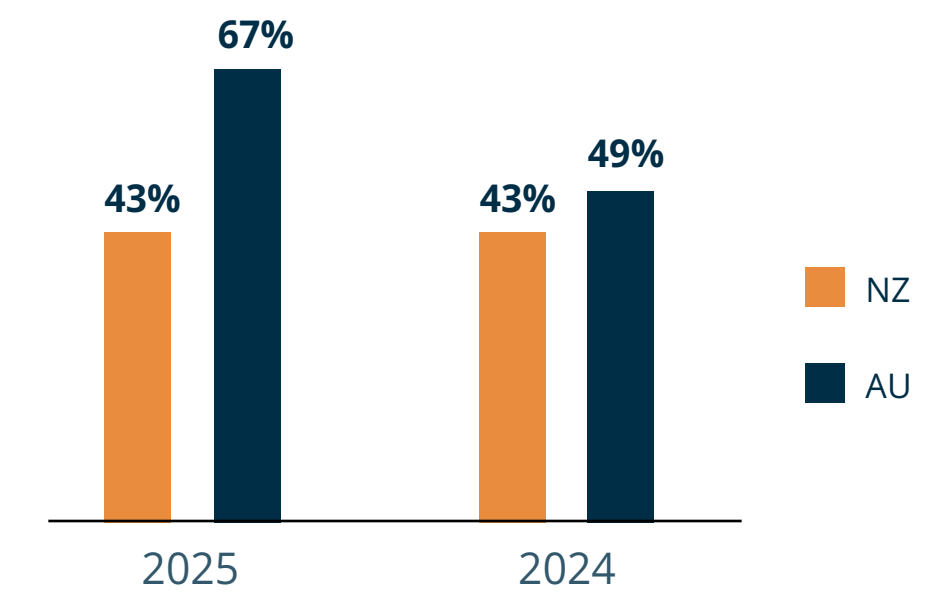
Q. Companies that achieved revenue growth

Confidence remains cautious, in both Australia & New Zealand in 2026



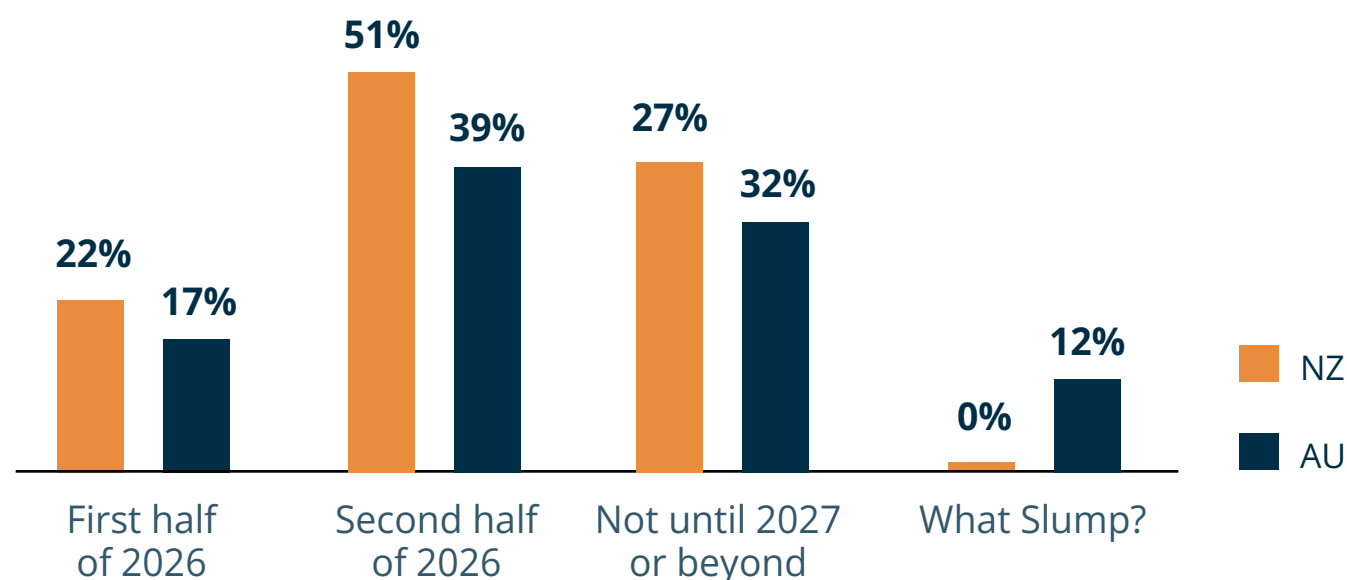
Q. Thinking ahead to 2026, what are you anticipating in terms of your business environment?

Target achievement diverged across markets: Australia showed marked improvement, while New Zealand held steady.



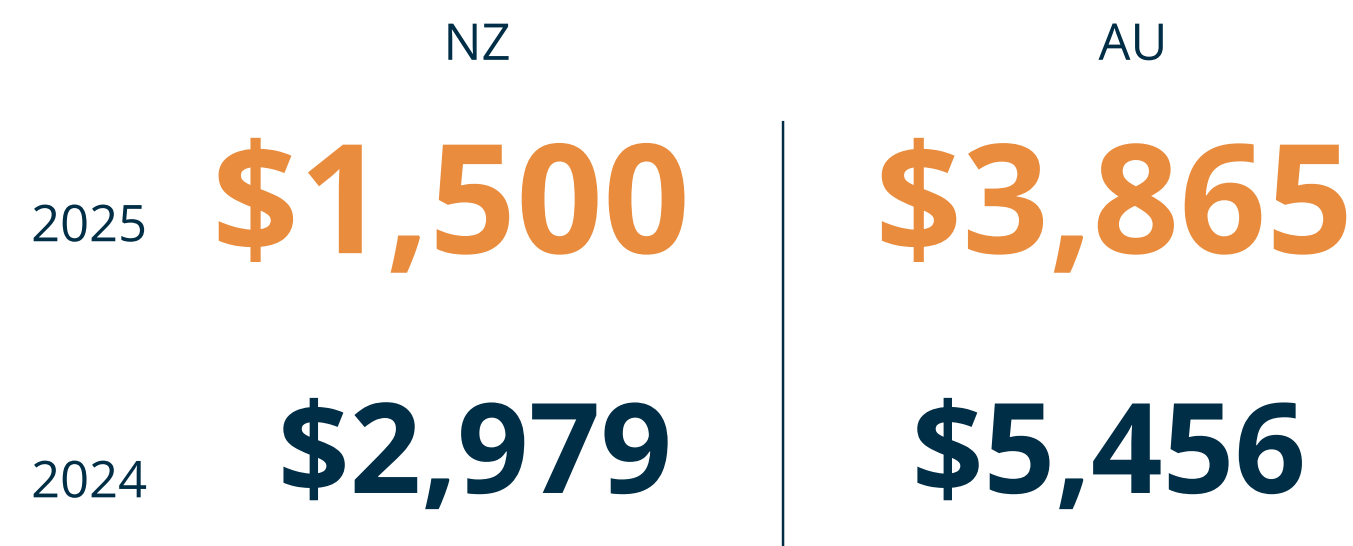
Q. Did you achieve your sales targets this year?

More than one in ten Australian respondents said "What slump?", while no New Zealand respondents shared that view.



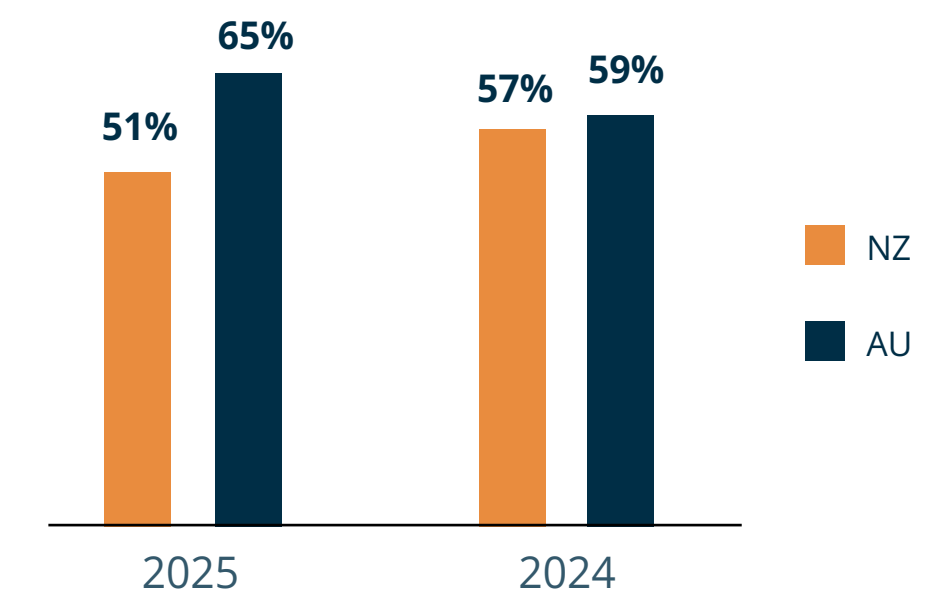
Q. When will the country emerge from the current economic slump?

Both markets pulled back on sales development investment, with New Zealand seeing a 50% drop.



Q. Average spend per Salesperson on their development

Australia continues to lead in sales technology investment, while New Zealand slides.



Q. Companies that increased investment in sales technology

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“*Broadly speaking, 2024 was a tough year, however, towards the end of that year most were optimistic about 2025 anticipating the market turning for the better. 2025 has mostly been tough, with a little uptick now towards the end of the year. I think sales teams that will flourish in 2026 will stop obsessing about market conditions & focus on going back to the basics (prospecting calls, running discovery meetings like champions, following up & closing effectively). They will plain & simply be more resilient!*”



Sales is a Sport. We Recruit the Champions.

In the cutthroat world of sales, success demands more than just skills - it demands resilience, grit, & the relentless drive of an elite athlete.

At Athlete2Business, we specialize in headhunting sales professionals with an athlete mindset: individuals who thrive under pressure, adapt to challenges, & deliver results when it matters most.

Alex Opacic
Founder/Director

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“*The past year showed us that sales performance isn't just a sales issue; it's a growth function alignment issue. In 2026, the real acceleration will come from Sales & Marketing moving in sync, grounded in a shared understanding of the customer & a clear value proposition that cuts through.*”

Customerit™



At Customerit – we believe in growth. Not spray & pray marketing tactics, or random acts of marketing that fall short of expectations. Real, tangible growth as a result of solid customer understanding, strategic planning & strong implementation.

We are a team of growth specialists with deep experience scaling businesses. Our growth programs turn under-performing marketing functions into growth centres, working with business leaders to activate the right initiatives to build value now & into the future.

Brooke Chapman

Director

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“

As AI becomes embedded in more day-to-day decisions, the real advantage in 2026 will come from balancing technology with human instinct. Leaders who can translate insight into action - quickly & confidently - will be the ones who drive sustainable growth.



Insights Exchange (IX) is a cloud-based independent company that empowers emerging brands to make smart, data-driven decisions through agile & cost-effective market research.

Unlike traditional agencies, IX taps into a global network of +50 top-tier research experts focusing on human intelligence powered by industry-leading AI technology. This allows IX to deliver scalable, exceptional research in weeks, not months.

Trusted by Industry Leaders including Xero, The Trade Desk, Panasonic, & with global partnerships with industry leaders like Qualtrics, Insights Exchange will help your team turn insights into impact.

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Founder & CEO

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“ We’ve squeezed a lot of efficiency out of our revenue engines in 2025. The next leap won’t come from purely working faster - it will come from selling better. As we head into 2026, the leaders pulling ahead will be those who double down on the art & the science of selling. The science gives us precision; the art is what helps our sellers break through noise, earn trust, & create momentum in complex buying environments. Upskilling sales capability isn’t a ‘nice to have’ anymore, it’s the difference between staying relevant & sustained, profitable growth.



Seismic is the global leader in AI-powered enablement, empowering go-to-market leaders to drive strategic growth & deliver exceptional customer experiences at scale.

The Seismic Enablement Cloud™ is the only unified AI-powered platform that prepares customer-facing teams with the skills, content, tools, & insights needed to maximise every buyer interaction & strengthen client relationships. Trusted by more than 2,000 organisations worldwide.

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“ *Customers have grown markedly more cautious in the past year – slower decisions, more scrutiny & an intense focus on risk. In this climate, Salespeople can’t rely on competence alone. They must prove they’re a safe pair of hands by listening better than their competitors, demonstrating deep domain expertise, & showing a level of empathy & curiosity that AI simply can’t replicate. When buyers are nervous, the most human seller usually wins.* ”



Few things are more frustrating in business than investing heavily in a customer tender or pitch, only to receive a one-line rejection, or worse, no decision at all. That lack of insight leaves your team guessing, repeating the same mistakes & missing opportunities to improve.

Trinity was created to fix that. We speak directly with your customers & prospects to uncover the real reasons you win & lose your most important deals. We call this “the wisdom behind your win rate”- the practical, unfiltered buyer truth that helps you refine your strategy, strengthen execution & win a higher percentage of your ‘must win’ pursuits.

Learn more at usetrinity.com.

Cian Mcloughlin

CEO & Founder

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ABOUT INDICATOR

Founded in 2015, INDICATOR is driven to increase the overall quality of Sales & Sales Leadership of companies.

To achieve our ambition, INDICATOR partners with companies & individuals to improve B2B sales performance. We work with many of Australasia's most progressive companies & have a passion for driving sales performance to deliver top & bottom-line results.

Sales are becoming increasingly complex, and a growing number of companies are being left behind. That is why INDICATOR is here.

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OUR SALES DEVELOPMENT SOLUTIONS

Consulting

Inject INDICATOR sales expertise into your business to lift performance & gain greater growth faster. One-to-one, bespoke offerings allow a focus on your specific challenges & opportunities. INDICATOR Consulting is designed to suit your business's unique culture & help you reach goals.

Programmes

INDICATOR offers membership-based programmes for Sales & Sales Leadership professionals looking to fast track their career. Our methodology is short, sharp & often, which is perfect for busy people looking to improve their Sales & Sales Leadership performance.

Training

INDICATOR Training is designed to support your team to grow & develop their skills, confidence & performance. Each training programme is tailored to meet the needs of your business & designed to get maximum output.

Assessments

INDICATOR assessments help you understand how to get the most out of your business & your sales force with our Sales Performance Benchmark for business & Sales Competency Assessment for Salespeople & Sales Leaders.

CRM, Technology & AI

INDICATOR Technology is here to support businesses to navigate their technology & the changing world of Sales AI to enhance sales performance.

Community

INDICATOR brings the sales community together through events, research, & shared learning, creating space for conversation, connection, & collective growth across New Zealand & Australia.



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