

A Field Sales Performance Study

What the data reveals about the behaviors
that define top-performing field reps

A study with Map My Customers, Sumedha Rai,
Visiting Researcher at New York University, in partnership
with Jasper Engines & Transmissions

AT A GLANCE

- Reps who consistently follow high-performing field habits generate \$83.5K in average quarterly revenue, 73% more than lower-performing peers.
- Top reps go deeper, not wider. They visit priority accounts up to 2.5x more often and log 3x more activity.
- They spend less time driving and more time selling, using optimized routes 5x more often and daily planning tools 3x more often.
- These habits are highly predictive of performance. Daily mobile activity predicted revenue direction with 78.7% accuracy.
- The takeaway for sales leaders: top performance is built on repeatable behaviors. That means you can spot gaps earlier, coach more effectively, and help more reps perform like your best ones.

Foreword

Over the past decade building Map My Customers, I've spent a lot of time thinking about a simple question: what actually separates the best field sales reps from everyone else?

There are plenty of common assumptions. They have better territories. They manage more accounts. They're simply more charismatic, more experienced, or naturally better salespeople.

Our study with Jasper Engines and Transmissions and Sumedha Rai, Visiting Researcher at New York University, gave us an opportunity to look past those assumptions and directly into the data. We analyzed the behavior of field sales reps across two quarters, pairing real CRM revenue outcomes with their daily field habits: how they planned their time, where they went, how frequently they visited customers, and how consistently they captured data in the field.

The biggest takeaway for me: the strongest-performing reps didn't necessarily have more accounts. They were

simply far more intentional about how they worked them. Top performers prioritized relationship depth over volume. They visited key accounts up to 2.5x more often, logged 3x more meaningful activity, and used smart digital tools to plan their daily routes. The business outcome was clear: top performers achieved an average of \$83,500 in quarterly revenue, a 73% lift over their lower-performing peers.

To me, that is what makes this research so powerful. Great field sales performance isn't magic, and it isn't just the product of an easy territory. It comes down to structured, repeatable behaviors. And if those behaviors are repeatable, they are coachable.

The real opportunity for sales leaders is to understand what their top reps do differently, equip every rep with the mobile technology to work that way consistently, and build an organization where great field execution can truly scale.

Matthew Sniff

Founder & Chief Product & Strategy Officer,
Map My Customers

Executive Findings

For sales leaders managing large outside sales organizations, field rep behavior has historically operated inside a black box. Traditional CRM systems track high-level sales totals and static account logs, but offer minimal visibility into the daily execution habits that actually drive revenue growth.

To establish a data-backed baseline for field execution, Map My Customers partnered with Sumedha Rai, Visiting Researcher at New York University, to analyze 172 field sales reps over two quarters (evaluating 305 quarterly activity profiles in total). By combining CRM sales outcomes with mobile app telemetry—tracking real-time behaviors like route optimization, cadence filters, global searches, and GPS-verified check-ins—the study isolates the exact operational habits that drive revenue growth.

The findings challenge common sales assumptions: revenue growth is not driven by managing larger account lists or relying on raw activity volume. Instead,

top performance is the result of structured, repeatable field execution.

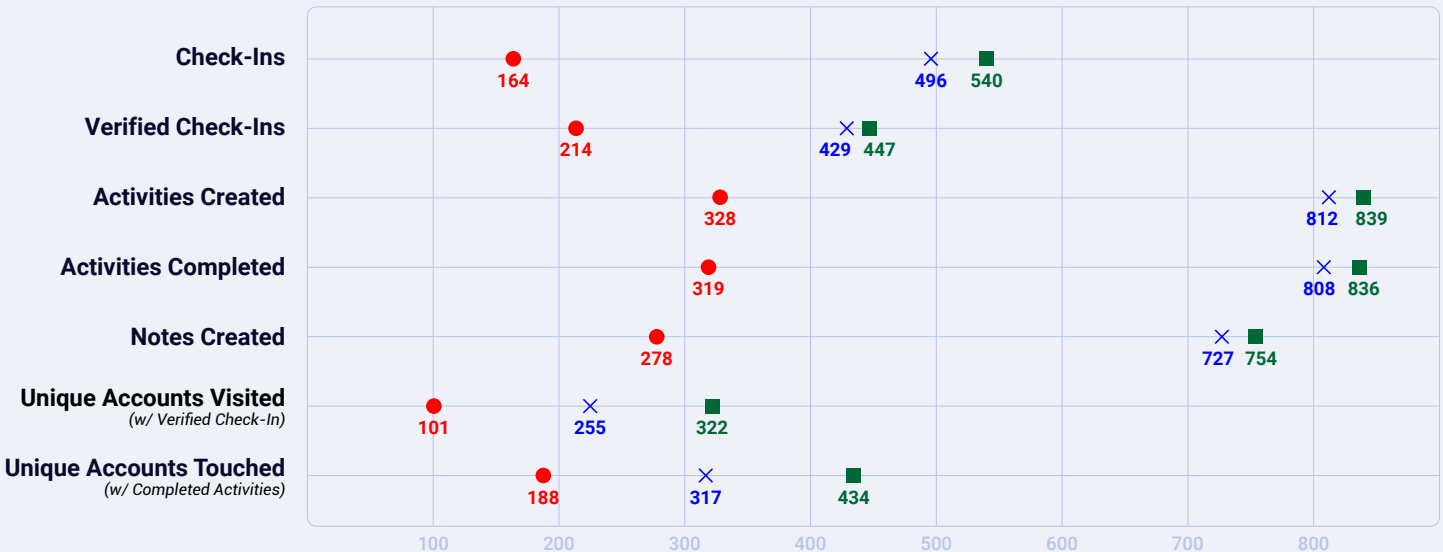
Relationship Depth Outperforms Account Breadth

High-performing reps don't win by chasing larger account lists. Instead, they focus on relationship depth within key accounts – visiting accounts up to 2.5x more often and logging 3x more total field activity than low-performing peers. Top-tier reps (Cluster 2) generated \$83.5K in average quarterly revenue, compared to \$66.7K for mid-tier reps (Cluster 1) and \$48.2K for low-performing cohorts (Cluster 0).

Data science reveals that Cluster 2 reps drive nearly double the quarterly growth of lower-performing peers (\$83.5K vs. \$48.2K) by concentrating high-frequency activity on key accounts rather than spreading themselves thin across wider territories.

Average Activity Metrics per Cluster

● Cluster 0: Low × Cluster 1: Rising ■ Cluster 2: High



High-Value Behaviors Are 78.7% Predictable

Using an XGBoost machine learning model paired with SHAP explainability, the study predicted quarterly sales growth direction with 78.7% cross-validated accuracy. Rather than relying on gut feel, the model proved that specific daily habits – such as high-frequency global search usage, route execution streaks, and GPS-verified check-ins, are direct leading indicators of revenue success.

Digital Tool Adoption Drives Field Efficiency

Top performers rely heavily on mobile-first sales technology to structure their days. Top reps opened 5x more routes (2,137 vs. 396 per quarter) and used smart planners nearly 3x more (2,341 vs. 877 invocations) than low performers, reducing wasted windshield time and maximizing high-impact face-to-face visits.

Field Execution Outweighs Territory Quality

While market density and account mix influence outcomes, daily operational behaviors drive bigger

performance gaps than territory constraints alone. Two reps in similar markets produce vastly different results based on how effectively they plan itineraries and leverage CRM insights in the field.

Sales Excellence Is Repeatable and Coachable

Because top performance relies on intent, daily routines, and digital enablement—rather than innate charisma or territory advantage—field success can be operationalized. Sales leaders can use peer benchmarks to replace generic “sell harder” advice with clear, data-backed coaching levers.

This research proves that field sales performance is no longer a black box. By pairing mobile enablement technology with high-value behavioral benchmarks, sales organizations gain total field visibility, predictable revenue forecasting, and a clear, repeatable playbook to coach middle-tier reps into top performers.

CONCLUSION

Turning Field Execution into Predictable Revenue Growth

For revenue leaders, sales operations executives, and field managers governing large outside sales organizations, achieving consistent quarterly growth requires moving past traditional assumptions about territory quality and raw activity counts. The data from this study proves that top-tier revenue growth is not an unmanageable product of natural charisma or massive account lists, it is the direct result of structured, repeatable field habits.

By pairing mobile sales enablement technology with high-value behavioral indicators, field sales execution can now be managed with clarity and precision. Sales organizations gain total operational visibility into daily rep routines, enabling leaders to move away from generic “sell harder” directives. Instead, managers are equipped with concrete, data-backed levers to elevate middle-tier reps into high performers – turning daily field execution into a reliable driver of long-term business growth.

RESEARCH NOTES:

1. Primary empirical data for this study was derived from proprietary field sales activity logs and CRM revenue outcomes from Jasper Engines & Transmissions, captured via the Map My Customers mobile platform between Q4 2023 and Q2 2024 (N = 172 reps, 305 quarterly profiles). Certain quarterly metrics were estimated from H1 semiannual aggregates.
2. Predictive machine learning models were developed using XGBoost gradient-boosted decision trees (Chen & Guestrin, 2016) and interpreted using SHAP (SHapley Additive exPlanations) values (Lundberg & Lee, 2017). Behavioral clustering was conducted via k-means unsupervised learning (MacQueen, 1967).

5 KEY TAKEAWAYS:

Operationalizing Field Sales Success

1

Prioritize Account Depth Over Visit Volume

Shift management KPIs away from raw account coverage. Direct reps to focus on core accounts with structured, high-frequency visit schedules rather than spreading themselves thin across massive territories

2

Use Mobile Planning to Cut Wasted Drive Time

Mandate mobile-first routing and daily itinerary planning across your team. Converting dead windshield hours into scheduled visits is the fastest lever to increase face-to-face selling time.

3

Shift Coaching from Gut Feel to Practical Science

Inspect leading behavioral habits—such as prospect searches, saved account filters, and verified check-ins—instead of waiting for lagging revenue results. Early behavioral visibility allows managers to fix underperformance mid-quarter.

4

Eliminate the “Bad Territory” Excuse

Focus performance management conversations strictly on controllable daily execution. Rep performance gaps are driven by itinerary structure and tool usage, not market density or account assignments.

5

Use Top-Performer Benchmarks to Lift the Middle 60%

Build enablement playbooks around the specific daily routines of your top achievers. Onboarding and ongoing coaching should focus on standardizing these high-value habits across your average performers.

ABOUT THE STUDY

This study was conducted in partnership between Map My Customers, the field execution platform for field sales; Jasper Engines & Transmissions, the manufacturer whose field team served as the real-world testing ground; and Sumedha Rai, Visiting Researcher at New York University, who led the analysis behind the findings. Together, the three set out to measure how AI-driven tools change outcomes for reps working in the field every day.