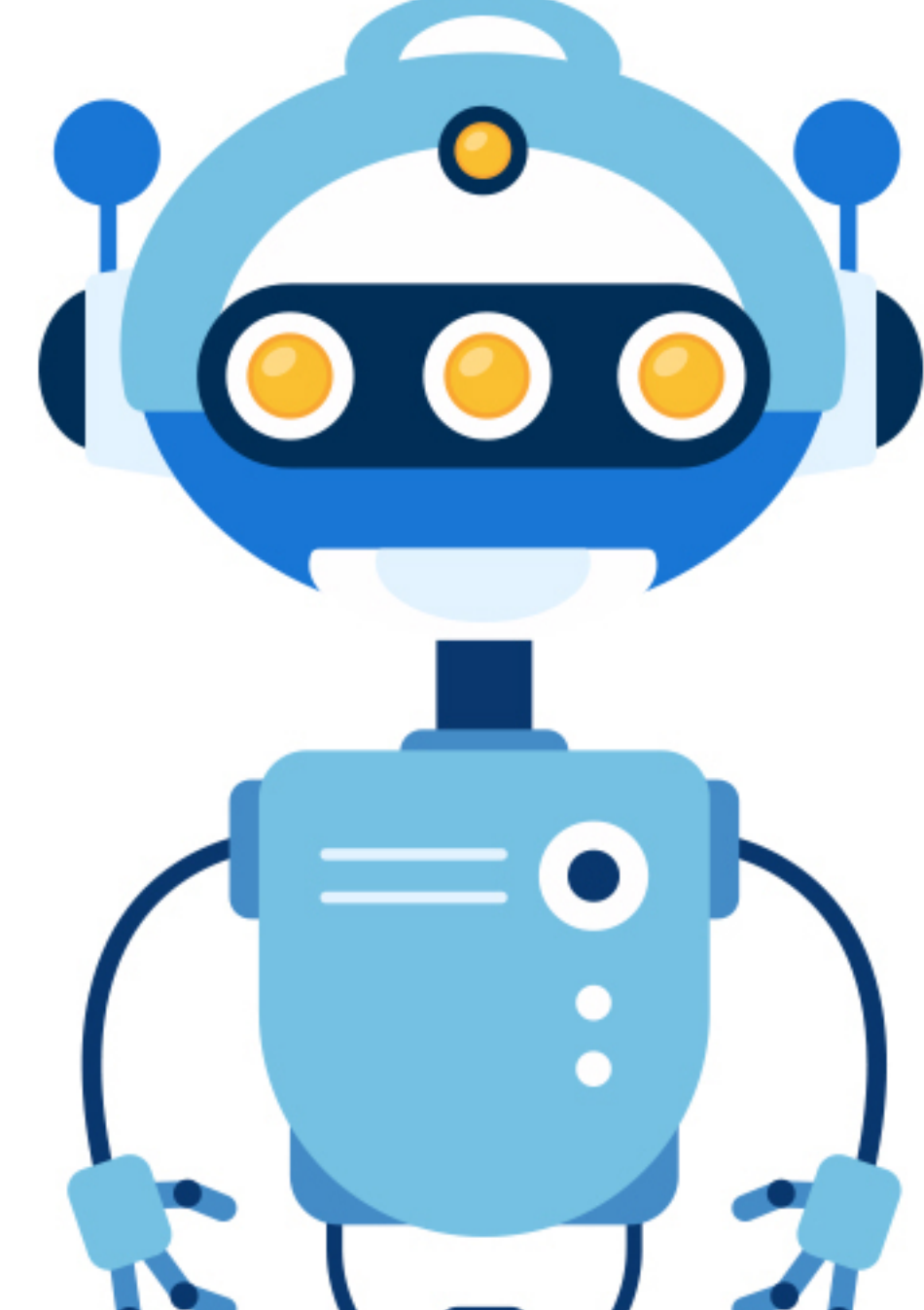
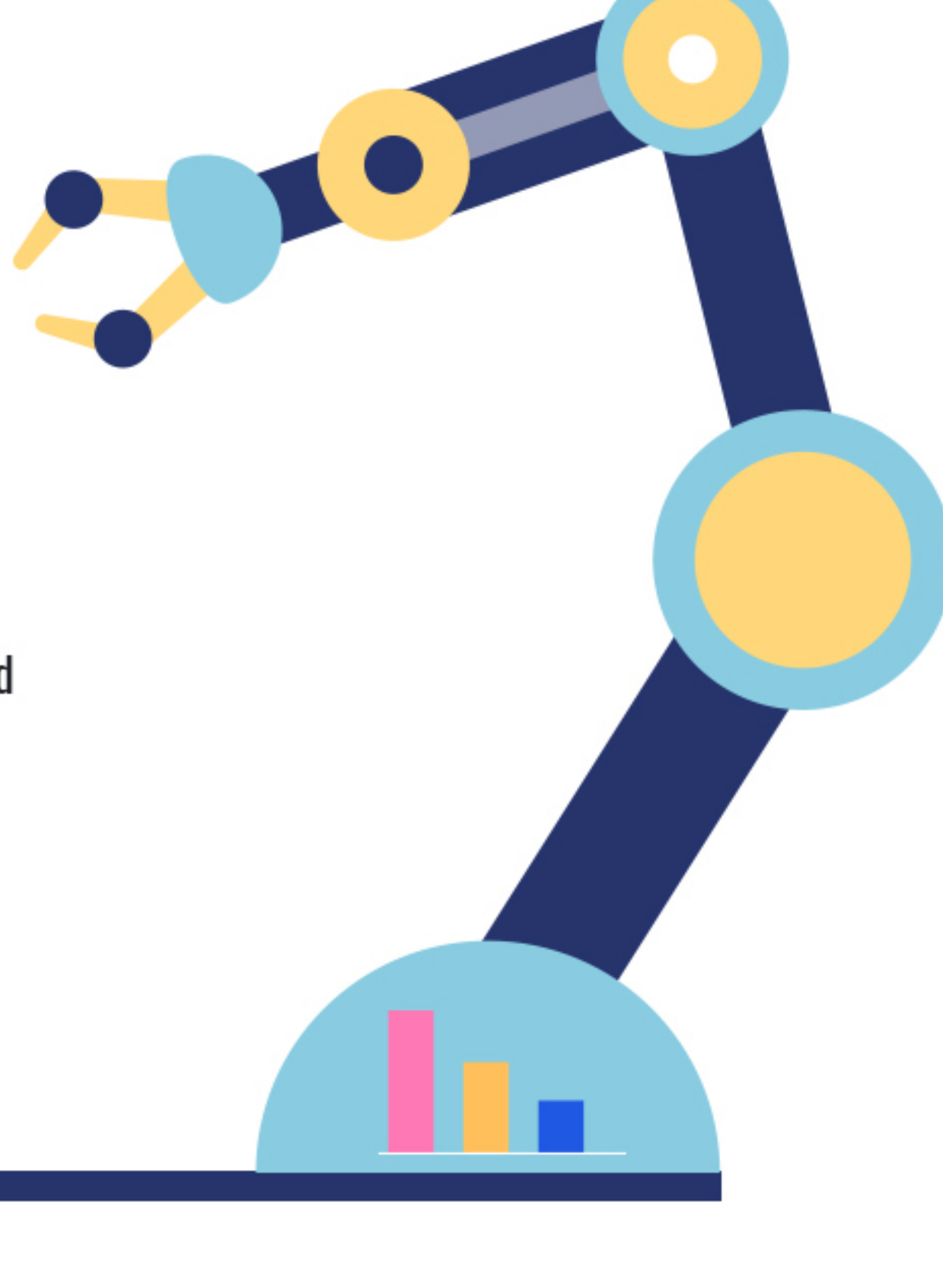


# 10 SALES ENABLEMENT TRENDS FOR 2019

## SALES TECH AND AUTOMATION TO GET BUZZIER

Transition from manual to tech-led and from generic to specialised automation will claim the sales game in 2019.

By 2021, 20% of large and midsize companies will realize savings on administrative compliance costs resulting from robotic process automation (RPA).<sup>1</sup>



## INTELLIGENT DATABASE MANAGEMENT AND MACHINE LEARNING TO RULE THE ROOST

Powered by Machine Learning, intelligent bots will be doing scientific automated web scraping and cleansing of database.

The digital-bots market is estimated to reach USD 5,343.0 Million by 2026 and by 2020, 90% of DBMS vendors will offer a database platform as a service (dbPaaS).<sup>1,2</sup>

## CRM TO GET SLEEKER AND SMARTER

Age of non-fussy, integrated, compact and AI-enabled intelligent CRM will cast its full glory over the traditional and semi-modern CRMs.

Global CRM market is predicted to grow at a 13.7% compound annual growth rate (CAGR) through 2021 and is projected to be worth \$81.9 Billion by 2025.<sup>3,4</sup>



## AI TO AUTOMATE AND NOT REPLACE

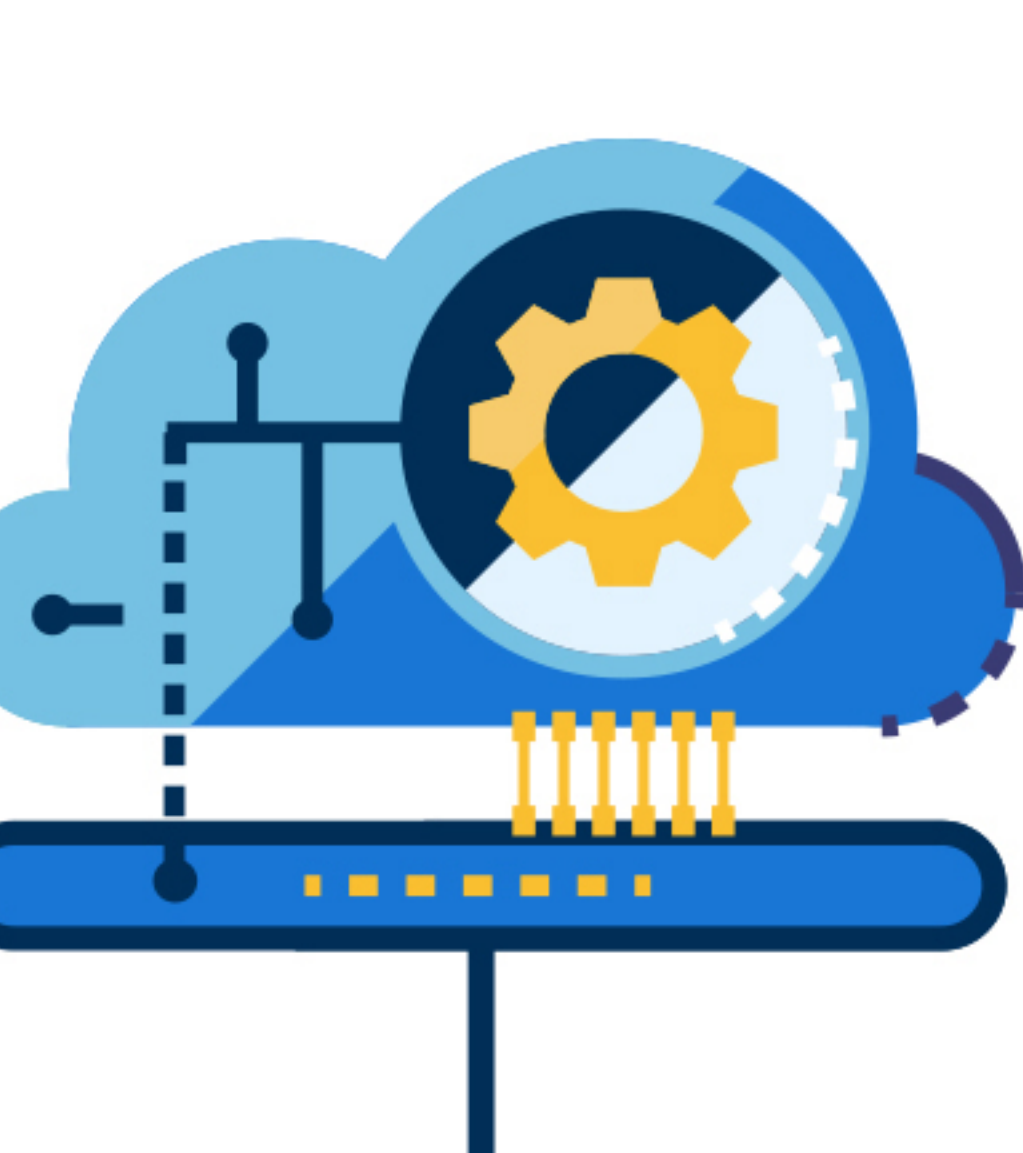
Despite increased AI leverage, sales headcount will still see an upswing - amalgamating the tech intelligence with human touch and creating an unmatched value-add.

76% of teams already using AI have increased their staff levels over the past three years and sales leaders expect their adoption of AI to grow by 155% by 2020.<sup>5,6</sup>

## CONTENT TO CONTINUE BEING THE KING

Being part of relevant social or in-person conversations, creating personalised experiences and avoiding the 'pitch-ing' feel will be the driving elements for content strategists.

90% B2B buyers claim that online content has a moderate to major effect on their purchasing decisions and it will be similar for B2C as well.<sup>7</sup>



## CLOUD ADOPTION TO SURPASS ALL PREDICTIONS

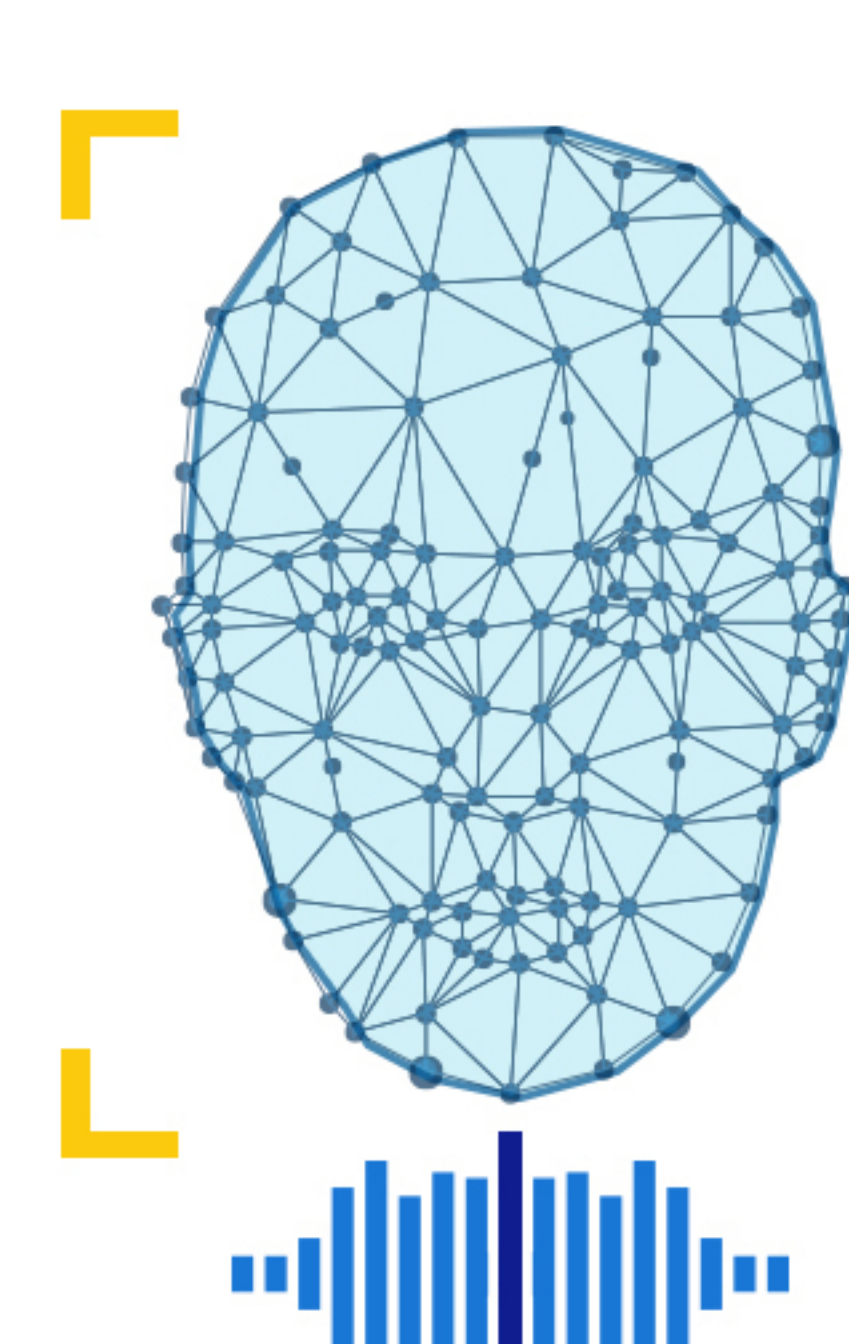
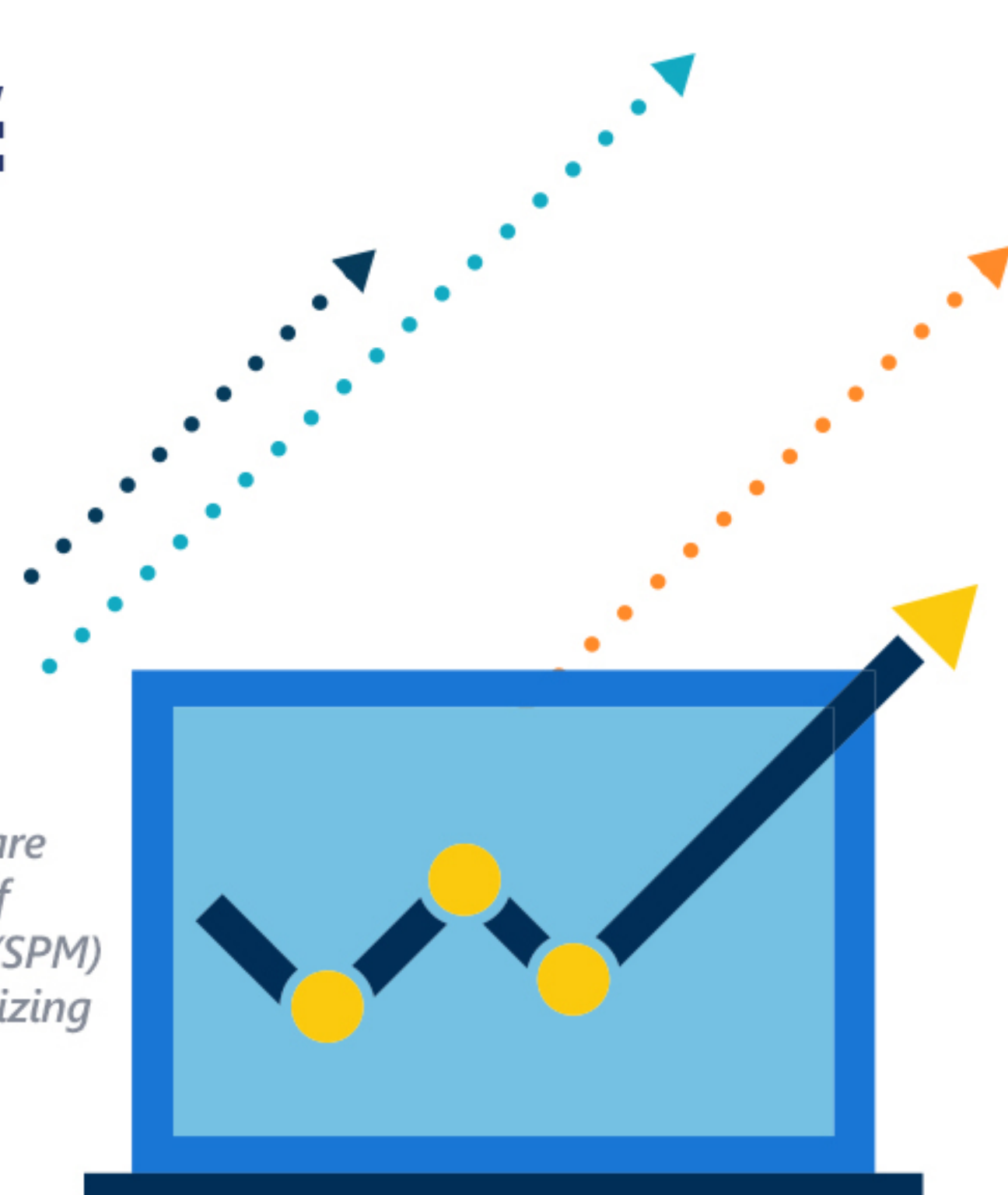
Not just from product development POV but on home-front too, cloud leverage will witness record-breaking adoption to make sales processes faster and seamless.

Global cloud services market is expected to reach \$555 Billion by 2020 and by 2021, more than half of global enterprises already using cloud today will adopt an all-in cloud strategy.<sup>8,1</sup>

## ANALYTICS TO BE THE BIGGEST SALES CATALYST

Domain and language agnostic analytics will pave the way for insights-as-a-service model. End-to-end cloud analytics and redefined narrative representation will be the key highlights.

Revenues for Big data and business analytics solutions are forecasted to reach \$260 Billion in 2022. By 2020, 25% of organizations using a sales performance management (SPM) solution will also leverage advanced analytics for optimizing their sales compensation plans.<sup>9,1</sup>



## SPEECH AND IMAGE RECOGNITION (IR) WILL REDEFINE REPORTING

Speech to text conversion in local languages will revolutionise last-mile data capture. Advanced algorithms will augment IR tech inclusion for enhancing compliance management.

Global image recognition market is expected to reach \$43.57 Billion by 2022 and \$77.69 Billion by 2025. Speech & Voice recognition market is expected to reach \$18.30 Billion by 2023, at a CAGR of 19.8% between 2017 and 2023.<sup>10,11,12</sup>

## OMNI-CHANNEL STRATEGY AND SOCIAL SELLING TO BECOME MAINSTREAM

Riveting content and outreach strategy will guide the requisite omni-channel presence. Social selling will go much beyond the regular social media marketing and advertising.

By 2019, there will be around 2.77 Billion social media users around the globe, up from 2.46 Billion in 2017 and 84% of C-level executives state that they are already using social media to make purchase choices.<sup>13,14</sup>



## SALES & MARKETING TO EMERGE AS AN INTEGRATED SUPERPOWER

Beyond the reality of shared revenue goals, this powerful union will be driven by new-age customers' demand for a fluid, consistent and all-encompassing experience.

Mis-alignment between Sales and Marketing is costing companies \$1 Trillion a year and research suggests that if the teams work in collaboration then many companies experience 20% increase in their sales.<sup>15,16</sup>

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