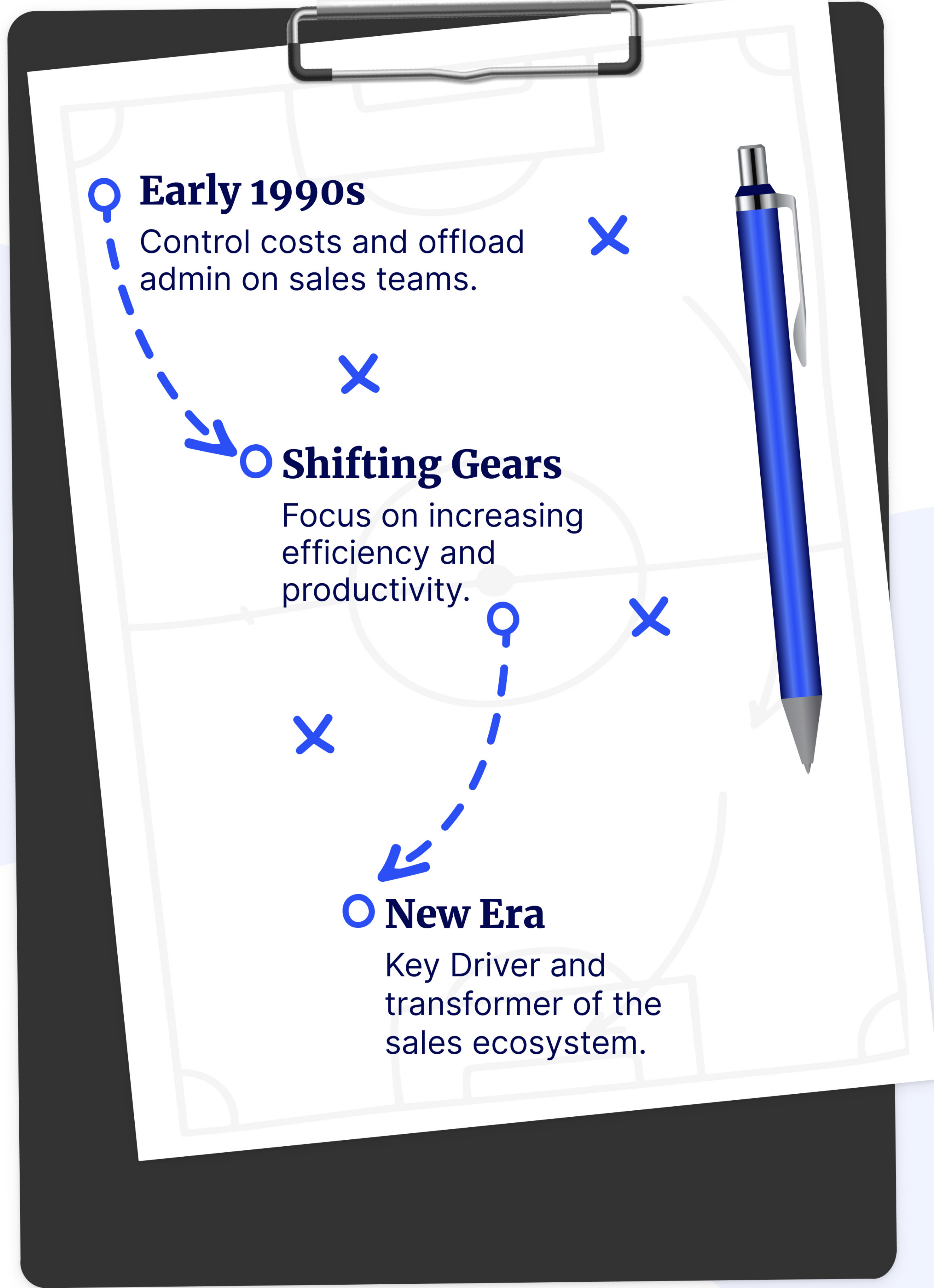


Sales Operations: THE NEW GAME PLAN

Sales operations is evolving from being tactical to transformative. Sales technology is key to helping this role stay productive and drive predictable growth.

82%

of B2B global sales professionals agree that Sales Operations is increasingly strategic.¹

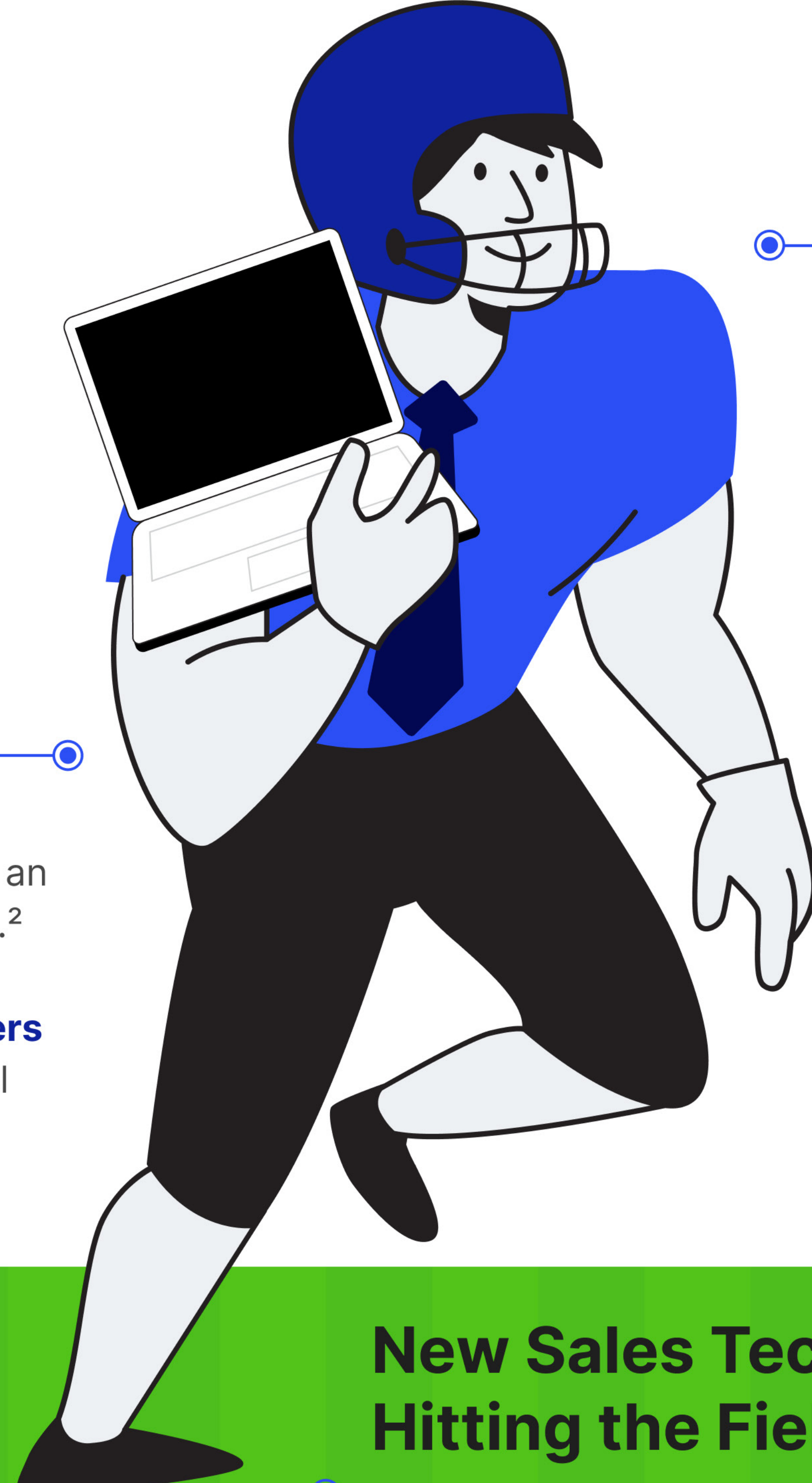


What's Moving This EVOLUTION FORWARD?

Rising Expectations

94% of B2B marketers believe you must deliver an omnichannel experience.²

83% of global B2B leaders believe that omnichannel selling leads to securing more business.³



Predictable Growth

Sales reps only spend 25% of their time on core-selling.⁴

75% of sales managers say the ability to cope with change is more important now than five years ago.⁵

New Sales Tech Hitting the Field

Sales technology can boost your revenue by 20%.⁶

New tools leverage AI to automate, capture sales activity and provide guidance.

77% of sales professionals say their organization plans to invest in more sales intelligence tools.⁷

Sales Technology CHAMPIONS YOUR GROWTH



Remove repetitive tasks



Automate data and activity capture



Inform frontline personnel



Improve decision-making



Unlock actionable insights with AI

Sales Technology and Sales Operations:

KNOW THE SCORE

Investment into the right sales technology can help your sales operations team shift their role from tactical to transformative. Technology can be invaluable in areas such as sales planning, account assignment, territory design, compensation design and quota allocation. Technology can also help the sales operations team work more cross-functionally, by assessing, measuring, and delivering actionable insights that impact the entire revenue engine—marketing, sales, and customer success.

Dive deeper into how the role of Sales Operations is changing. Download **'Unleashing The Future of Sales Operations with Technology-Enhanced Insights'** today.

[Download Now](#)

1 "State of Sales," Salesforce Research, 2020
2 "B2B Enters the Experience Era, 2020 Data-Driven Marketing and Advertising Outlook", Adweek Branded on behalf of Dun & Bradstreet, 2019.
3 "Omnichannel in B2B sales: The new normal in a year that has been anything but", Harrison, Liz, Dennis Spillecke, Stanley, Jennifer, and Tsai, Jenny, McKinsey & Company, March 15, 2021.
4 "Sales Activity Study", Forrester, 2018.
5 "Global State of Sales Report", LinkedIn, 2021.
6 "Q2 2019 Global Sales Enablement ROI Survey", Forrester, 2019.
7 "The State of Sales Report 2021", LinkedIn, 2021.