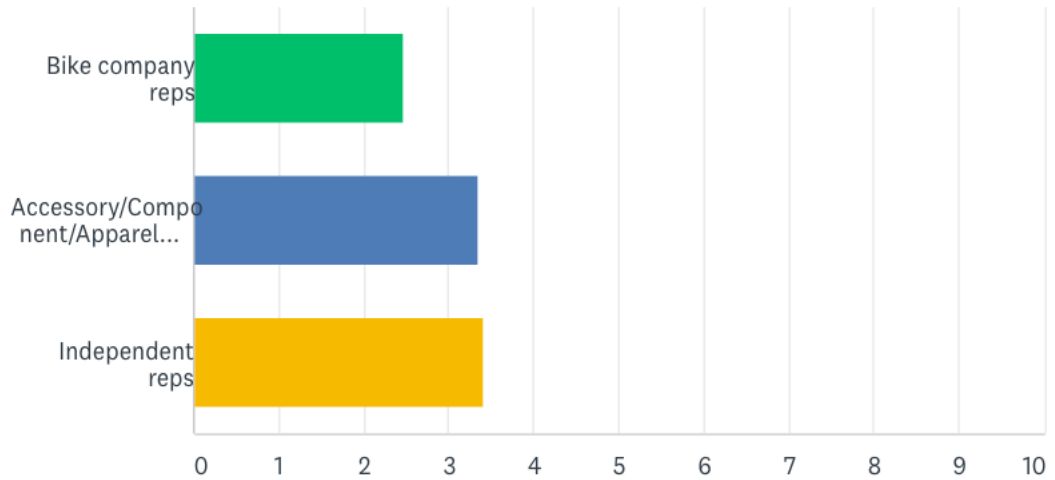


# About how many sales reps currently call on your store?

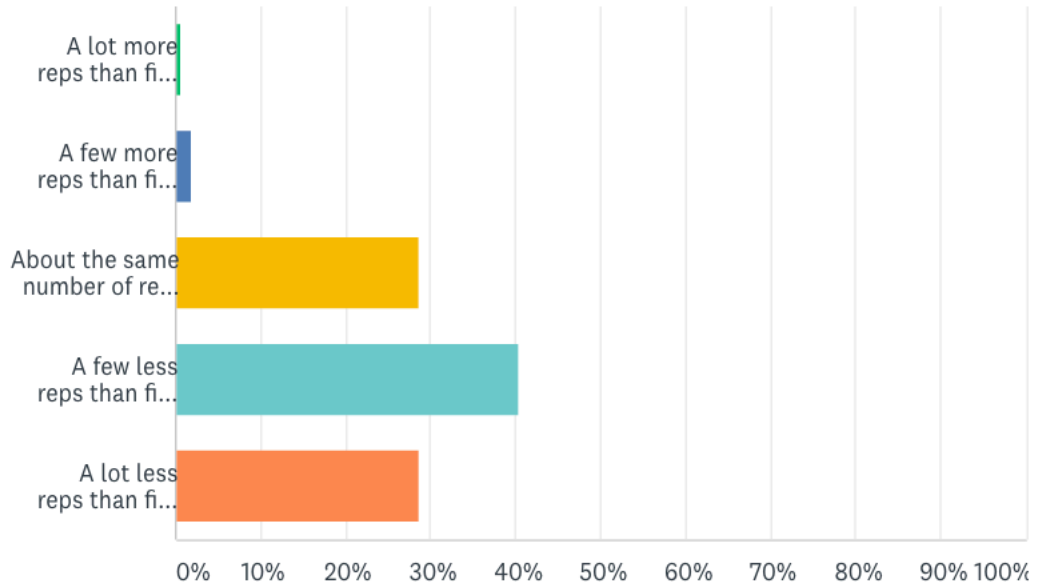
Answered: 168 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Bike company reps <a href="#">Responses</a>	2	412	
Accessory/Component/Apparel reps <a href="#">Responses</a>	3	522	
Independent reps <a href="#">Responses</a>	3	556	
<b>Total Respondents: 168</b>			

# How does the total compare to five years ago (choose one)?

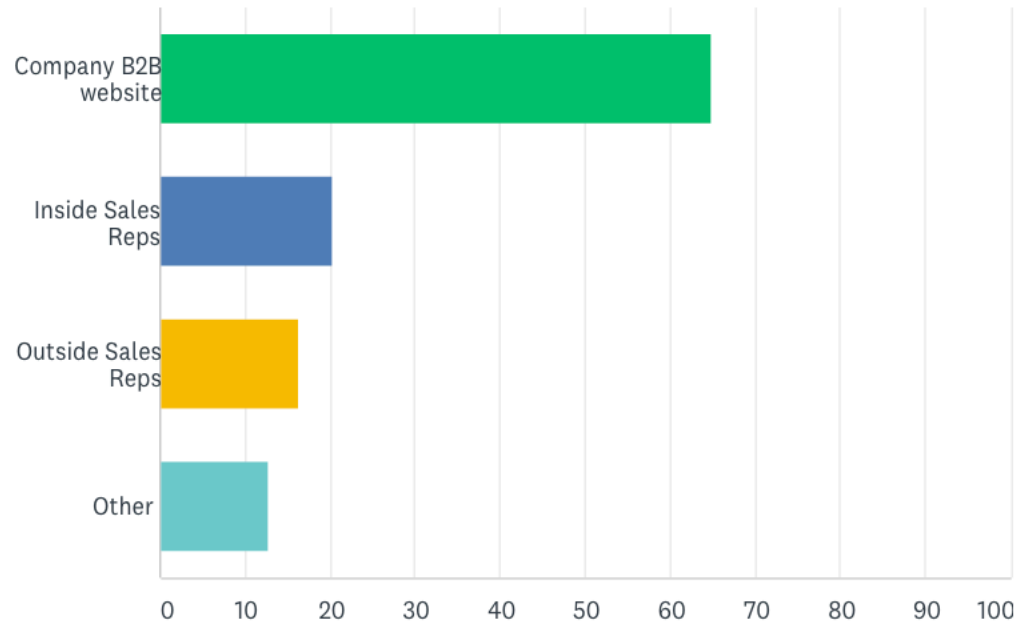
Answered: 168 Skipped: 1



ANSWER CHOICES	RESPONSES
▼ A lot more reps than five years ago	0.60%
▼ A few more reps than five years ago	1.79%
▼ About the same number of reps as five years ago	28.57%
▼ A few less reps than five years ago	40.48%
▼ A lot less reps than five years ago	28.57%
<b>TOTAL</b>	

About what percentage of your overall ordering do you do through these resources (please have answers add up to 100%)?

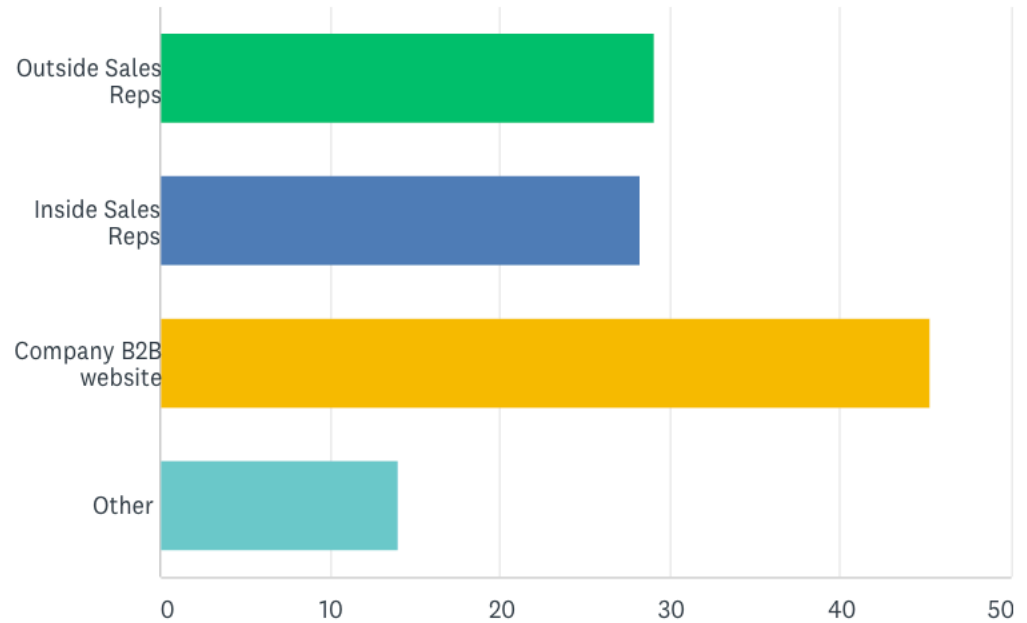
Answered: 167 Skipped: 2



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Company B2B website <a href="#">Responses</a>	65	10,585	
Inside Sales Reps <a href="#">Responses</a>	20	3,025	
Outside Sales Reps <a href="#">Responses</a>	16	2,448	
Other <a href="#">Responses</a>	13	642	

# What did these same percentages look like five years ago?

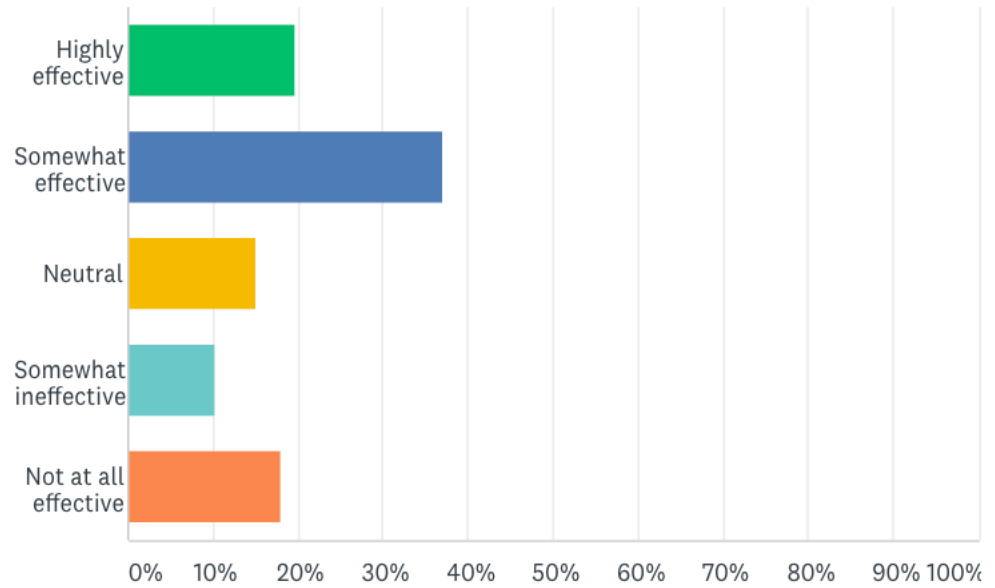
Answered: 161 Skipped: 8



ANSWER CHOICES		AVERAGE NUMBER		TOTAL NUMBER		RESPONSES
Outside Sales Reps	<a href="#">Responses</a>	29		4,397		
Inside Sales Reps	<a href="#">Responses</a>	28		4,230		
Company B2B website	<a href="#">Responses</a>	45		6,801		
Other	<a href="#">Responses</a>	14		672		
<b>Total Respondents: 161</b>						

# How would you rate the overall effectiveness of your OUTSIDE reps?

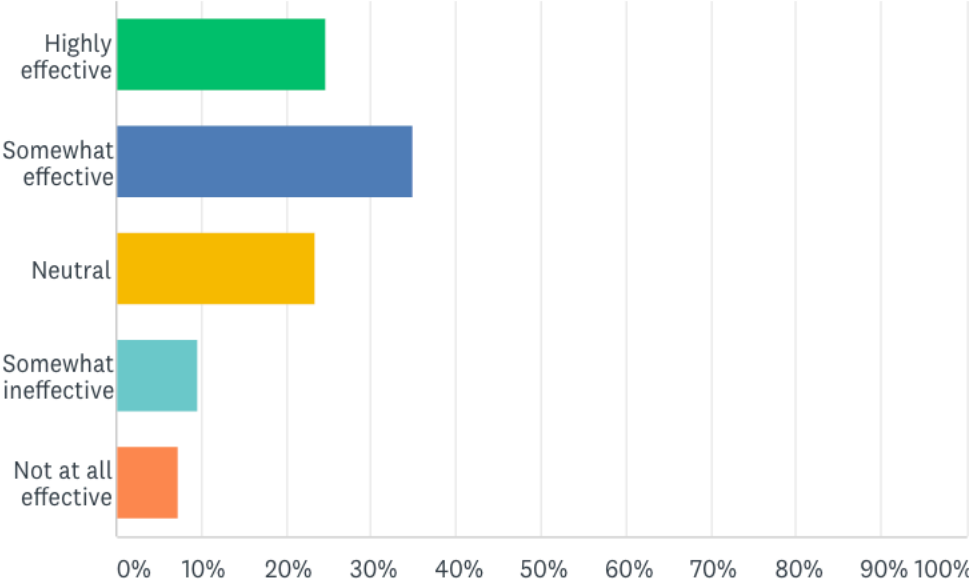
Answered: 167 Skipped: 2



ANSWER CHOICES	RESPONSES
▼ Highly effective	19.76%
▼ Somewhat effective	37.13%
▼ Neutral	14.97%
▼ Somewhat ineffective	10.18%
▼ Not at all effective	17.96%
<b>TOTAL</b>	

# How would you rate the overall effectiveness of your INSIDE reps?

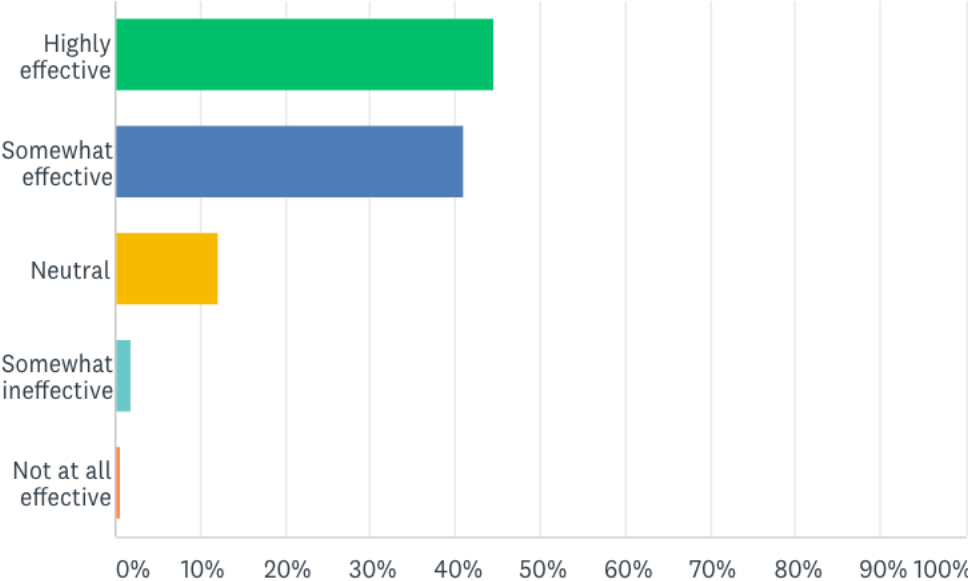
Answered: 166 Skipped: 3



ANSWER CHOICES	RESPONSES
▼ Highly effective	24.70%
▼ Somewhat effective	34.94%
▼ Neutral	23.49%
▼ Somewhat ineffective	9.64%
▼ Not at all effective	7.23%
<b>TOTAL</b>	

# How would you rate the overall effectiveness of your B2B websites?

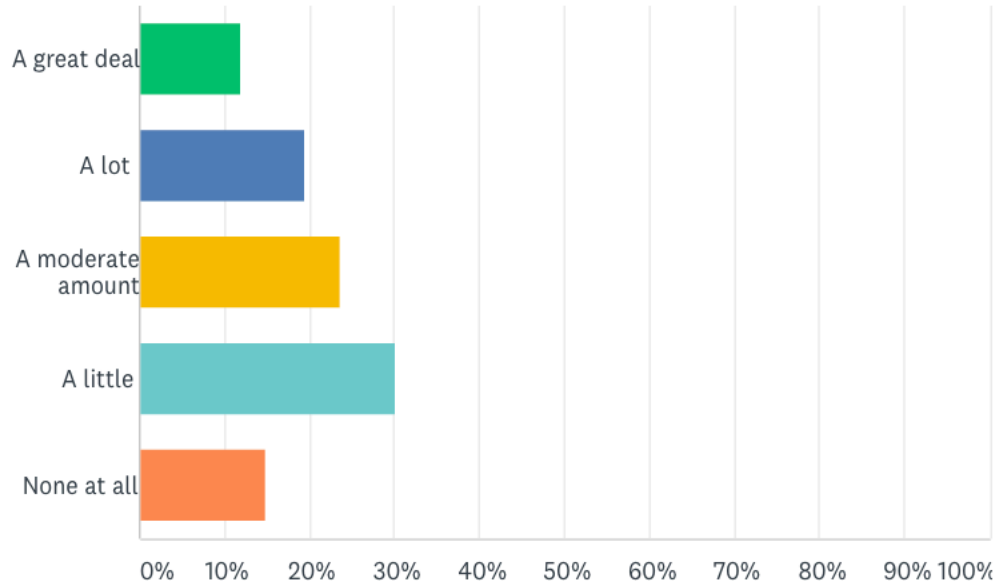
Answered: 166 Skipped: 3



ANSWER CHOICES	RESPONSES
▼ Highly effective	44.58%
▼ Somewhat effective	40.96%
▼ Neutral	12.05%
▼ Somewhat ineffective	1.81%
▼ Not at all effective	0.60%
<b>TOTAL</b>	

# How much do OUTSIDE reps influence your purchasing decisions?

Answered: 169 Skipped: 0

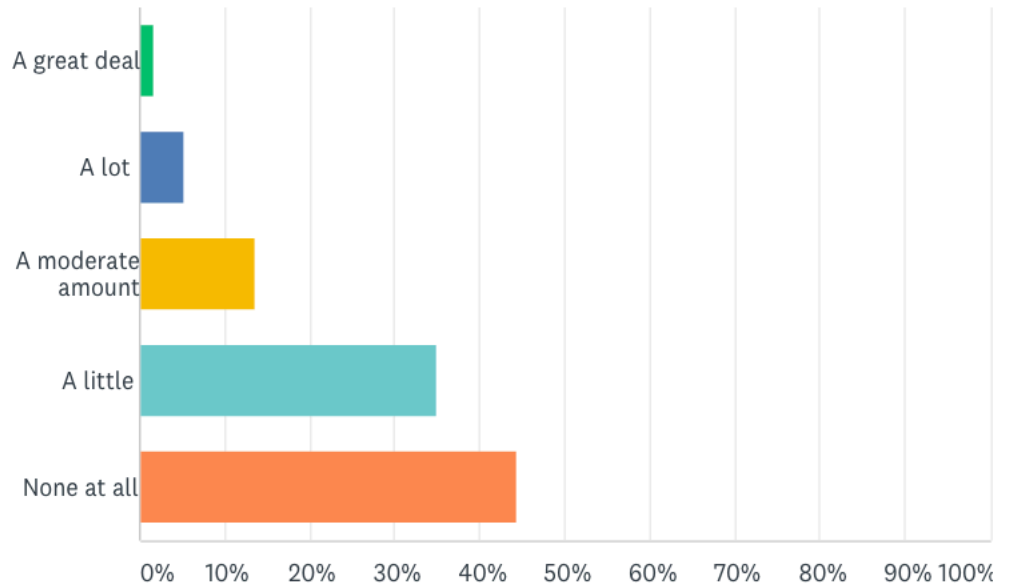


ANSWER CHOICES	RESPONSES
▼ A great deal	11.83%
▼ A lot	19.53%
▼ A moderate amount	23.67%
▼ A little	30.18%
▼ None at all	14.79%
<b>TOTAL</b>	



# How much do INSIDE reps influence your purchasing decisions?

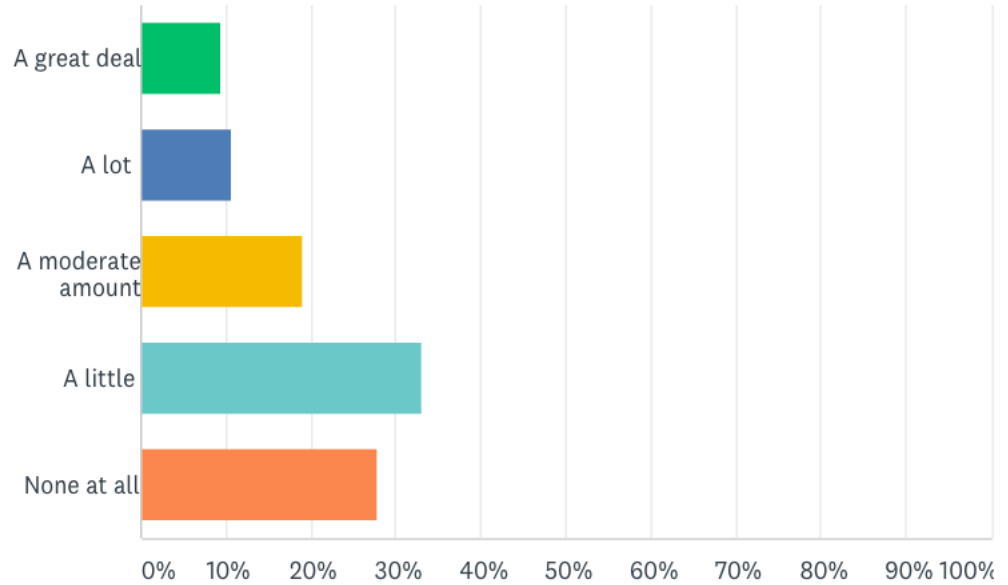
Answered: 169 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ A great deal	1.78%
▼ A lot	5.33%
▼ A moderate amount	13.61%
▼ A little	34.91%
▼ None at all	44.38%
<b>TOTAL</b>	

# How much do B2B websites influence your purchasing decisions?

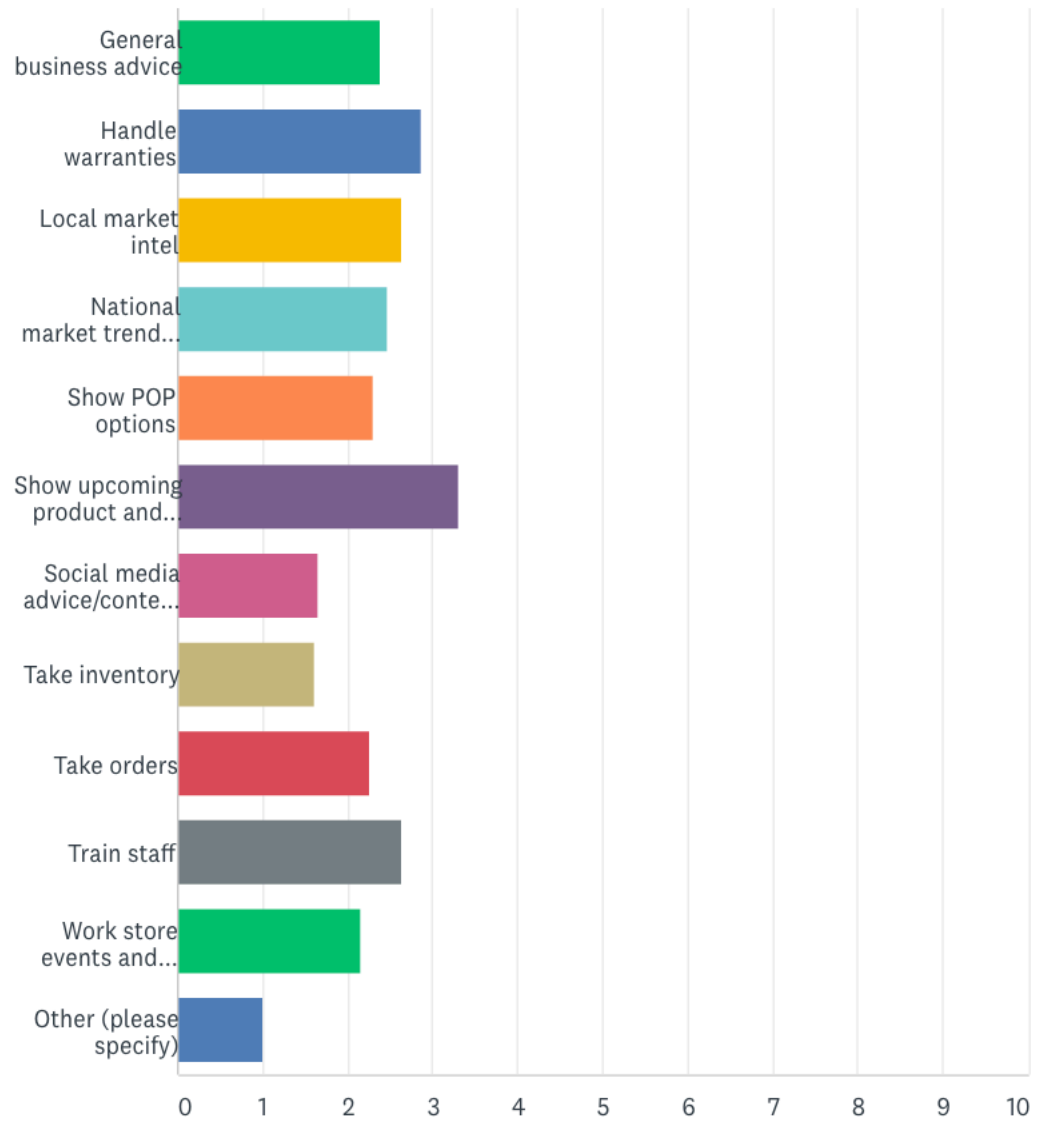
Answered: 169 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ A great deal	9.47%
▼ A lot	10.65%
▼ A moderate amount	18.93%
▼ A little	33.14%
▼ None at all	27.81%
<b>TOTAL</b>	

Rate each of these OUTSIDE rep tasks on a scale of 1-5, please. 5 = I totally depend on my rep for this 4 = Important 3 = Middling important 2 = Not important 1 = Reps don't help me at all

Answered: 169 Skipped: 0



Rate each of these INSIDE rep tasks on a scale of 1-5, please. 5 = I totally depend on my rep for this 4 = Important 3 = Middling important 2 = important 1 = Reps don't help me at all

Answered: 167 Skipped: 2

