

SalesTech

2017 | REPORT

LinkedIn Group Partner

Technology
Marketing



SalesTech
AWARDS

Crowd
Research Partners

AMPLIFINITY

bpmonline



DiscoverOrg

eMedia



glance

HIGHSPOT



level11



ONDIGO

Right Source
MARKETING

salesoptimize

PRESENTED BY



SALES TECH 2017 REPORT

TABLE OF CONTENTS

OVERVIEW	3
KEY SURVEY FINDINGS	4
Sales tech effectiveness	5
Most popular sales productivity tools	6
Most popular sales management tools	7
Most popular sales analytics tools	8
Different sales apps	9
SALES PERFORMANCE CHALLENGES AND ADOPTION	10
Sales technology adoption	11
Biggest sales challenges	12
Biggest obstacles to success	13
SALES TECH EFFECTIVENESS	14
Sales tech biggest impact	15
Key performance metrics	16
Tracking the ROI of sales technology	17
SALES TECH BUDGET AND PURCHASING DECISIONS	18
Sales tech investment priorities	19
Sales technology budget	20
Spend per salesperson each year	21
METHODOLOGY & DEMOGRAPHICS	22
SPONSORS OVERVIEW	23

OVERVIEW

Sales technology, from CRM and social selling tools to dialer apps and sales analytics, is rapidly gaining traction in enterprises looking for ways to enable high-growth, high-performance sales organizations. Yet the market for sales apps and platforms remains fragmented and hard to navigate.

To provide deeper insight into the market dynamics for sales technology, Crowd Research Partners conducted a comprehensive online survey in partnership with the 100,000-member B2B Technology Marketing Community on LinkedIn to reveal the key challenges, solutions, technology choices, and investment priorities of today's sales organizations.

Many thanks to our sponsors for supporting this unique research project:

[Amplifinity](#) | [bpm'online](#) | [CrankWheel](#) | [DiscoverOrg](#)
[emedia](#) | [Fox Parrack Singapur](#) | [Glance](#) | [Highspot](#)
[IDG Enterprise](#) | [Impole](#) | [KiteDesk](#) | [LevelEleven](#)
[LiveChat](#) | [ONDiGO](#) | [Right Source Marketing](#)
[SalesOptimize](#)

Thanks to everyone who participated in the survey.

I hope you will enjoy this report.

Holger Schulze



Holger Schulze

Founder
B2B Technology Marketing
Community on LinkedIn
✉ hhschulze@gmail.com

LinkedIn Group Partner



KEY SURVEY FINDINGS

- 1** Despite the growing demand for sales technologies, companies most commonly assess their sales technology as somewhat effective (37%) in impacting sales success.
- 2** Customer relationship management (CRM) tools top the list of productivity solutions organizations use to help manage and optimize customer relationships across sales and other functions.
- 3** The biggest obstacle to sales technology success is lack of management buy-in, with 44% of respondents citing this as their number one challenge. To overcome this hurdle, sales leaders and technology vendors need to find ways to clearly demonstrate ROI.
- 4** Thirty-seven percent of respondents are struggling to demonstrate the pay-off for sales tech investment with another 35% claiming they are not at all successful. This presents an opportunity for sales tech vendors to improve the outcome tracking and analytics capabilities of their solutions to demonstrate ROI.
- 5** Sales technology investments are significantly increasing in many sales organizations. Most respondents (52%) are spending well over \$1,000 on sales technology per salesperson each year, including 22% of organizations spending over \$3,000. Achieving outcomes to boost sales success and increase efficiency are driving these investment decisions.

SALES TECH EFFECTIVENESS

Companies most commonly assess their sales technology as somewhat effective (37%) in positively impacting sales success. Twenty-nine percent of companies rate their sales solutions as very effective (21%) or extremely effective (8%). Thirteen percent of organizations claim sales tech is not effective at all.

Q: How would you rate the overall effectiveness of your sales technologies?



MOST POPULAR SALES PRODUCTIVITY TOOLS

Customer relationship management (CRM) tools top the list of sales productivity solutions organizations use. Eighty-four percent of organizations leverage CRM tools to manage and optimize customer relationships across sales and other functions. Tools to present product information remotely to prospects such as webinars, demos, screen sharing and conference calls are the second highest ranking productivity tools companies leverage (58%). Contact management tools to discover contacts with rich details and map them to target accounts are the third most commonly used sales tools in organizations (46%).

Q: Which of these productivity tools does your sales team use?



84%
CRM



58%

Webinar, Demo, Screen Sharing,
Cobrowsing and Conference Calling



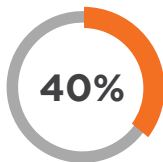
46%

Contact
Management

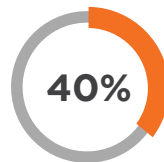


44%

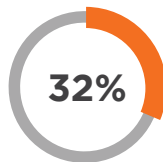
Sales Email
Automation



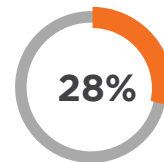
Marketing Automation
& Lead Scoring



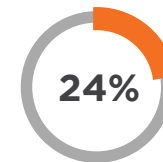
Social Media



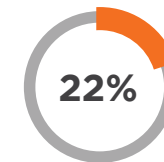
Sales Configure/
Quote/Proposal



Sales & Account
Intelligence



Contract
Management



Sales Content
Management

Meeting Scheduler 20% | Sales Dialers 18% | Referral Software 10%

MOST POPULAR SALES MANAGEMENT TOOLS

The three most popular sales management tools include sales forecasting solutions (54%), sales activity management tools (43%), and sales training tools (33%). Gamification software that motivates sales team through competitions, contests and games is the least likely tool to be used for sales management and governance (11%).

Q: Which of these management & governance tools does your sales management and team use?



MOST POPULAR SALES ANALYTICS TOOLS

With 72% of responses, sales pipeline management tools are the most common applications used to help sales build, and manage and track opportunities throughout the sales cycle. This is followed by email open and click tracking tools (58%) to help sales professionals understand how prospects are engaging with email communications. Finally, sales analytics tools (51%) rank third, helping sales better understand sales dynamics.

Q: Which of these pipeline & analytics tools does your sales management and team use?



72%

Sales Pipeline
Management



58%

Email Open &
Click Tracking



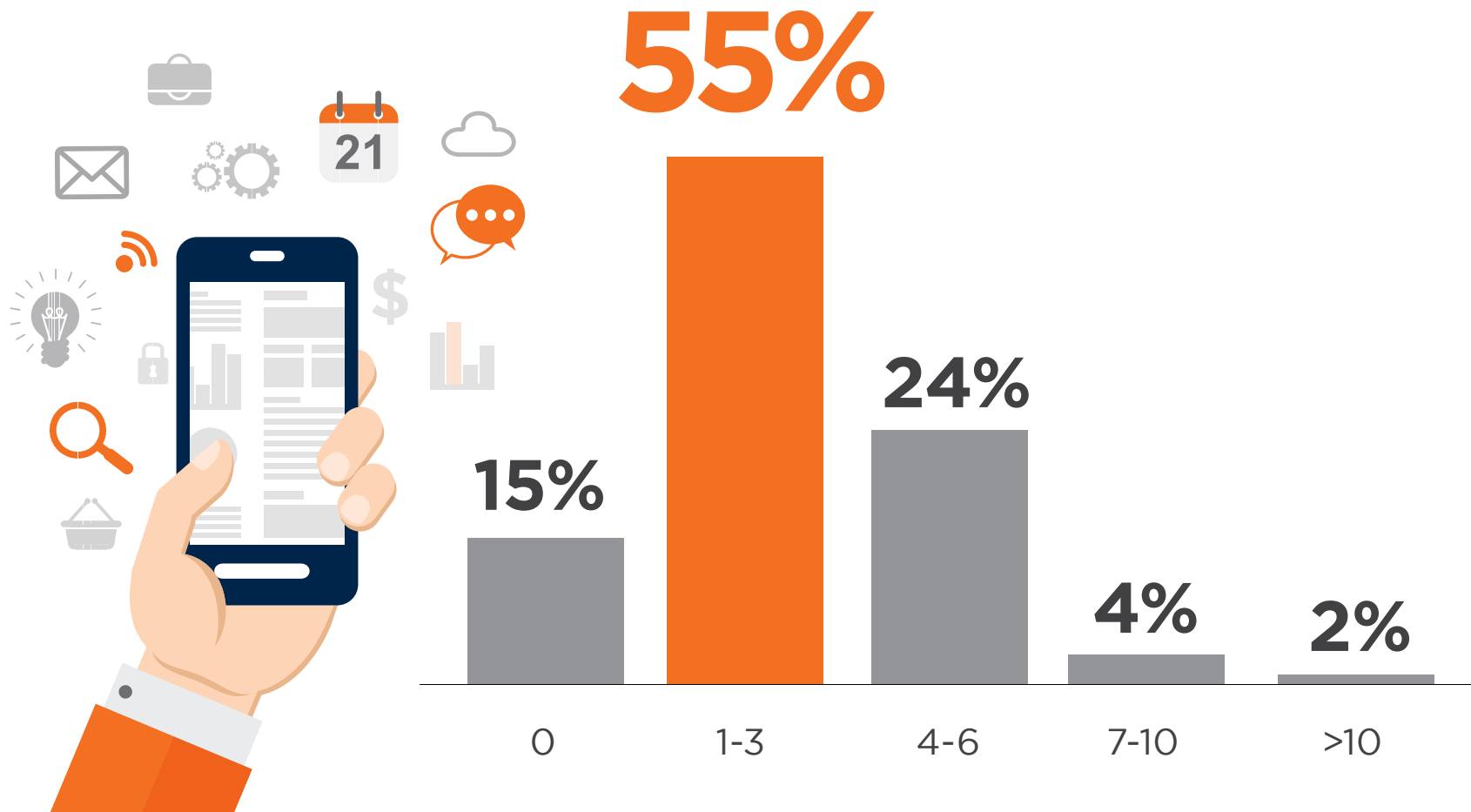
51%

Sales Analytics

DIFFERENT SALES APPS

Most sales reps (55%) are routinely using between one and three sales applications. Twenty-eight percent use between four and ten applications. Very few (2%) use more than ten sales applications.

Q: How many different sales apps are your sales reps routinely using?



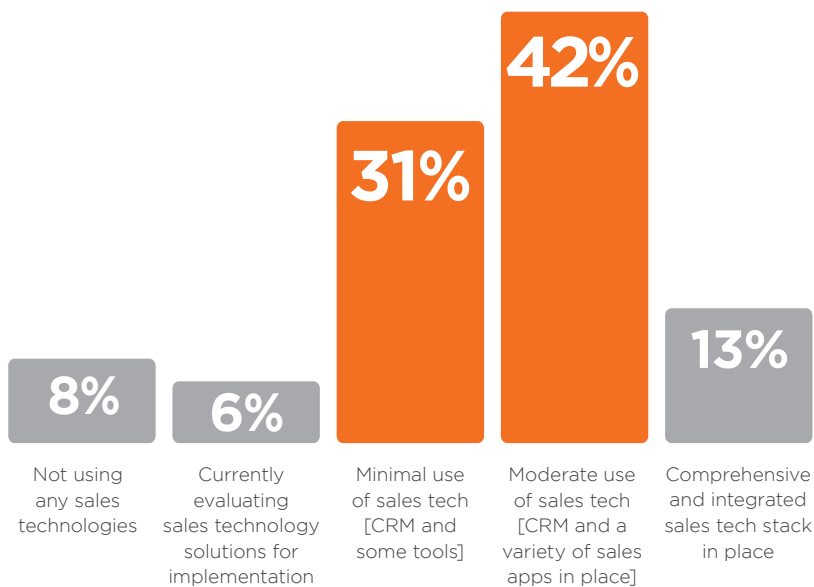
A hand is shown holding a smartphone. The background is a dark blue gradient with a network of white icons radiating from a central, glowing dollar sign. The icons include a percentage sign, a smartphone, a person, a computer monitor, a lightbulb with a dollar sign, a shopping cart, a dollar sign with an upward arrow, a globe, a bell, a speech bubble, an envelope, and a lightbulb. The overall theme is digital marketing and sales performance.

SALES PERFORMANCE CHALLENGES AND ADOPTION

SALES TECHNOLOGY ADOPTION

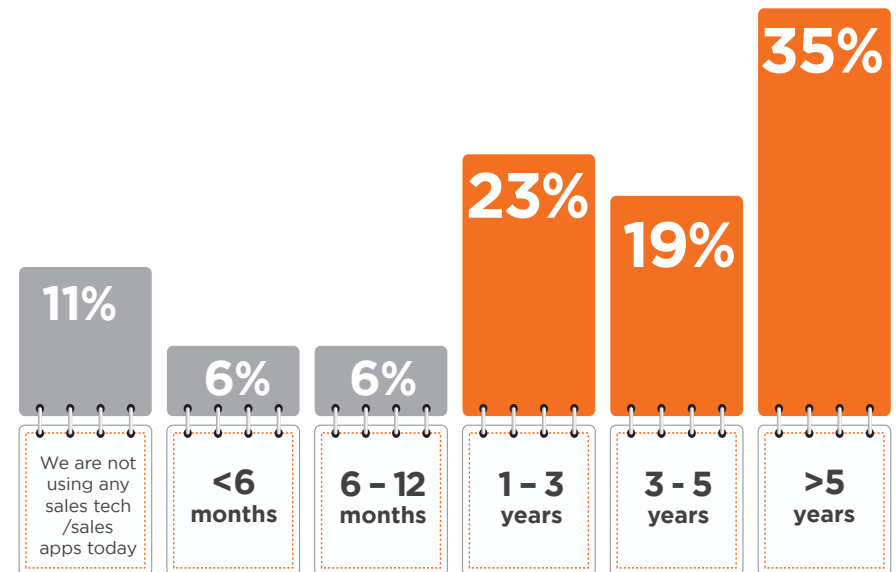
The typical sales organizations in our survey are moderate users of sales tech with CRM and a variety of sales apps in place (42%). About a third of organizations are minimal sales technology users with a basic CRM setup and some sales tools. A smaller share of survey participants are advanced adopters with a comprehensive, integrated sales stack (13%).

Q: How would you describe the level of sales technology adoption in your organization?



Sales tech has been around for many years, starting with basic contact management and customer relationship management solutions (CRM) in the 1990s. Over one-third of sales organizations (35%) have been using sales tools for more than five years. But even more organizations (42%) are recent adopters of sales technologies within the last one to five years, reflecting growing demand. Twelve percent of companies in our survey just recently adopted sales technology in the previous 12 months.

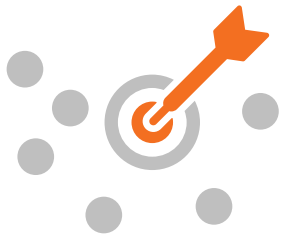
Q: How long has your organization been using sales technologies?



BIGGEST SALES CHALLENGES

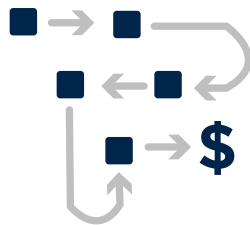
With buyers being bombarded with information from so many channels, sales professionals have many obstacles to overcome. Finding quality leads (63%), length of the sales cycle (53%), and getting in touch with decision makers (49%) are the biggest sales challenges that organizations name this year. Sales productivity (45%) and time spent away from sales activities (39%) follow next. Lack of competitiveness (12%) and high customer churn (4%) rank at the bottom of the list of sales challenges.

Q: What are your biggest sales challenges?



63%

Finding quality leads



53%

Length of sales cycle



49%

Getting in touch with decision makers

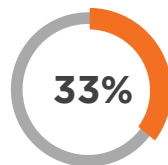


45%

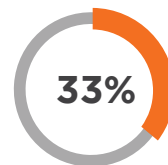
Sales rep productivity



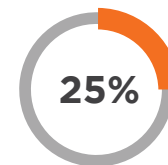
39%
Time wasted away from selling



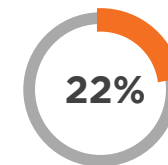
33%
Implementing a structured, repeatable sales process



33%
Proving ROI for tech investments



25%
Cost of customer acquisition



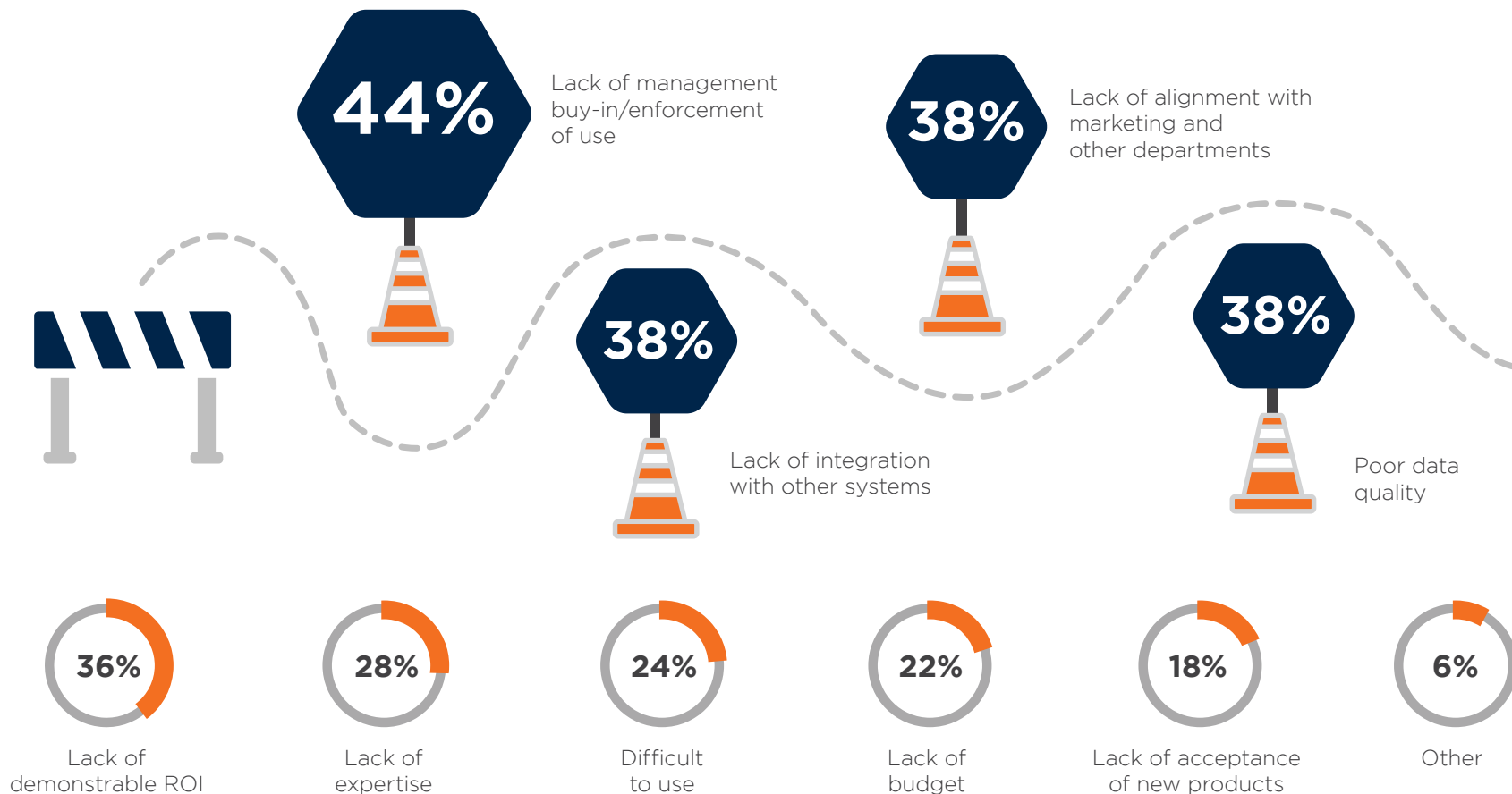
22%
Low conversion rates

Pitching your solution 22% | Lack of competitiveness 12% | High customer churn 4% | Not sure/other 4%

BIGGEST OBSTACLES TO SUCCESS

The biggest obstacle to sales technology success is gaining alignment throughout the organization: lack of management buy-in (44%). To overcome this hurdle, sales leaders and technology vendors need to find ways to clearly demonstrate ROI. The next highest barriers to sales tech success are integration with other systems (38%), alignment across teams in the organization (38%), and poor data quality (38%).

Q: What are the biggest obstacles to the success of sales tech tools?



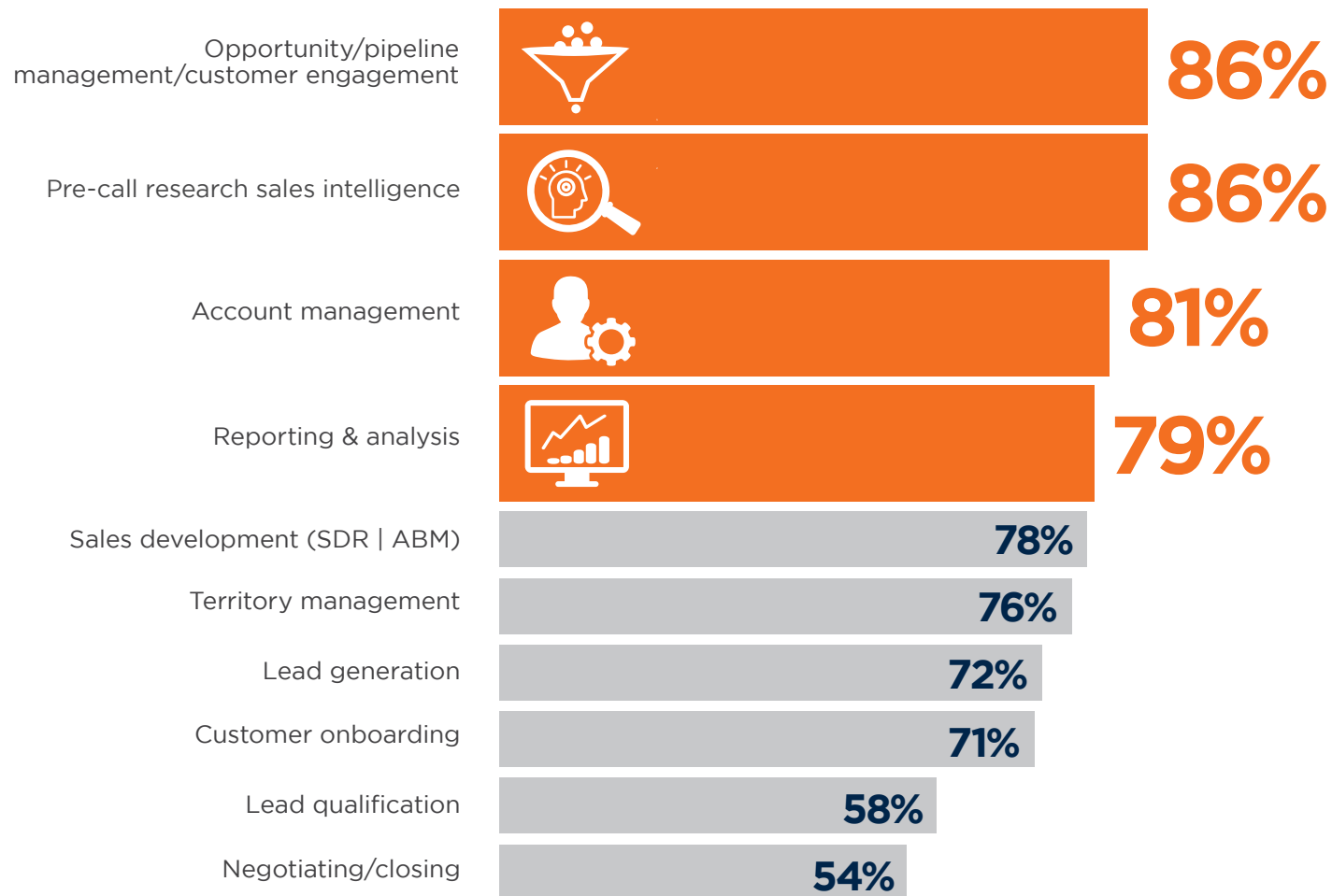


SALES TECH EFFECTIVENESS

SALES TECH BIGGEST IMPACT

Of the organizations that are using sales applications, opportunity and pipeline management (86%), pre-call research and sales intelligence (86%), and account management tools (81%) have the highest positive impact on sales performance.

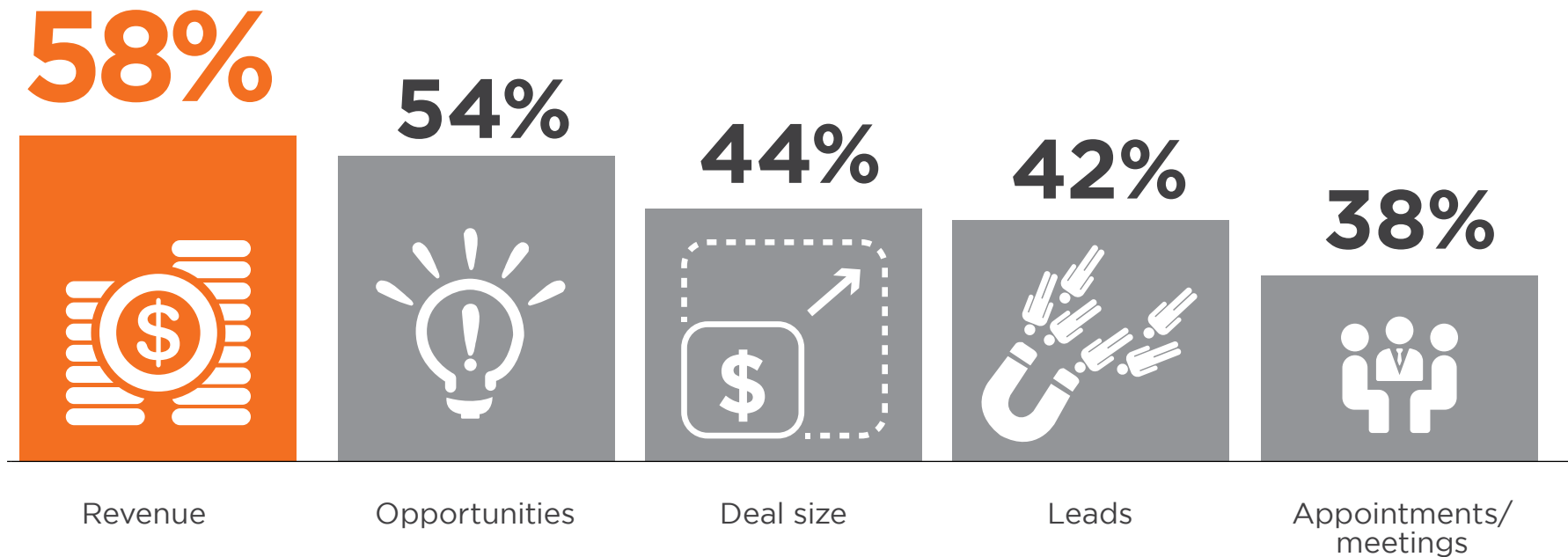
Q: Where in the sales function does sales tech have the biggest impact?



KEY PERFORMANCE METRICS

Revenue (58%) and opportunities (54%) top the list of metrics companies use most frequently to measure sales performance. Deal size (44%), leads (42%) and appointments (38%) follow. Eight percent of companies who responded to the survey do not measure sales performance at all.

Q: What key metrics do you routinely use to measure sales performance?

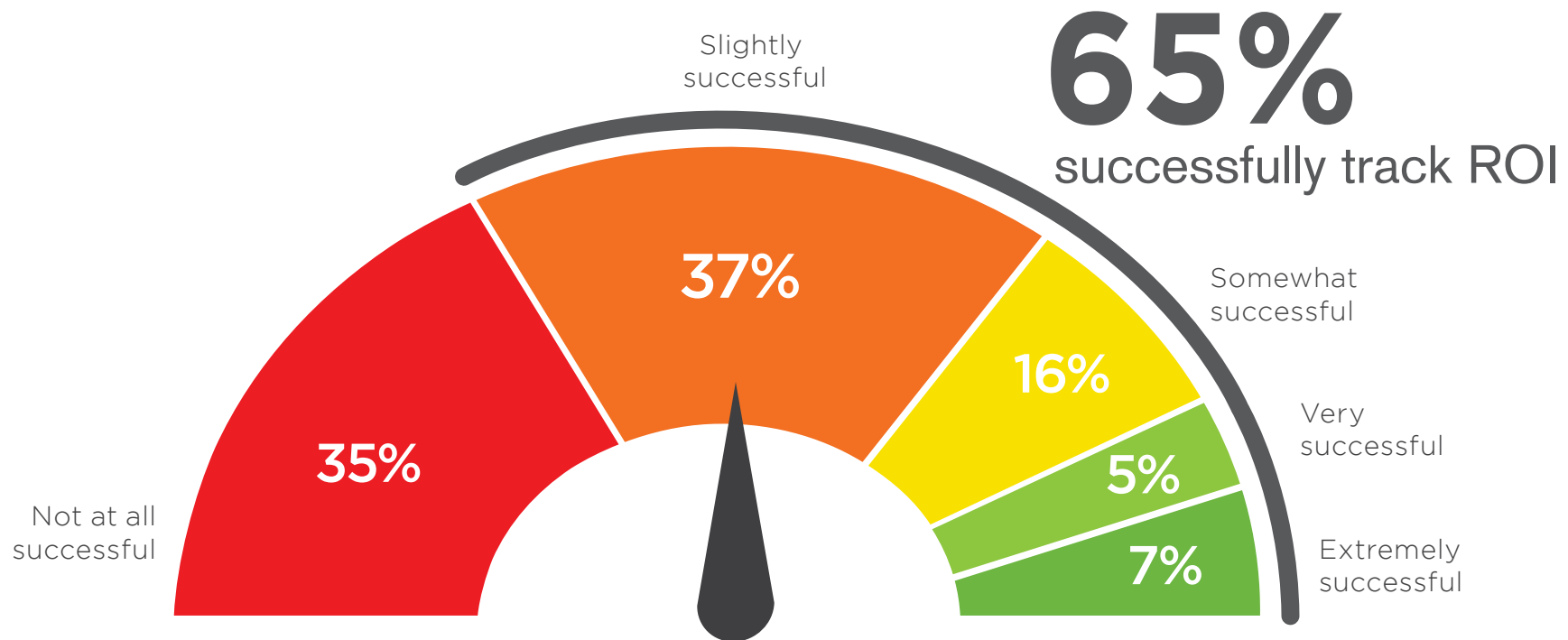


Conversion rates 38% | Calls 29% | Pipeline value added 27% | Conversations 23% | Proposals Sent 21% | Recurring revenue 19% | | Time to quota/onboarding time 19% | Email touches 17% | Customer churn/retention 17% | | Customer acquisition cost 15% | Demos 22% | Sales velocity 15% | We don't measure sales performance 8%

TRACKING THE ROI OF SALES TECHNOLOGY

A majority of sales organizations (65%) successfully track ROI of sales technology investments, albeit at varying degrees. About one-third of respondents struggle to demonstrate the pay-off for sales tech investment - 35% claim they are not at all successful. This presents an opportunity for sales tech vendors to improve the outcome tracking and analytics capabilities of their solutions to demonstrate ROI.

Q: How successful is your organization at tracking the ROI of sales technology investments?



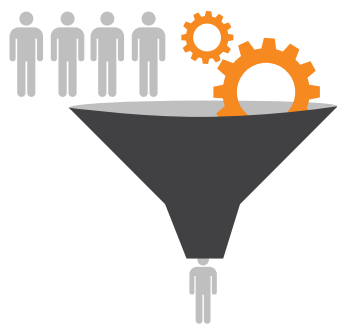


SALES TECH BUDGET AND PURCHASING DECISIONS

SALES TECH INVESTMENT PRIORITIES

The top priorities for sales technology investments are related to achieving outcomes to boost sales success and increase efficiency, starting with pipeline generation (48%), sales enablement (46%), reaching more prospects (46%), and automating sales processes (44%). Very few organizations are investing in sales tech to facilitate cross selling/upselling or replicating best practice sales processes.

Q: What are your top priorities for sales technology investments?



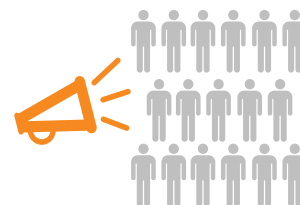
48%

Pipeline generation



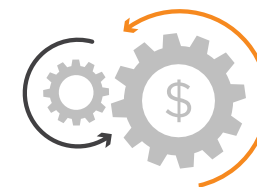
46%

Sales enablement/
boost in sales productivity



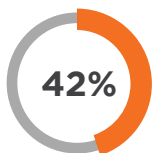
46%

Ability to reach
more prospects

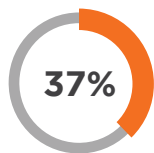


44%

Automation of manual tasks/
Sales process automation



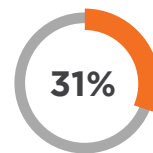
Increase lead
quality



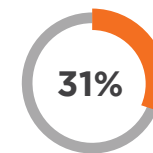
Increase win
rate



Customer engagement/
nurturing customers
to up-/cross-sell



Better visibility
into the sales
funnel



Accelerating
sales cycles



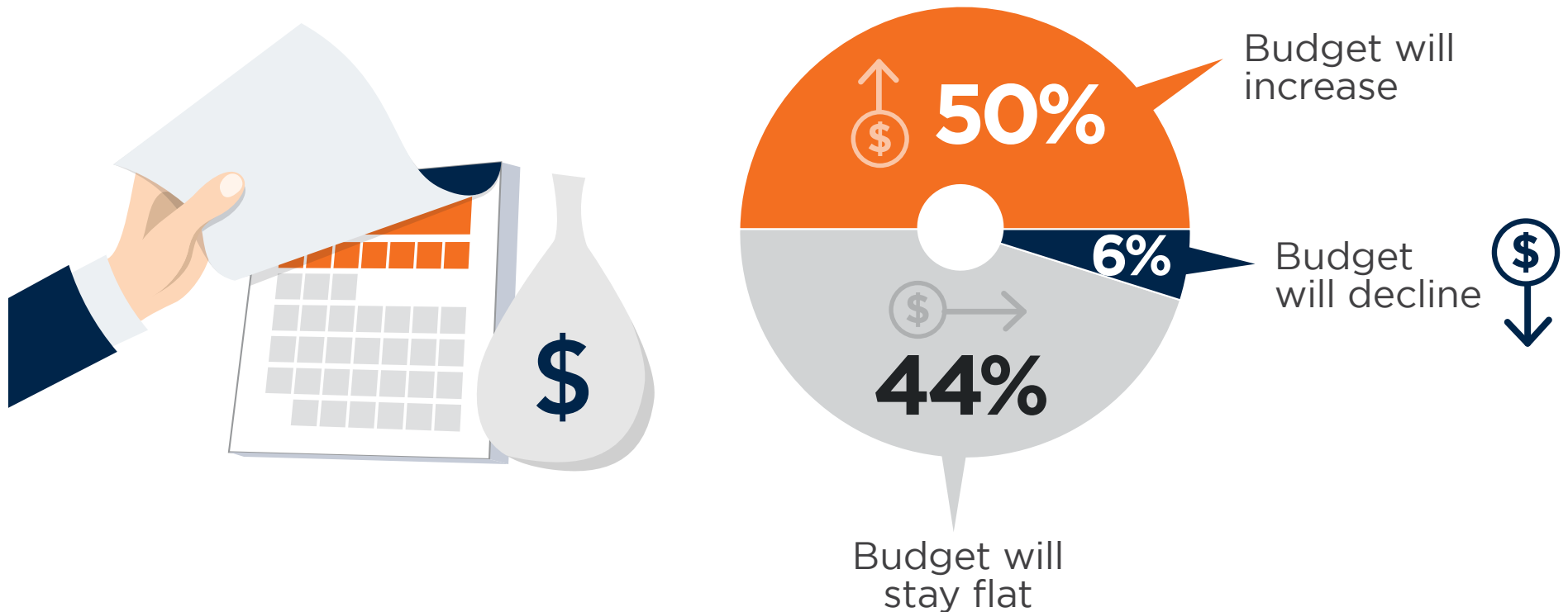
Better predictability
of sales performance

Integration with other systems 23% | Increasing average deal size 19% | Nurturing prospects 15% | Increase content usage 13% | Cost reduction 12%
Using pre-defined best practice processes 10% | Rapid adoption by internal users 6%

SALES TECHNOLOGY BUDGET

This year, we see a virtual tie between companies that have a dedicated sales technology budget (49%) and those that do not (51%). Half of respondents expect sales tech budgets to increase over the next 12 months, while 44% foresee no change. Only a very small number of respondents (6%) expect sales tech budgets to decline.

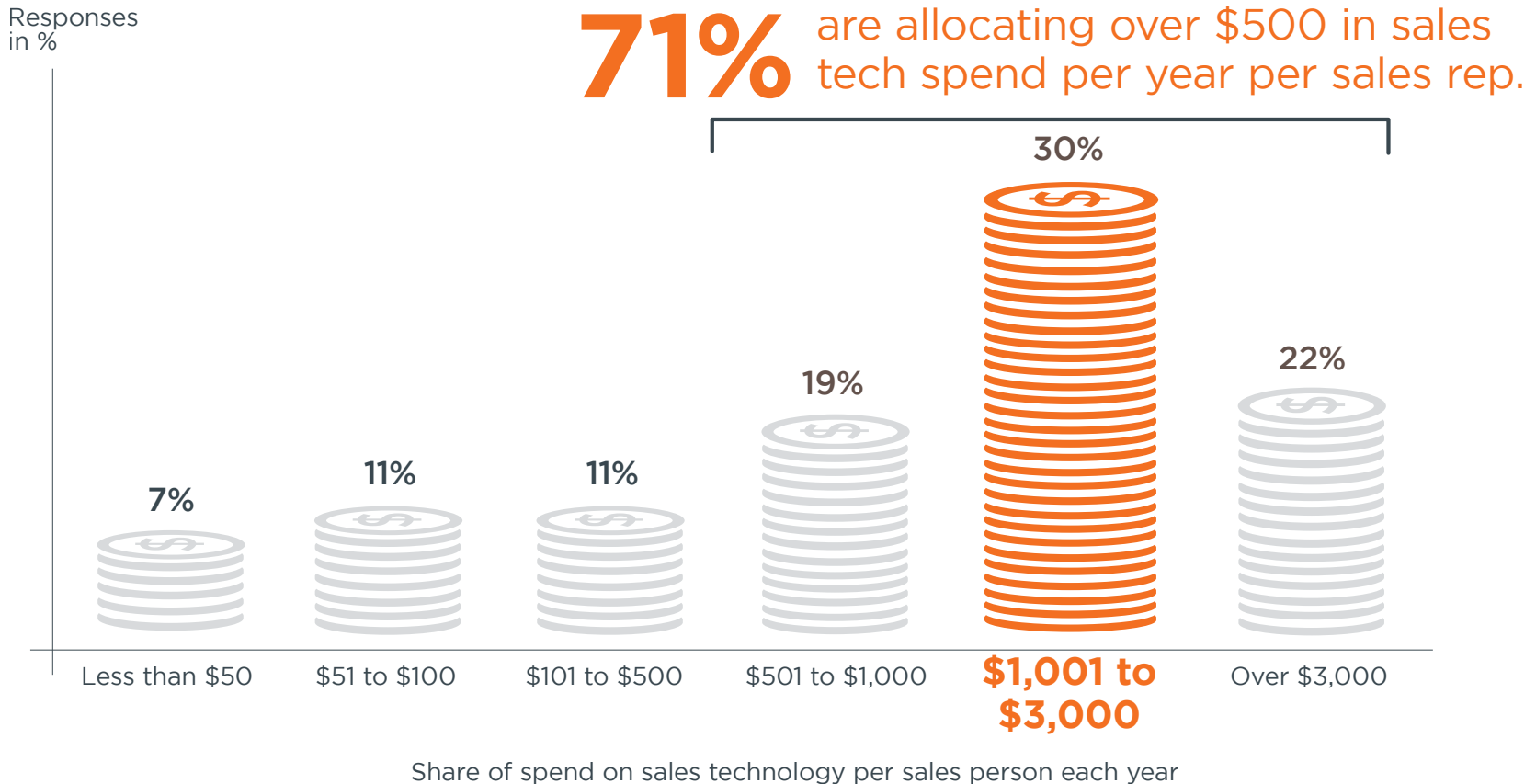
Q: How is your budget for sales tech spend going to change over the next 12 months?



SPEND PER SALESPERSON EACH YEAR

With sales technology investment significantly increasing in many sales organizations, most respondents (52%) spend well over \$1,000 on sales technology per salesperson each year, including 22% of organizations spending over \$3,000. Seventy-one percent of respondents are allocating over \$500 per year per sales rep.

Q: How much does your organization spend on sales technology per sales person each year?



METHODOLOGY & DEMOGRAPHICS

This survey was conducted in partnership with the 100,000-member B2B Technology Marketing Community on LinkedIn. We collected 265 responses from B2B sales and marketing professionals across all career levels, industries, and company sizes. Here is a detailed breakdown of the demographics.

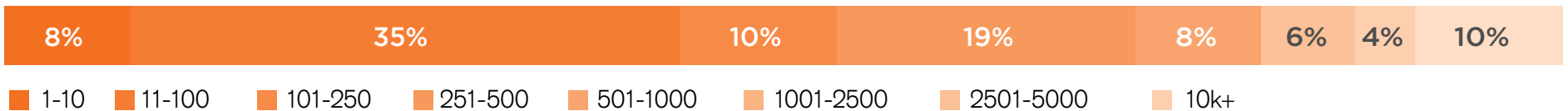
CAREER LEVEL



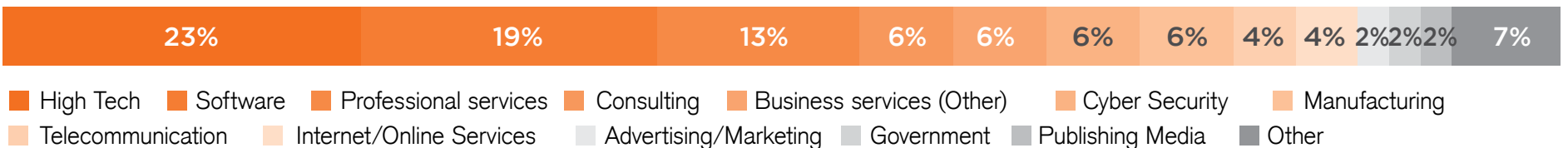
DEPARTMENT



COMPANY SIZE



INDUSTRY





SPONSORS OVERVIEW

SPONSORS

AMPLIFINITY

Amplifinity | www.amplifinity.com

Amplifinity referral program software generates revenue growth for sales-driven companies. Amplifinity turns customer, partner and employee advocacy into high-quality leads by integrating referrals into the marketing and sales processes.

bpm'online

bpm'online | www.bpmonline.com

Bpm'online is a premium vendor of process-driven CRM for marketing, sales and service. The beauty and the core value of bpm'online products is the agility to change processes faster than ever and align marketing, sales and service on a single platform.



CrankWheel | www.crankwheel.com

CrankWheel is a Chrome Extension designed for reliable Screen Sharing, dedicated to sales presentations, customer service and collaboration. It requires no installation making it extremely simple to set up and it works with EVERY browser, meaning that no client will be left behind. Being an enterprise-level solution, CrankWheel supports white labeling, audit logs and content filters that make sure you share only what you want to share!



DiscoverOrg | www.discoverorg.com

DiscoverOrg's solutions provide sales and marketing professionals with the most accurate company, contact, and buying intelligence to find, connect with, and sell to target buyers more effectively. The platform equips any company selling into technology, marketing, sales, finance, or HR to build more pipeline, set more meetings, and close more deals.



emedia | www.emedia.co.uk

When it comes to lead generation, emedia has the edge. Benefitting from our place in the internationally renowned Ziff Davis group, our expansive audience of 47 million readers include prominent industry influencers and tech savvy buyers. Using innovative, client-led content we continue to connect high-quality vendors with pre-primed purchasers. Spanning all sectors of the B2B arena, emedia drives demand, generates leads, and grows revenue.

SPONSORS



Fox Parrack Singapour | www.foxps.com

Fox Parrack Singapour. The brand breakthrough agency. Why compete when you can break through? We're here to help you with a strategic and creative platform that puts clear space between you and everyone else in your market.



Glance | www.Glance.net

Glance makes online business easier through visual solutions like cobrowse, screen share, and agent video. Glance integrates with customer-facing platforms to quickly provide a connection that is secure and always works.



Highspot | www.highspot.com

Highspot has redefined sales enablement with a modern, scalable platform that makes it easy to organize, find, share, customize, and analyze content, in turn helping sales reps increase conversions and generate more revenue faster.



IDG Enterprise | www.idgenterprise.com

IDG Enterprise brings together unique brands (CIO, Computerworld, CSO, InfoWorld, ITworld and Network World) to serve the information needs of our IT and security-focused audiences and the marketers who want to engage them.



Impole | www.impole.com

Impole conducts primary research to develop custom intelligence on the business and technology side of accounts to drive NEW revenue for complex enterprise solutions, such as cyber security, application management and IoT.

SPONSORS



KiteDesk | www.kitedesk.com

KiteDesk makes smart sales development software to deliver predictable pipeline. Sales teams benefit from on-demand lead generation using KiteDesk FIND, then manage those leads into opportunities using KiteDesk FLOW.



LevelEleven | leveleven.com

LevelEleven is a sales management system that creates world class front-line sales managers, who coach consistently and use actionable data to drive the fundamental behaviors that lead to closing business.



LiveChat | www.livechatinc.com

LiveChat - premium live chat and help desk software used by businesses to improve customer support, make happy customers and increase online sales. Used by over 19,000 companies in 140 countries.



ONDiGO | www.ondigo.me

ONDiGO automatically syncs your team's email, calendar, and phone activity into Salesforce, analyzing performance and alerting you only about things that require your immediate attention.



Right Source Marketing | www.rightsourcemarketing.com

Right Source Marketing is a strategic marketing firm that intersects content, design and technology to fuel business growth. With core competencies in content authoring, design and marketing automation, we bring a fresh and unique perspective to brand engagement.



SalesOptimize | www.salesoptimize.com

SalesOptimize is an eCommerce marketing intelligence and lead generation platform. A new search engine that scans the internet to identify and convert online retailers into sales leads in over 20 countries.

CONTACT US

Interested in seeing your brand featured in the next report?

- Fact-based content
- Sales ready leads
- Brand awareness

Contact us for more details:

✉ info@crowdresearchpartners.com



Visit [Crowd Research Partners](#) for more details

Produced by:

Crowd 
Research Partners

LinkedIn Group Partner

Technology
Marketing

This report or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the publisher.

All Rights Reserved. Copyright 2017 Crowd Research Partners.