

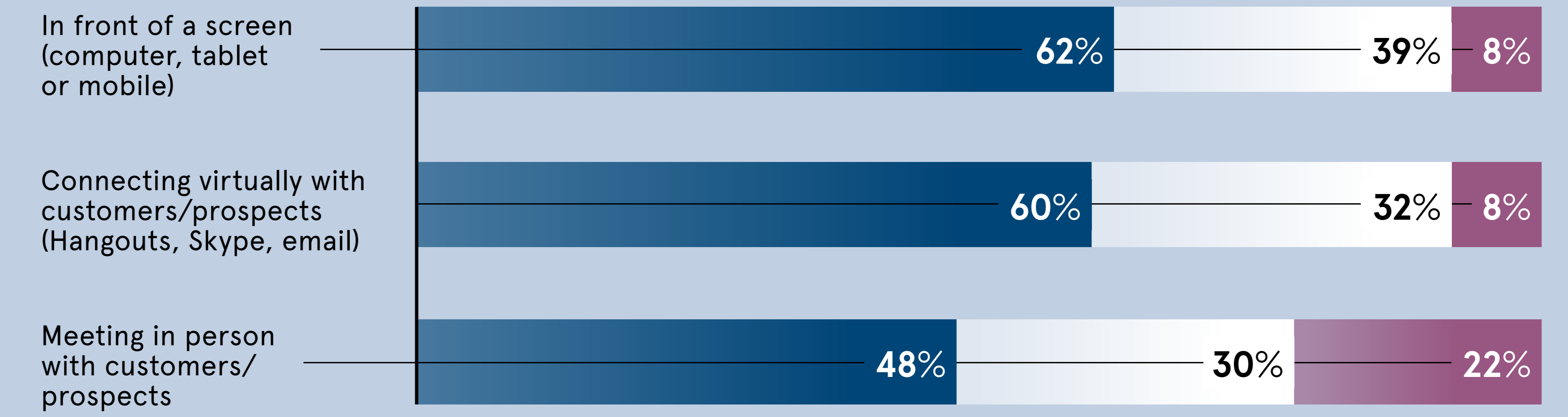
SALES EVOLUTION

Long gone are the days of product catalogues and random cold calls; sellers now have to know their prospects in fine detail, personalise offers and prove measurable return on investment. Heightened competition, longer sales cycles, and increasingly disparaging prospects have all combined to permanently disrupt how B2B sales professionals operate

Selling has gone virtual

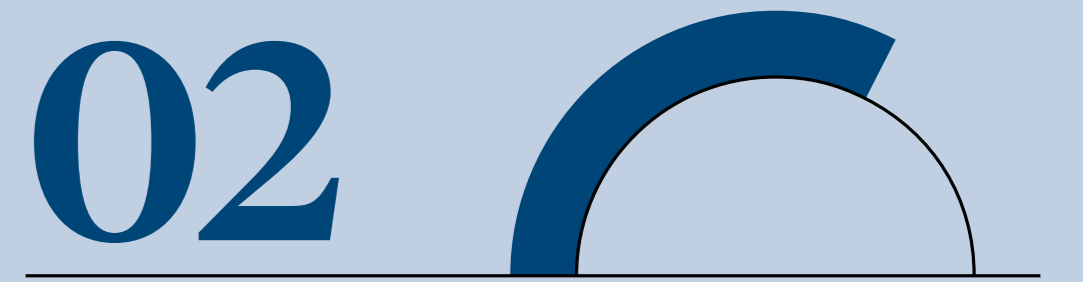
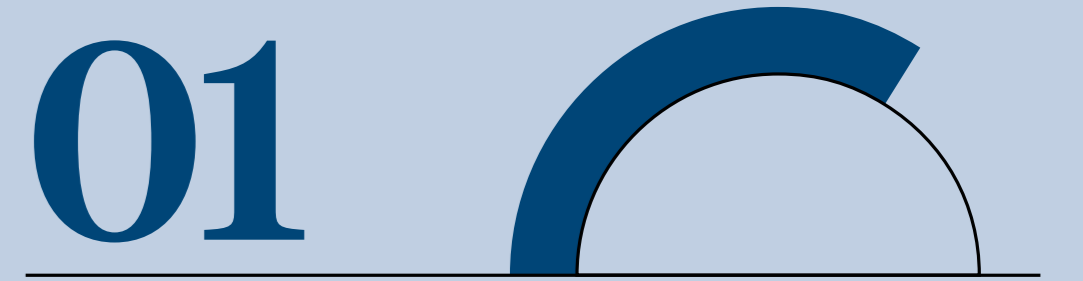
Percentage of sales professionals who spend more or less time on the following compared with 2015

◆ Increased ◆ Stayed the same ◆ Decreased



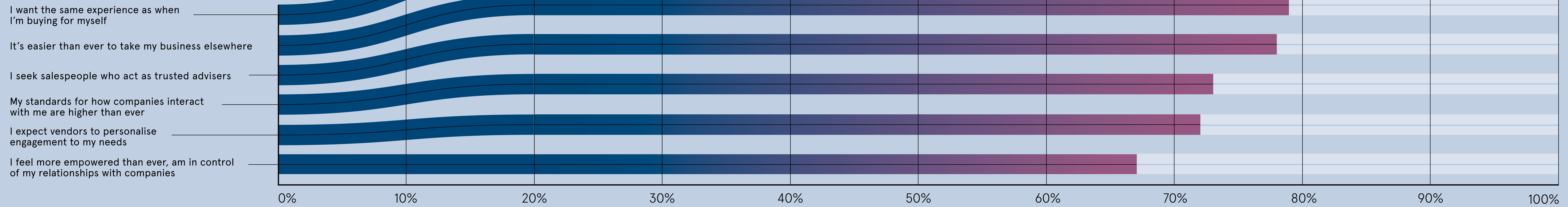
Most popular sales technologies

Percentage of sales professionals who use the following



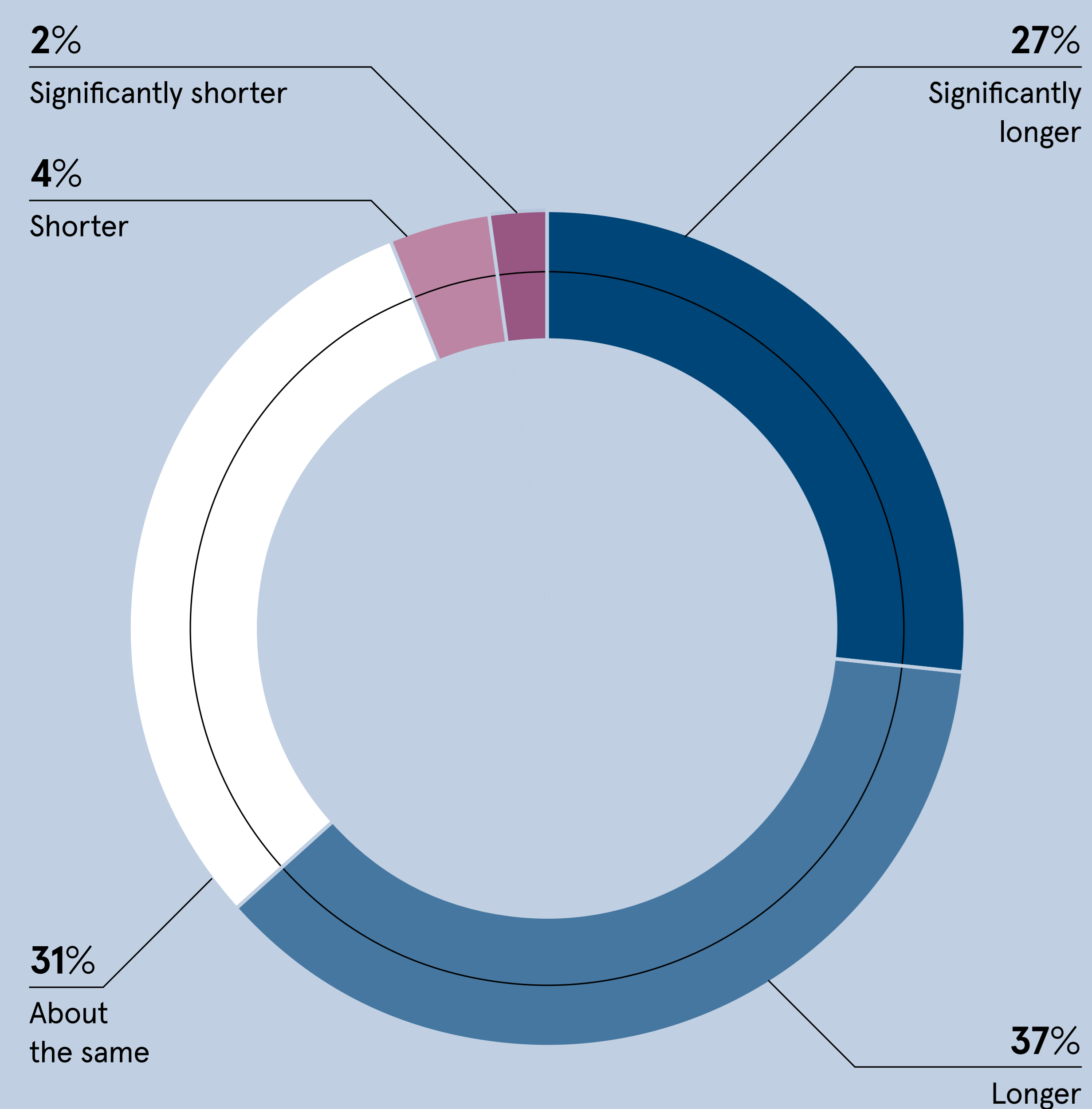
State of the sales industry

Percentage of global business buyers who agree with the following



Sales cycles are increasing

How the length of sales cycles have increased in the past 12 months



SiriusDecisions 2018

90%

of C-level executives claim they never respond to traditional means of B2B selling such as phone calls and emails

Salesforce 2017

57%

of buyers use social media to assess new tools and technologies

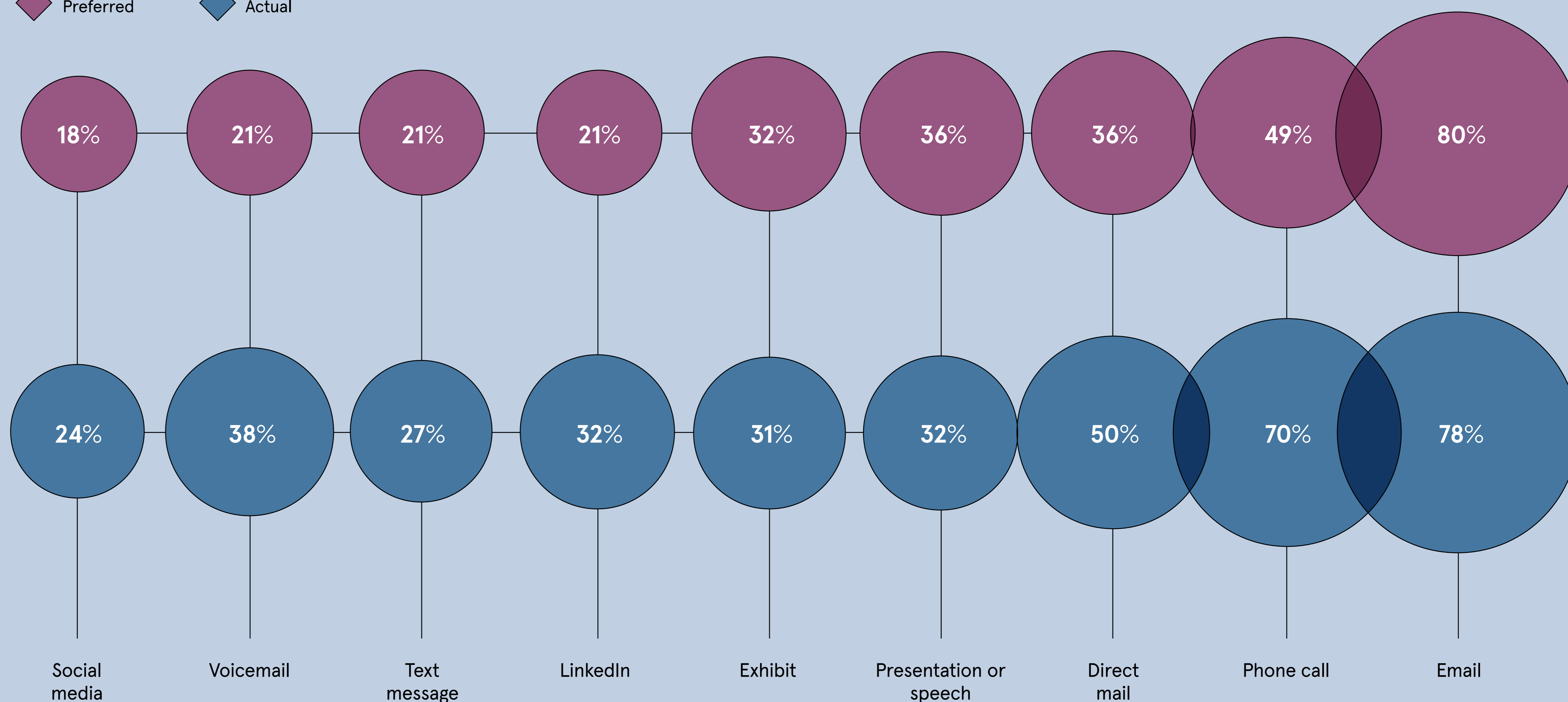
61%

of B2B transactions start online

Accenture 2017

How buyers prefer to be contacted and how sellers actually connect

◆ Preferred ◆ Actual



RAIN Group 2018