

The New B2B Sales Model

Today's B2B buyers prefer a connected, personalized, digital journey. While most recent research shows enterprise buyers have embraced a new way of buying, many revenue teams struggle to match buyer expectations with their own sales strategy, enablement, and execution.

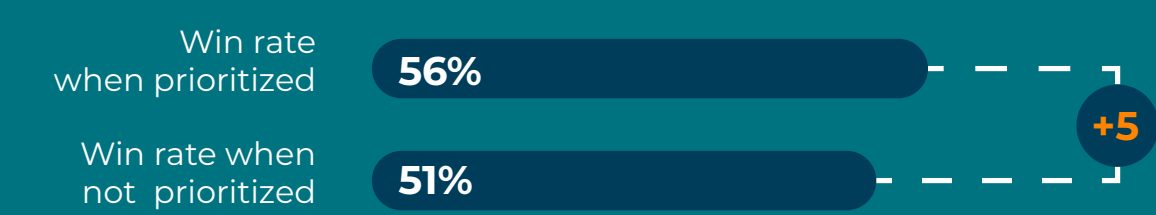


As both buyers and sellers define the "new normal" in terms of work strategy, **66% of sales teams will operate in virtual or hybrid environments this year**

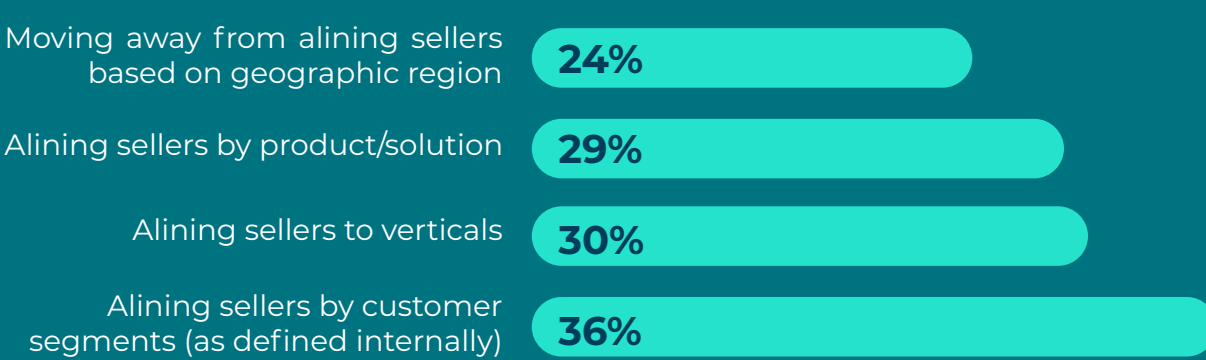


With the new normal leading to shifting focuses, **51% of organizations will look to better position sellers to drive an improved digital customer journey**

How prioritization of digital selling impacts win rates
(% of enterprise respondents)



How organizations segmentation strategies are changing
(% of enterprise respondents)



Sales Enablement Priorities

Key enablement objectives for this year:

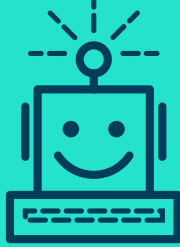
- 1 Seller Competencies
- 2 Seller Manager Effectiveness
- 3 Digital Customer Engagement



Equipping sales managers for success can be crucial to unlocking higher sales representative performance, with **better training, coaching, and management contributing to 4 percentage point higher win rates.**

Top sales capability priorities:

- 1 Collaboration
- 2 Sales Automation/Analytics
- 3 Digital Selling



Buyer expectations of seamless, personalized journeys are leading to the same for sales organizations, with **66% prioritizing collaboration between teams, supported by sales automation and analytic and digital selling to improve customer engagement.**

Optimizing Tech Investments

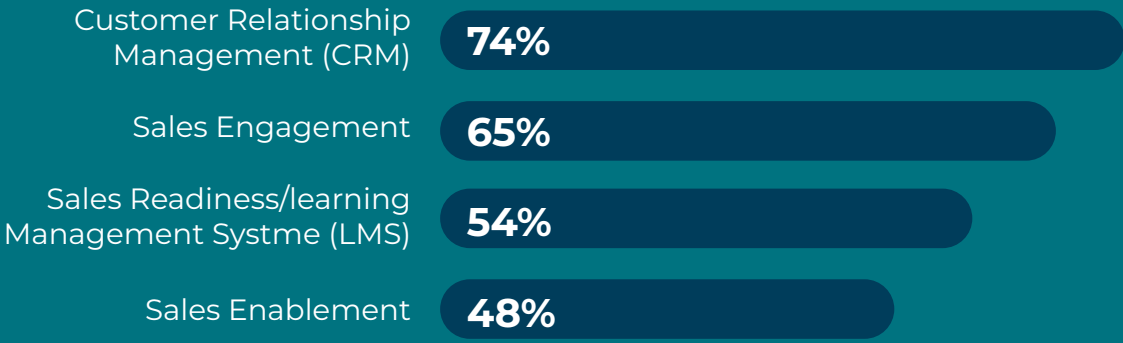


Next to people, sales technology is the largest budget category, with **32% of organizations expecting their sales technology budget to grow in the next year**

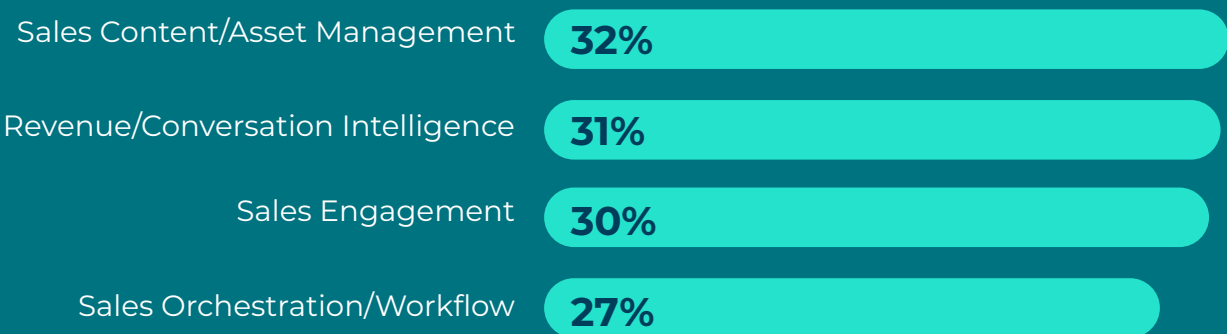


54% of organizations continue to embrace CRM, sales engagement, and sales readiness tools as the foundation of the sales technology stack

Tools currently used by organizations to support sales efforts
(% of enterprise respondents)



Tools in which organizations plan to invest as part of supporting sales efforts
(% of enterprise respondents)



The Evolving Sales Tech Stack

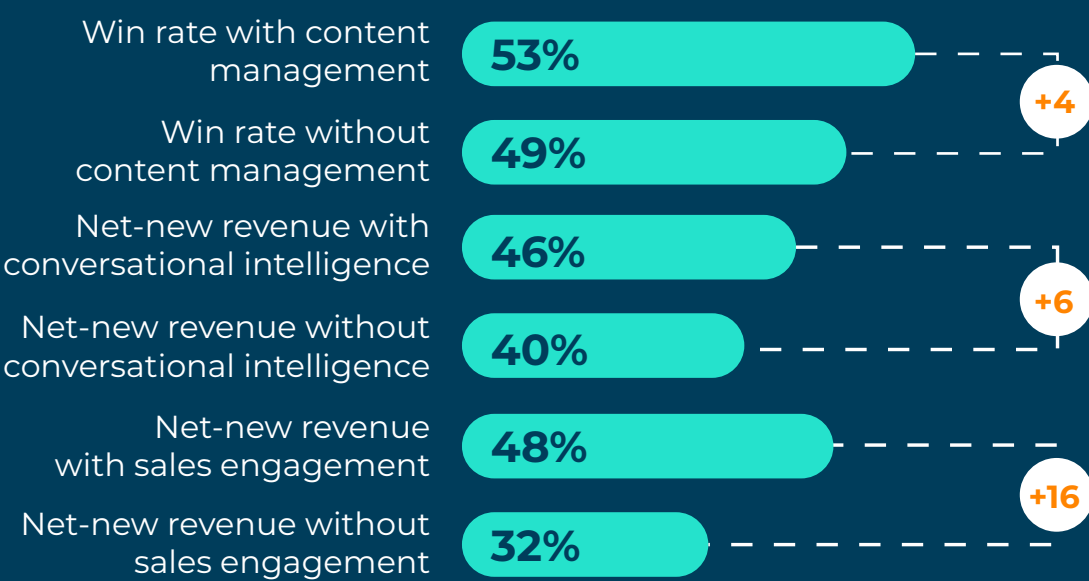
32%

of organizations are investing in **content management, conversational intelligence, and sales enablement tools**

up to 16%

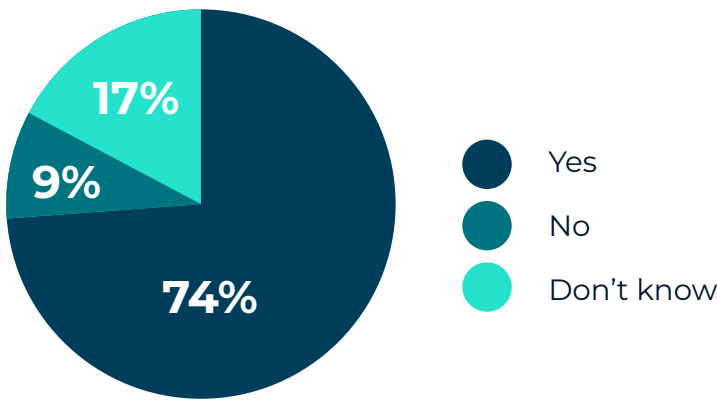
increase in revenue from new customers reported by organizations who have **invested in the evolving sales tech stack**

How evolving the sales tech stack impacts revenue
(% of enterprise respondents)

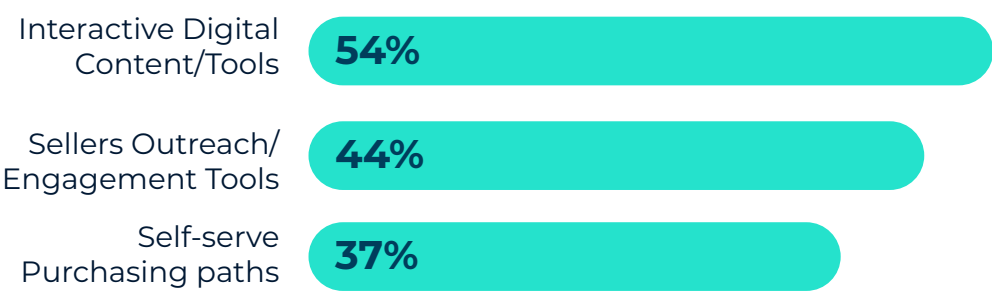


How Are Organizations Investing In The Customer Experience?

Organizations planning to invest in digital customer engagement in the next 12 months
(% of enterprise respondents)



Where organizations plan to invest in digital customer engagement
(% of enterprise respondents)



Much is asked of today's B2B seller - they must be trusted advisors, consultants, experts, meeting their buyers where they are (online) and provide value at each touchpoint. To enable this, organizations plan to invest in 3 crucial sales touch points in the buyer's journey:



AWARENESS:
Organizations that currently leverage digital assessments report **5 percentage point higher win rates.**



CONSIDERATION:
Companies that currently use self-serve customer demos report **13 percentage point higher revenue from net-new customers**



DECISION:
Those that utilize value calculators report **5 percentage point higher win rates.**

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