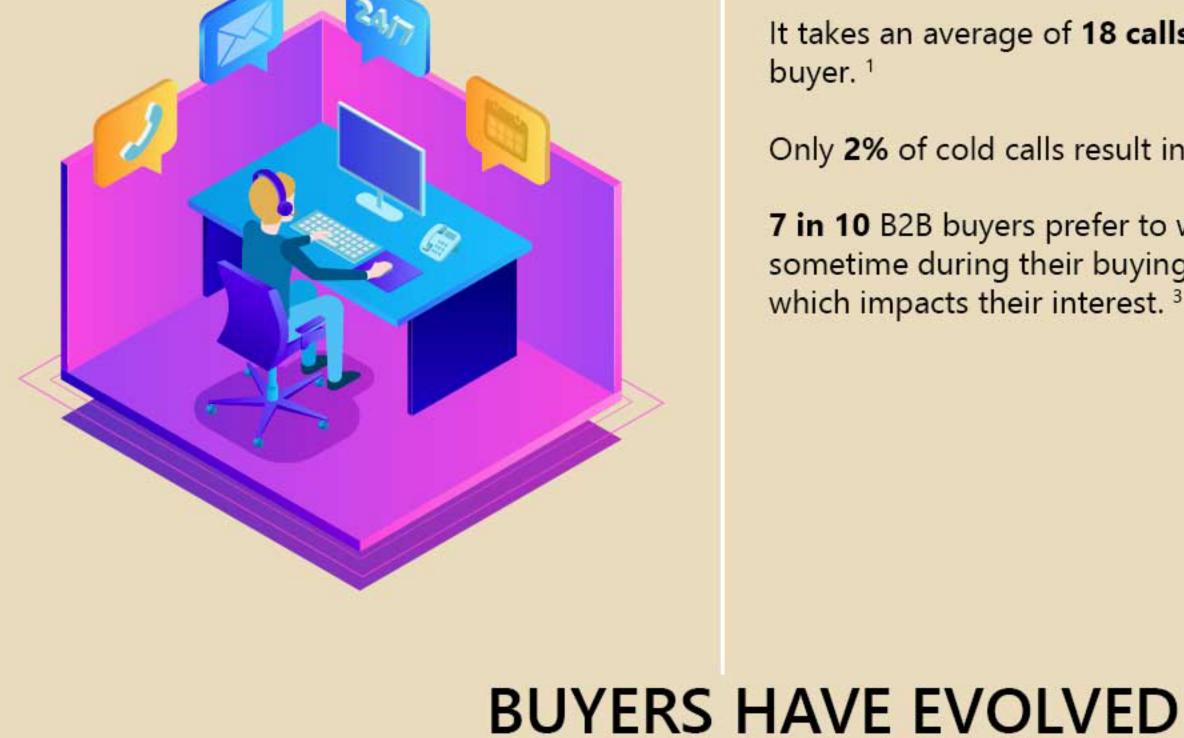# 20 SALES MARKET TRENDS & 14 INDUSTRY FORECASTS YOU CANNOT IGNORE

TRENDS

CONNECTING BECOMES TOUGHER

Only **24%** of sales emails are opened. [1]

It takes an average of **18 calls** to connect with a buyer. [1]

Only **2%** of cold calls result in an appointment. [2]

7 in 10 B2B buyers prefer to watch a video sometime during their buying process, a lack of which impacts their interest. [3]

BUYERS HAVE EVOLVED

B2B customers today progress more than **70%** of the way through the decision-making process before ever engaging with a sales representative. [4]

83% of B2B marketers say that social media is the tactic their organizations use for making buying decisions. [5]

76% of business buyers feel significantly more empowered than they did five years ago with technologies like mobile, social, IoT etc. coming into picture. [6]

82% of business buyers feel that technology has made it easier to take their business elsewhere. [6]

CUSTOMER SATISFACTION RULES

51% of sales leaders emphasize upon customer retention through nurturing relationships as a top priority apart from prospecting. [8]

78% of business buyers seek a trusted advisor and not just a sales rep but only **3%** buyers trust the sales rep they interact with. [7,8,9]

84% of buyers now kick off their buying process with a referral. [10]

Customer-centric organizations are **38%** more likely to report greater profitability than their competitors. [12]

TOGETHER IS THE NEW SOLO

73% of sales teams believes that cross-department collaboration is very important for their overall sales process. [6]

60% of sales professionals say that collaborative selling has increased productivity by more than **25%**, and more than half (**52%**) say it has done the same for increasing pipeline. [6]

TECH DRIVES THE SALES

79% of the sales teams currently leverage sales analytics technology or plans to use the same. [6]

76% of sales professionals say using sales analytics has significantly or somewhat improved their ability to provide customers with a consistent experience and **70%** believes that it has reduced their lead closure time. [6]

91% of the sales professionals say they use some kind of sales technology already. [11]

55% of sales pros predict that their companies would increase their sales sales tech budget in the next 12 months. [11]

70% of sales professionals expect to invest more time leveraging social tech techniques in the next twelve months. [11]

Time spent interacting with the customers virtually has increased **3X** over that of meeting in-person. [12]

FORECAST

BRACE FOR THE FUTURE

By 2020, customers will manage **85%** of their relationship with the enterprise without interacting with a human. [13]

80% of sales and marketing leaders say they already use chatbots in their CX or plan to do so by 2020. [14]

78% of brands say they have already implemented or are planning to implement artificial intelligence and virtual reality by 2020 to better serve customers. [14]

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%**) transforming the sales processes. [14]
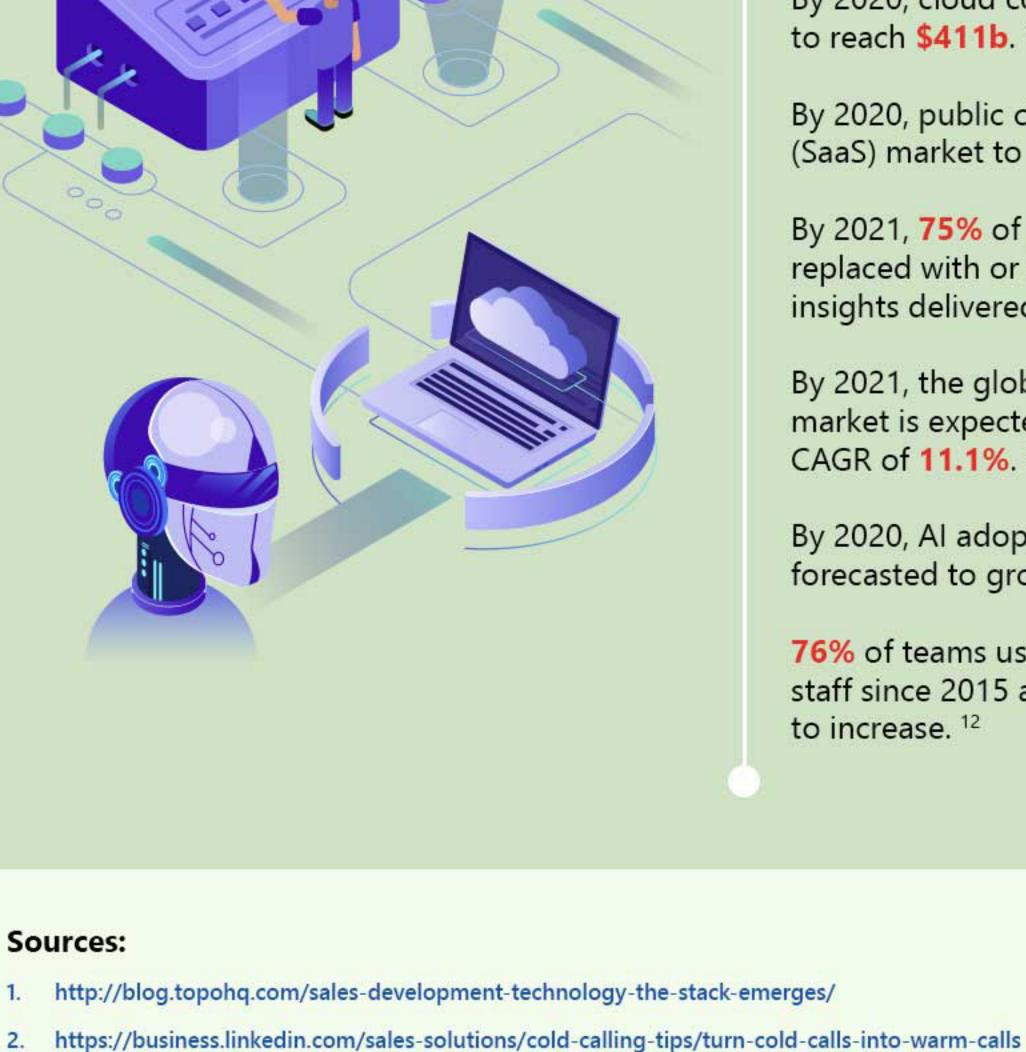
By 2020, **25%** of organizations using a sales performance management (SPM) solution will leverage advanced analytics for optimizing their sales compensation plans. [15]

TECHNOLOGY CONTINUES TO RULE

By 2019, natural-language generation will be a standard feature of **90%** of modern BI and analytics platforms. [15]

By 2020, predictive and prescriptive analytics will attract **40%** of enterprises' net new investment in BI and analytics. [16]

By 2020, more than **40%** of all data analytics projects will relate to an aspect of customer experience. [16]

By 2020, cloud computing market is projected to reach **$411b**. [17]

By 2020, public cloud Software as a Service (SaaS) market to rake in **$132.57b**. [18]

By 2021, **75%** of prebuilt reports will be replaced with or augmented by automated insights delivered on a 'most needed' basis. [19]

By 2021, the global business intelligence (BI) market is expected to reach $29.48b with a CAGR of **11.1%**. [20]

By 2020, AI adoption by sales teams is forecasted to grow **139%**. [6]

76% of teams using AI have increased sales rep staff since 2015 and the hiring trend is expected to increase. [12]

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