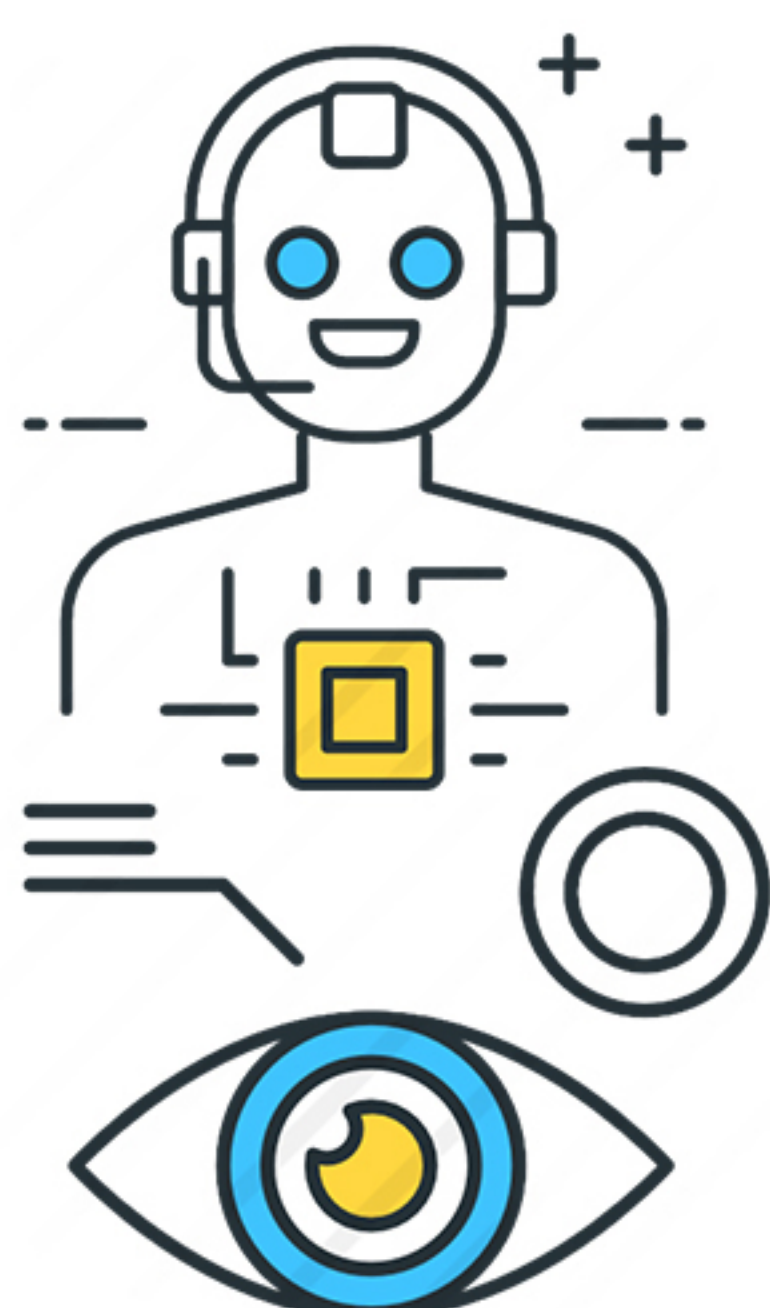




*The world of sales is under constant revamp with technology seeping into even the far-away niches of trade.*

## TREND-WATCH



### TECH-TAKES

- o Heightened precision in sales forecasting with augmented analytics
- o Applications powered by speech and image analysis
- o Better AI and automation integration in CRM applications
- o Automated sales prospecting and enhanced prescriptive lead scoring
- o ML-based intelligent database management
- o Augmented integration of chatbots for customer service

### STRATEGIC MANOEUVRES

- o Millennials becoming the new buyer segment
- o Enriched omni-channel customer experience
- o Enhanced focus on real-time trainings
- o Smarketing with a highly personalised approach

## THE WHEEL OF EVOLUTION\*

- o In 2013, only **19.3%** companies had a sales enablement function in their structure
- o In 2017, the number rose up to **59.2%**
- o In 2018, **61%** of companies have a dedicated sales enablement function
- o In 2019, this percentage is expected to further rise by **8.5%**



- o By 2020, a triple-digit growth is expected in areas such as predictive intelligence (**118%**), lead-to-cash process automation (**115%**), and artificial intelligence (**139%**) in transforming the sales processes
- o **78%** of brands say they have already implemented or are planning to implement artificial intelligence and virtual reality by 2020 to better serve customers
- o Sales leaders expect their adoption of AI to grow by **155%** by 2020

## SUCCESS-ESSENTIAL TOOL KIT

1

### HAVE THE RIGHT PEOPLE

Having an optimal sales force is essential – both for now and for future

2

### EMBRACE TECHNOLOGY

Leverage technology for bettering the curation, connect, context, timing and precision

3

### INVEST IN STRATEGIC CONTENT

Explore new content mediums and specific strategies for the most performing channels

4

### DON'T IGNORE COACHING

Use on-the-go training methods and real-time feedback/ assessments

5

### GIVE KPIS A SCIENTIFIC DIP

Have realistic goals and scientifically measurable performance metrics

6

### INVEST IN ENHANCED SALES FORECASTS

Leverage advanced analytics & self-serving BI tools for real-time and precise forecasts

7

### REDUCE FRICTION BETWEEN SALES AND MARKETING

A seamless transaction experience is the demand of the hour by the customer

8

### CREATE CONSISTENT CONTENT FOR MICRO AUDIENCE

With consumption-based audience segmentation, targeted outreach is now a necessity

9

### DUMP MORE IN THE VIDEOS' BUDGET

With highest consumption propensity, visual content is where you should invest more

10

### ACE PERMISSION-BASED MARKETING

In the highly regulated world, trust and transparency are your differentiators

11

### PRIORITISE ENHANCED INSIGHTS' CURATION

Backed by scientific metrics, the reliability quotient of insights defines your next output

12

### PERFECT THE SOCIAL-SCAPE

B2B or B2C, getting drenched in the concept of social selling is not a choice anymore

13

### TAKE CHARGE OF REVIEWS AND REFERRALS

Fish for referrals and value customers' word in real-time by addressing the feedbacks

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