



SALES TECH TRENDS 2020-2021

The era of consolidation is here.

62%

OF SALES & REVENUE LEADERS SAY THEY HAVE TOO MANY TOOLS

56%

VIEW REVOPS CONSOLIDATION AS A PRIORITY

32%

INDICATE CONSOLIDATION IS ALREADY UNDERWAY

HIDDEN COSTS: TOP CHALLENGES

55% POOR INTEGRATION / DATA SILOS

49% POOR UTILIZATION / ADOPTION

38% FEATURE OVERLAP

37% OPEX EXPENSE

ISLANDS OF ISOLATED DATA



66%

say their sales, marketing and customer success teams use different platforms

OF THOSE, 14% KEEP DATA SEPARATE WHILE 52% WRITE DATA BACK TO THE CRM

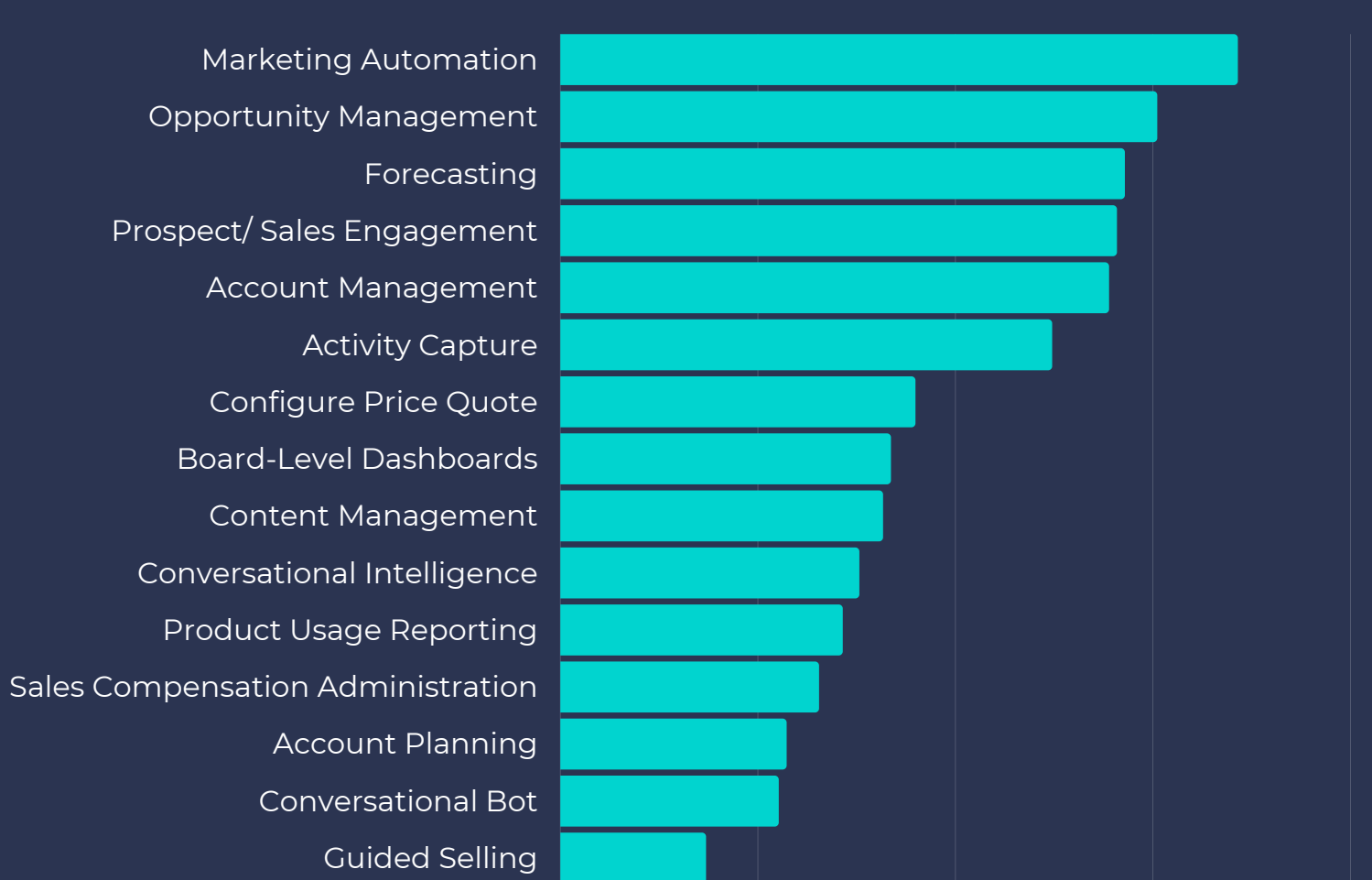
THE COVID IMPACT

24.5%

are accelerating plans to consolidate due to COVID-19



WHAT'S IN PLACE: THE CURRENT STACK



TOP GOALS: FULL-FUNNEL, INTEGRATED

55%

IMPROVE UTILIZATION / ADOPTION

53%

REDUCE DATA SILOS

49%

IMPROVE ALIGNMENT OF REVENUE TEAMS

48%

IMPROVE UNDERSTANDING OF CUSTOMER JOURNEY

KEYS TO ASSESSING YOUR TECH STACK



DOES THE TOOL SUPPORT THE FULL CUSTOMER LIFECYCLE OR CREATE SILOS?



DOES THE TOOL SPEED OR SLOW DECISION-MAKING & ACTION?



IS THE TOOL USER-FRIENDLY AND SOMETHING THE TEAM WILL ADOPT?



IS THE TOOL SELF-SERVE OR DOES IT REQUIRE ADMIN OR ADDITIONAL OPS SUPPORT?



DOES THE TOOL IMPROVE STRATEGIC VISIBILITY & EXECUTION?