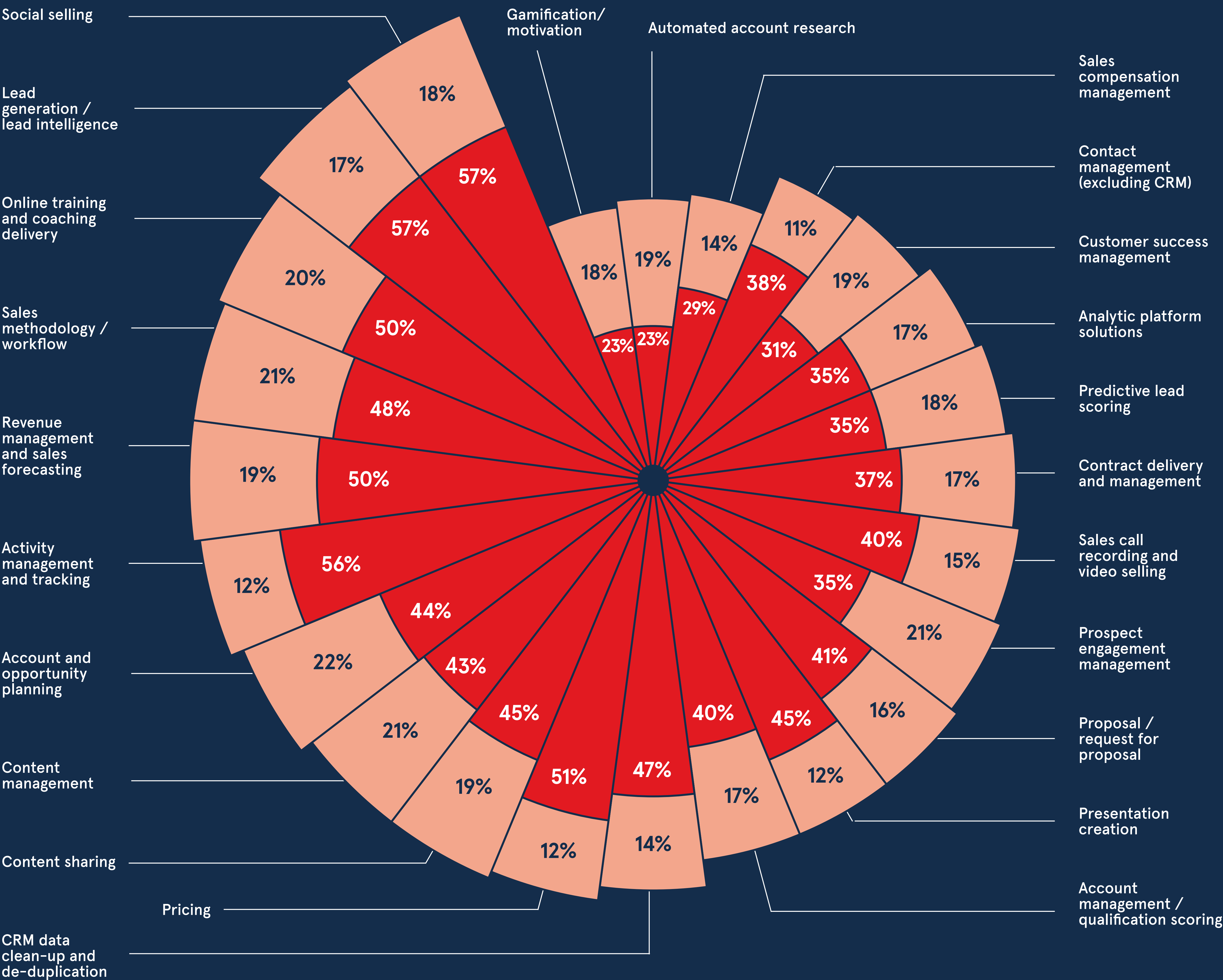


THE WORLD OF SALES TECH

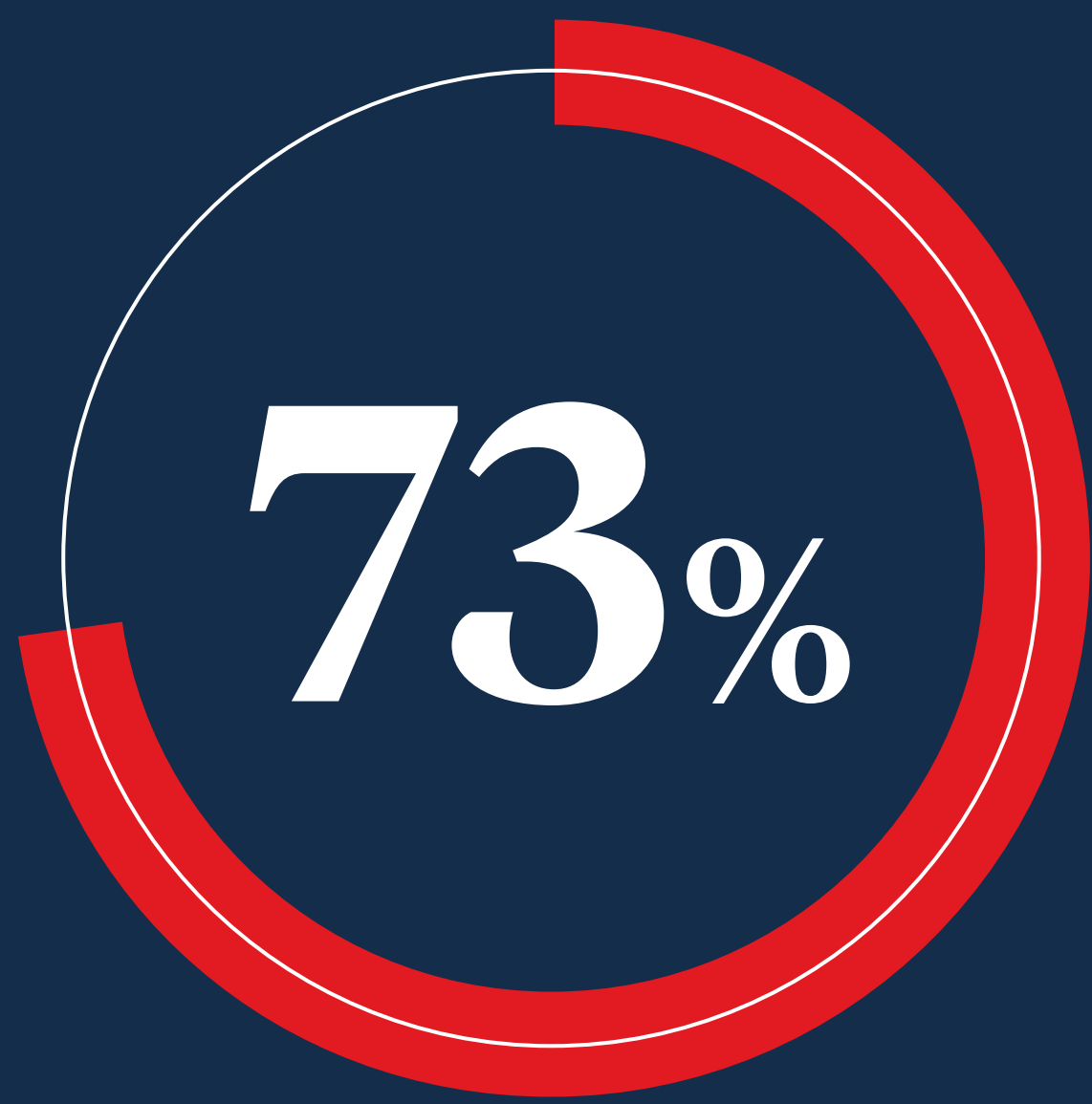
From social selling to predictive lead scoring, technology is transforming the sales function, and is increasingly vital to closing deals and improving customer understanding

TOP SALES TOOLS AND TECHNOLOGIES IN USE

Global survey of sales leaders

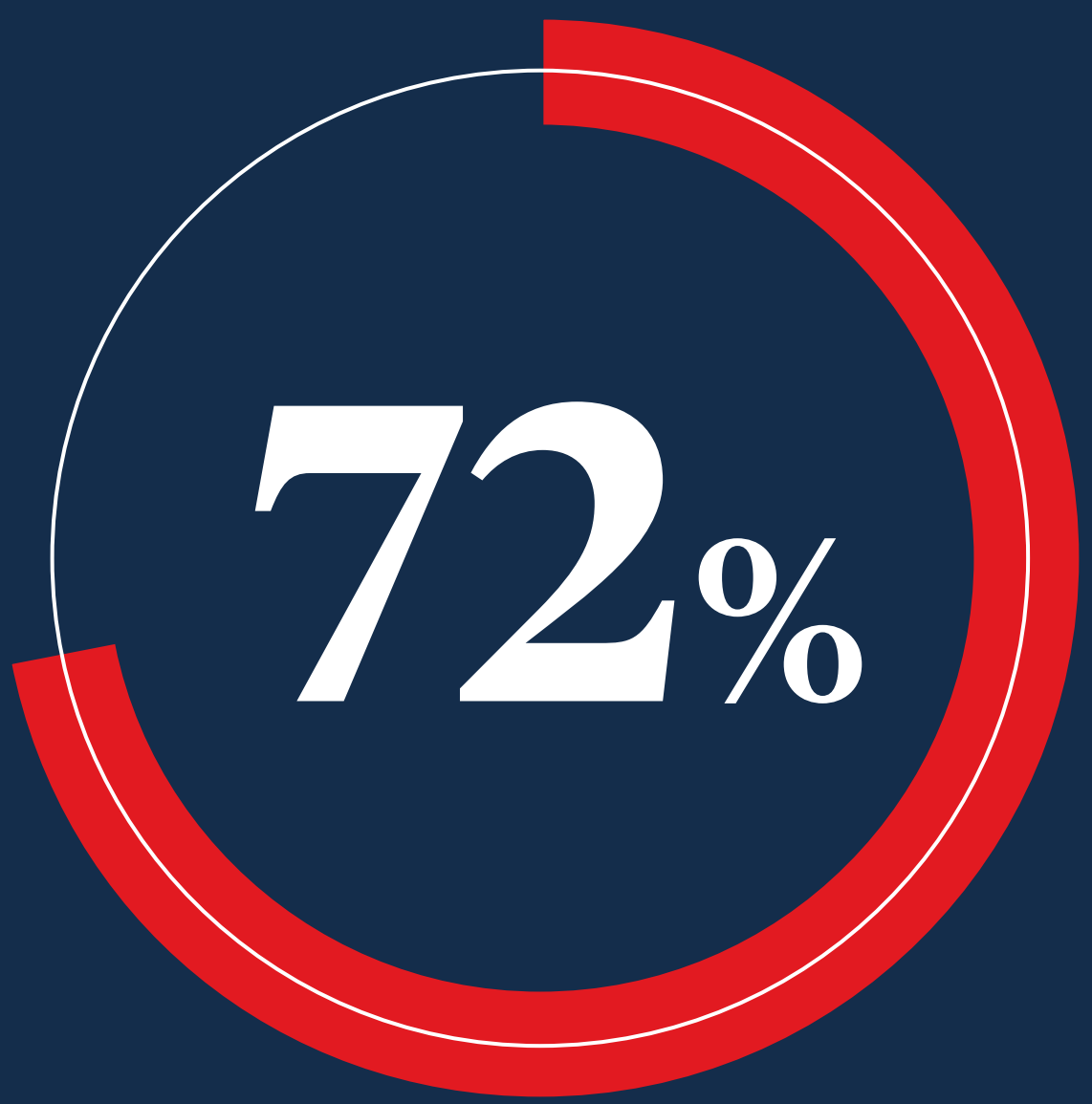


Miller Heiman Group 2018



of salespeople use sales technology to close more deals

LinkedIn 2018



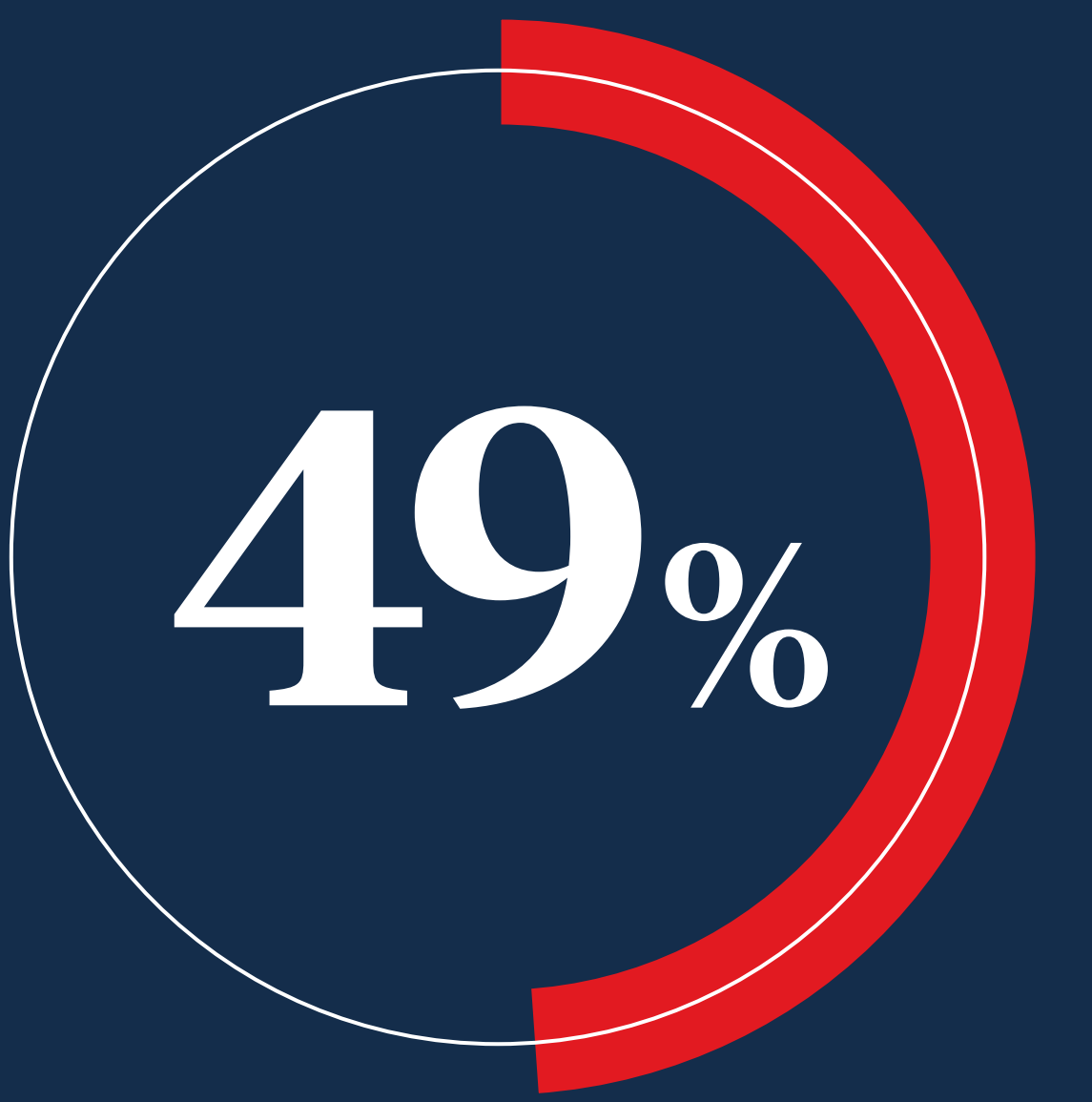
spend up to an hour a day on data entry and connecting records from different sales tools

Hubspot 2017



say data quality is important to guiding their sales and marketing decisions, up from 80 per cent in 2017 and 75 per cent in 2016

Dun & Bradstreet 2018



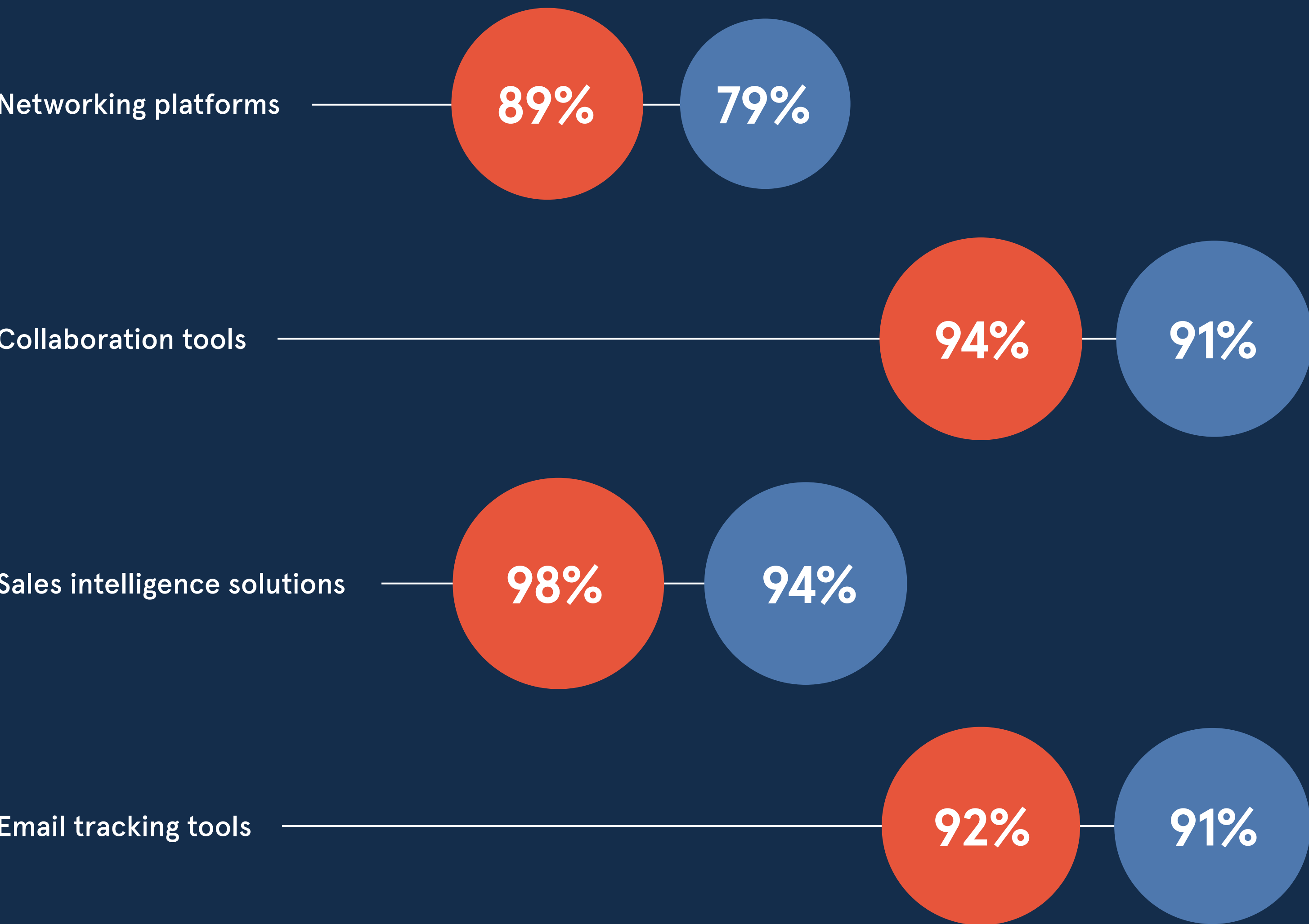
are not confident in the current quality of sales and marketing data

Dun & Bradstreet 2018

IMPORTANCE OF SALES TECH PLATFORMS IN CLOSING DEALS

Percentage of sales professionals who consider the following important or very important

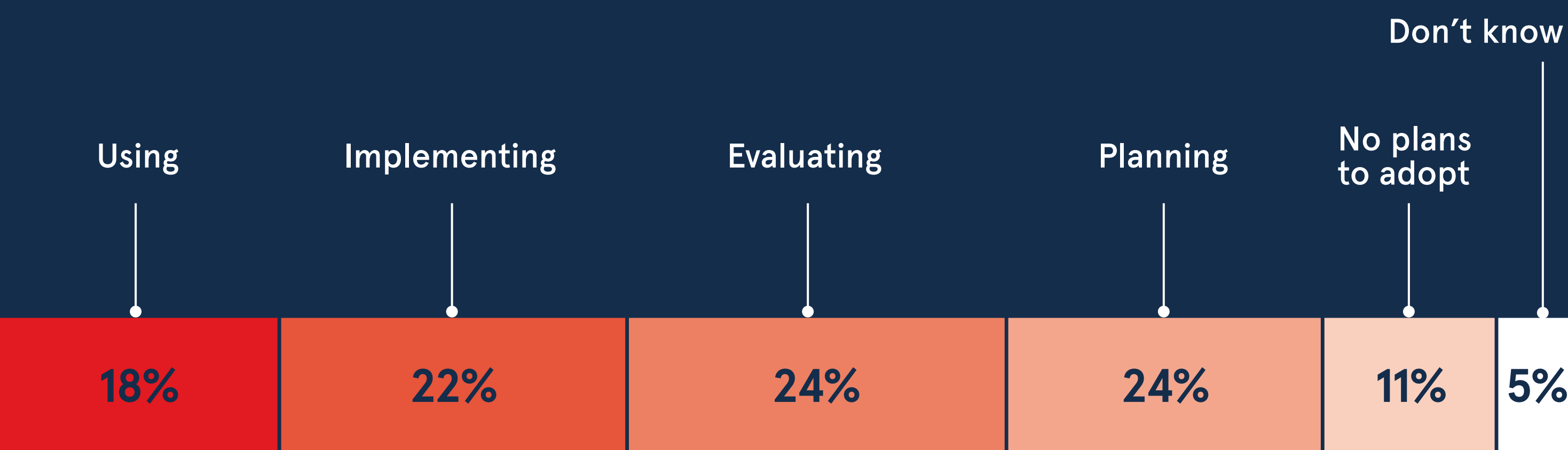
● Top sales professionals
● Other



LinkedIn 2018

ADOPTION OF AI IN B2B MARKETING AND SALES

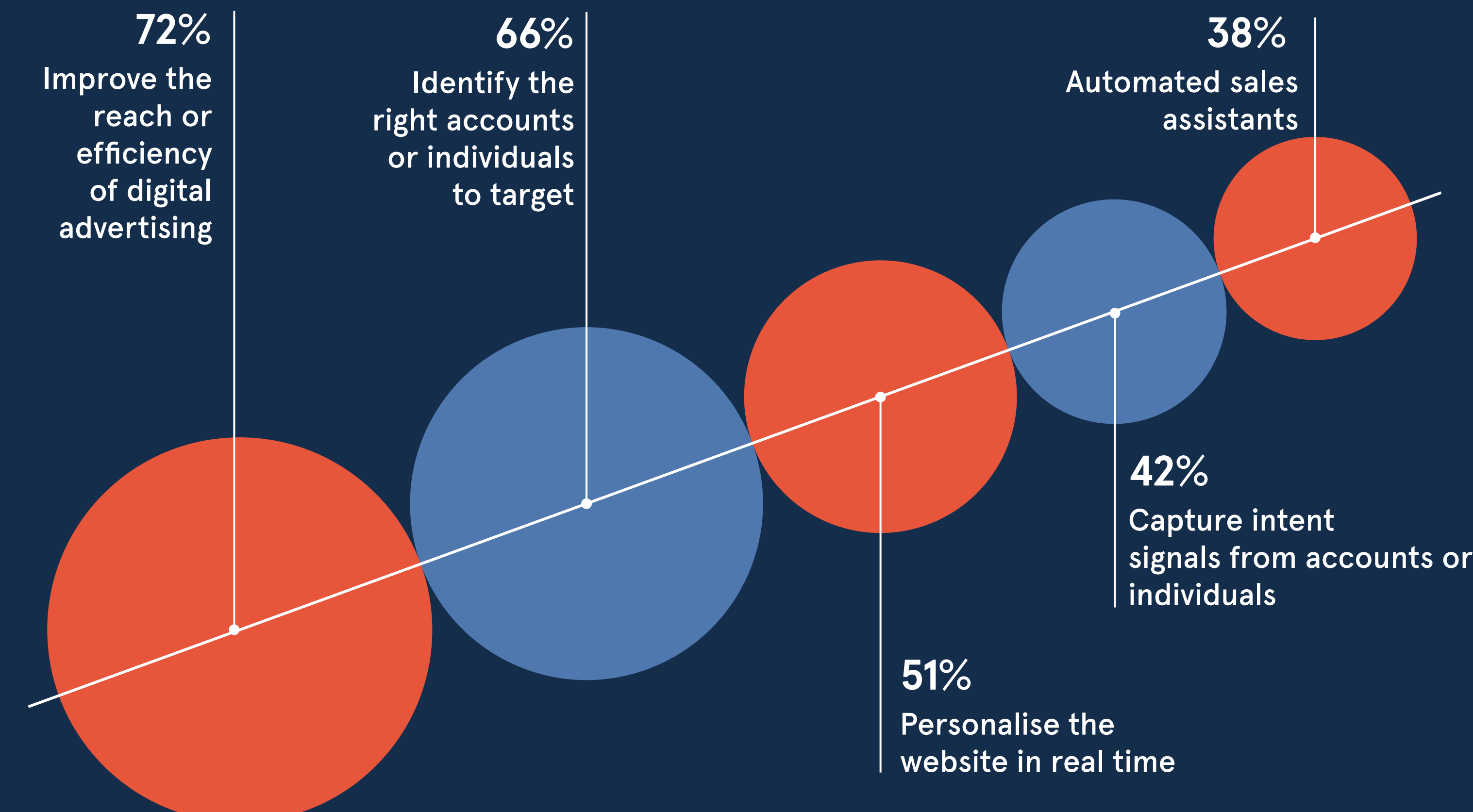
Global survey of B2B marketing and sales professionals



Demandbase/Salesforce 2019

HOW AI IS BEING USED IN MARKETING AND SALES

Types of AI applications that marketing/sales professionals are evaluating, implementing or using



Demandbase/Salesforce 2019

TOP EXPECTED BENEFITS OF AI IN MARKETING AND SALES

Global survey of B2B marketing and sales professionals



Demandbase/Salesforce 2019