



STATE OF B2B SALES TECHNOLOGY:

Buyer & Practitioner Demands For
Diversity, Modernization Guiding
B2B Sales Tech Evolution



INTRODUCTION

The B2B sales technology landscape is continually evolving, driven by advancements in digital transformation and the ever-increasing demand for efficient and effective sales. In fact, [LinkedIn research](#) found that 76% of sales professionals cite sales technology as “critical” or “extremely critical” to closing deals.

With that in mind, it’s imperative that B2B practitioners ensure their sales technology is diverse, competitive and modernized. By adopting emerging technologies such as chatbots and virtual assistants, organizations are streamlining internal and external communication to help accelerate the lead nurturing process to increase efficiency and conversion rates.

This special report will explore how organizations are utilizing advanced data analytics and predictive modeling to gain invaluable insights into customer behavior, enabling personalized sales strategies that foster stronger client relationships. Specific topics of discussion will include:

- The steps needed to implement a data-driven sales process that helps practitioners identify the most critical insights and make informed decisions;
- The increasing role artificial intelligence and machine learning play in personalizing interactions and analyzing buyer behavior;
- Why practitioners are selecting sales technologies that simultaneously automate time-consuming sales tasks while delivering a more personalized customer experience; and
- Real-world examples and expert commentary into the current landscape of sales technology.



B2B PRACTITIONERS INFLUENCE SALES TECH LANDSCAPE

Modern B2B practitioners are helping shape and influence the new-age sales technology landscape. Primarily, industry experts noted that a lack of focus on practitioners from the SMB and mid-market is a key trend in the sales tech space.

“Trends suggest an SMB and mid-market focus emerging with a few dominant sales tech companies in the future,” said Zoe Hartsfield, Head of Marketing and Evangelism at [Swantide](#), a GTM tech stack optimization platform. “These companies are likely to offer comprehensive end-to-end solutions for sales needs. For example, ZoomInfo acquired Chorus, Salesforce acquired Slack in 2021 and Apollo is taking an interesting approach by focusing on the SMB and mid-market space. The aim is to provide tools that cater to all aspects of the sales process, including call recording, sales engagement and lead generation.”

Advances in cloud-based technologies have enabled organizations to easily implement digital customer experience (CX) solutions that improve customer engagement and satisfaction. As organizations become more digitally savvy, sales teams must also adapt to ensure they continue providing the highest customer service levels. These advancements in sales technology and CX have enabled businesses of all sizes to maximize their potential. But experts agree that this can be overbearing for most sellers.

“With the abundance of AI tools and data available, it becomes challenging for sales leaders to effectively utilize all that information, especially in large enterprises with hundreds of reps,” said Leslie Talbot, SVP of Marketing at [Corporate Visions](#), a provider of science-backed revenue growth services. “The market demands a solution connecting execution to information by providing targeted training based on specific moments recorded on calls.”

By embracing buyer expectations and their specific needs, B2B practitioners can ensure the competitiveness of their sales technology by influencing sales tech roadmaps. According to industry thought leaders, having a diverse tech stack is crucial because it allows sales teams to:

- Adapt and customize their approach to maximize effectiveness and drive success in the competitive business landscape;
- Gather comprehensive data, gain valuable insights and make informed decisions that drive growth and success;
- Unlock a wealth of invaluable insights that allow for personalized interactions and memorable experiences throughout every step of the sales journey; and
- Streamline processes, automate repetitive tasks and gain valuable insights from comprehensive data analytics.

“The market demands a solution connecting execution to information by providing targeted training based on specific moments recorded on calls.”

LESLIE TALBOT, CORPORATE VISIONS



IMPROVED DATA PRACTICES ENHANCE PERSONALIZED SALES STRATEGIES, 'JUST-IN-TIME' ENABLEMENT

In today's fast-paced business landscape, a data-driven sales process is essential for B2B practitioners to stay ahead of the competition and succeed. Businesses can leverage data effectively to gain valuable insights, make informed decisions and drive strategic sales growth. But Hartsfield noted that the focus of many companies has shifted away from providing a delightful CX — “instead, there’s a focus on churn and maximizing revenue,” she noted.

“It’s important to remember that solving customer problems and delivering a delightful experience should be the priority,” Hartsfield continued. “While there may be numerous similar products, what sets you apart is the customer experience and the relationships you build.”

That customer focus begins with enabling sales teams to help prospective clients right when the prospect needs them. Corporate Visions' Talbot explained that the company's **TruVoice platform** confirmed that, out of 53% of lost deals, the buyers said they would've bought if the seller had done one thing differently, which "sellers need to know before they lose the deal," Talbot concluded.

"We focus on equipping sellers to respond at the moment and understand that the buying process involves a series of decisions," said Talbot. "This means shifting toward smaller, bite-sized and dynamic enablement delivered in the moments that matter, rather than overwhelming sellers with a massive platform or system to master all at once."

A data-driven sales process can help B2B practitioners make informed decisions, tailor their sales strategies and drive strategic growth. By centralizing data, harnessing advanced analytics and leveraging insights for decision-making, businesses can stay competitive, enhance client relationships and achieve long-term sales success.

"To thrive in a competitive market, it's crucial to prioritize the customer journey and satisfaction alongside your product," said Hartsfield. "Rather than blaming tools or processes, we must shift our mindset and focus on creating a meaningful and delightful customer experience at every touch point. This requires leadership that values customer satisfaction and embeds it into the company culture, influencing every aspect of the business, including sales and marketing."

"To thrive in a competitive market, it's crucial to prioritize the customer journey and satisfaction alongside your product."

ZOE HARTSFIELD, SWANTIDE

AI, MACHINE LEARNING FUEL TARGETED, PERSONALIZED BUYER INTERACTIONS

In the rapidly evolving realm of sales, B2B professionals are increasingly embracing advanced technologies to optimize their strategies and achieve success. Among these technologies, AI and machine learning (ML) have emerged as pivotal elements that drive targeted and tailored buyer interactions

This is where automation and personalization intersect: Advanced sales technologies equipped with AI and ML capabilities enable practitioners to personalize customer interactions at scale. By leveraging AI algorithms, these technologies can analyze vast customer data, extract meaningful patterns and generate actionable insights.

"AI plays a significant role in automating this process, identifying conversation patterns and connecting sellers to relevant training," said Talbot. "Instead of managers manually reviewing calls, they can focus on monitoring participation in training and ensuring that sellers execute what they've learned."

By harnessing the power of AI and ML, practitioners can automate and personalize interactions with buyers in a way that was not possible before. AI-powered chatbots, for instance, can provide instant support, answer frequently asked questions and guide customers through their buying journey. These chatbots leverage natural language processing and ML algorithms to understand customer inquiries and provide relevant, personalized responses. This level of personalization creates a seamless and efficient buying experience for customers and frees up sales teams to focus on more complex tasks.

To harness the power of sales technology, it is crucial to grasp the customer's needs and understand how to best solve their challenges. Typically, these pain points primarily encompass cost savings, revenue generation and security provision. Nevertheless, merely monitoring sales technology isn't the ultimate solution; instead, sales teams should work alongside the technology.

"Sellers should focus on leveraging sales tech to tell a compelling story," said Hartsfield. "The customer success team may track results, but ensuring a smooth handoff and converting ROI into a persuasive narrative is essential. Sales engagement platforms, email assistants and buyer experience platforms can provide valuable insights. These tools help analyze subject lines, proof points and buyer behavior, enabling sellers to create effective strategies and shorten the sales cycle."



CONCLUSION

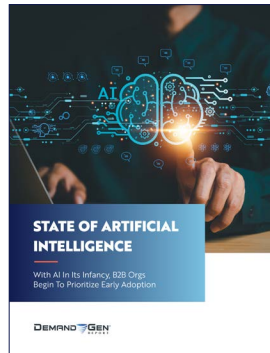
Data-driven sales processes and advanced technologies equipped with AI and ML capabilities have become the norm, enabling B2B practitioners to optimize their strategies for long-term success.

By collecting and analyzing customer data, developing personalized sales strategies, forecasting sales accurately and leveraging automation for personalization, businesses can effectively tailor their offerings to individual customers' needs.

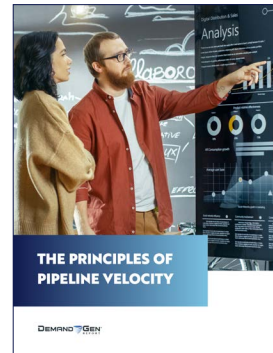
"Buyers control the process now, and differentiation is key," said Talbot. "If sellers can't articulate their value and differentiate themselves at the right time, they risk losing the buyer's interest to competitors."



State Of Sales
Acceleration



State Of Artificial
Intelligence



The Principles Of
Pipeline Velocity



Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multichannel demand generation efforts.

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