DIGITAL TRENDS AFFECTING B2B SALES TEAMS

In today's fast-changing business landscape, sales leaders and their teams need to build a foundation for continuing growth and innovation. Employing a CRM like Salesforce® is just the beginning. Companies must choose the right solutions and processes to keep pace with recent trends.

KPIs: Strategic insights and metrics easily delivered in real time

84% of sales people from the United States say the role of sales ops is becoming more strategic

73% of sales people from the United States say their success metrics have changed since 2019

50% more likely that fast growing companies adjust account priorities monthly rather than yearly, compared to their slower growing counterparts

Technology: More reliance on pre-built reporting to drive change

79% of sales leaders/sales ops from across the globe say their digital transformation has accelerated since 2019
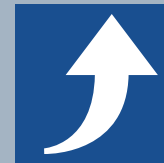
74% of sales people from across the globe say their sales technology needs have significantly changed since 2019

Sales teams with a structured and consistent coaching program based on data analytics and goals:

56% average win rate, which is . . .

30% . . . higher than sales teams without data-based coaching

Top Performers: Successful companies share common traits

Sales leaders leveraging data and analytics have greater success when forecasting, meeting quotas, and boosting sales performance.

1.4x more likely to be considered a top performing company when using an analytics center of excellence
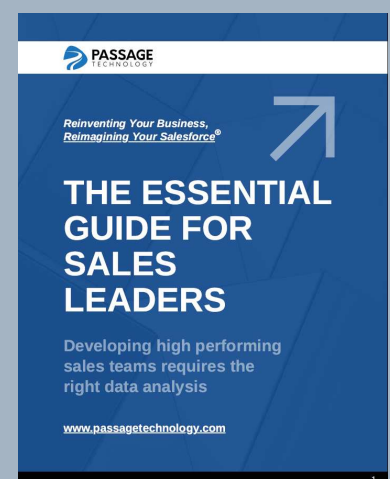
72% of fast growing companies say analytics are key to sales planning

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For more insights, check out this guide from our series: *Reinventing Your Business, Reimagining Your Salesforce*.

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