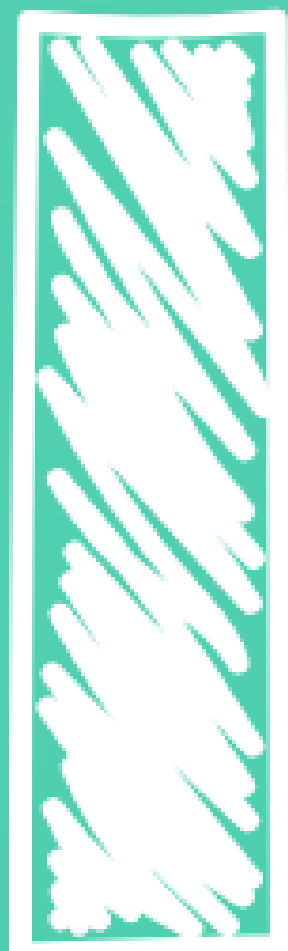63%

28%

9%

The state of sales tech buying

Written by
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Why sales tech buying?

Tech stacks have become an indispensable part of a sales team's day-to-day, whether you're an Account Executive working a deal or a VP of Sales managing a team and a quota. Not all sales professionals have a positive relationship with tools in their tech stacks, though. Tech stacks seem to have taken on a life of their own, with individual tools for each specific responsibility in a sales rep's role. Sales tech tools meant to help sales teams cut down on administrative time and tasks end up being more work to manage. The abrupt transition from in-person sales

to remote work meant many sales teams took on new tools out of necessity. How do all of these factors impact ROI?

That's exactly what **GetAccept** and **Pavilion** wanted to find out when we surveyed sales and marketing professionals in 2021. This ebook breaks down how sales teams use digital selling tools, and why sales engagement will remain a critical part of sales as teams adapt to a changing business landscape.

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Most sales teams use digital selling tools

97%

of survey respondents
use a digital selling tool

As sales tech continues to evolve, it will
impact how many tools companies use long-
term. Distributed work has led to an increase
in demand for integrated tools to reduce
time spent on admin work and make sales
processes more efficient.

67%

say they use between 4 and 10 digital
selling tools on their sales teams

Between four and ten sales tools might
seem like a lot for teams to manage, but
as demand has grown for remote selling at
scale, it's also getting easier and less costly
for teams to have multiple tools for unique
roles on their team.

Nicolas Vandenberghe, CEO of **Chili Piper**,
says the best tech stacks have different tools
for different jobs, and usually start with
customer relationship management (CRM)
tools as a foundation.

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"There are different solutions for different jobs. You see companies... trying to be everything to everybody but the opposite is happening. Each job is going to get a more specialized tool."

Nicolas Vandenberghe
CEO Chili Piper

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86% have been using a digital selling tool for at least 1 year

51% of the respondents have been using digital selling tools for 1-3 years, coinciding with the onset of the COVID-19 pandemic

In the past 1 to 3 years, sales teams that once were able to fly teams out for pitch and product demo meetings now have to rely on software to close the deal. Businesses sidelined in-person professional development in favor of virtual training options. And, above all, sales teams needed tools that integrated and created cohesive experiences.

Still, sales were trending digital long before the onset of the COVID-19 pandemic. 86% of sales teams have been using a digital selling tool for at least one year.

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"[A lot of our customers] went from not much to so many things that are integrating, which can be challenging,"

Chris Rothstein,
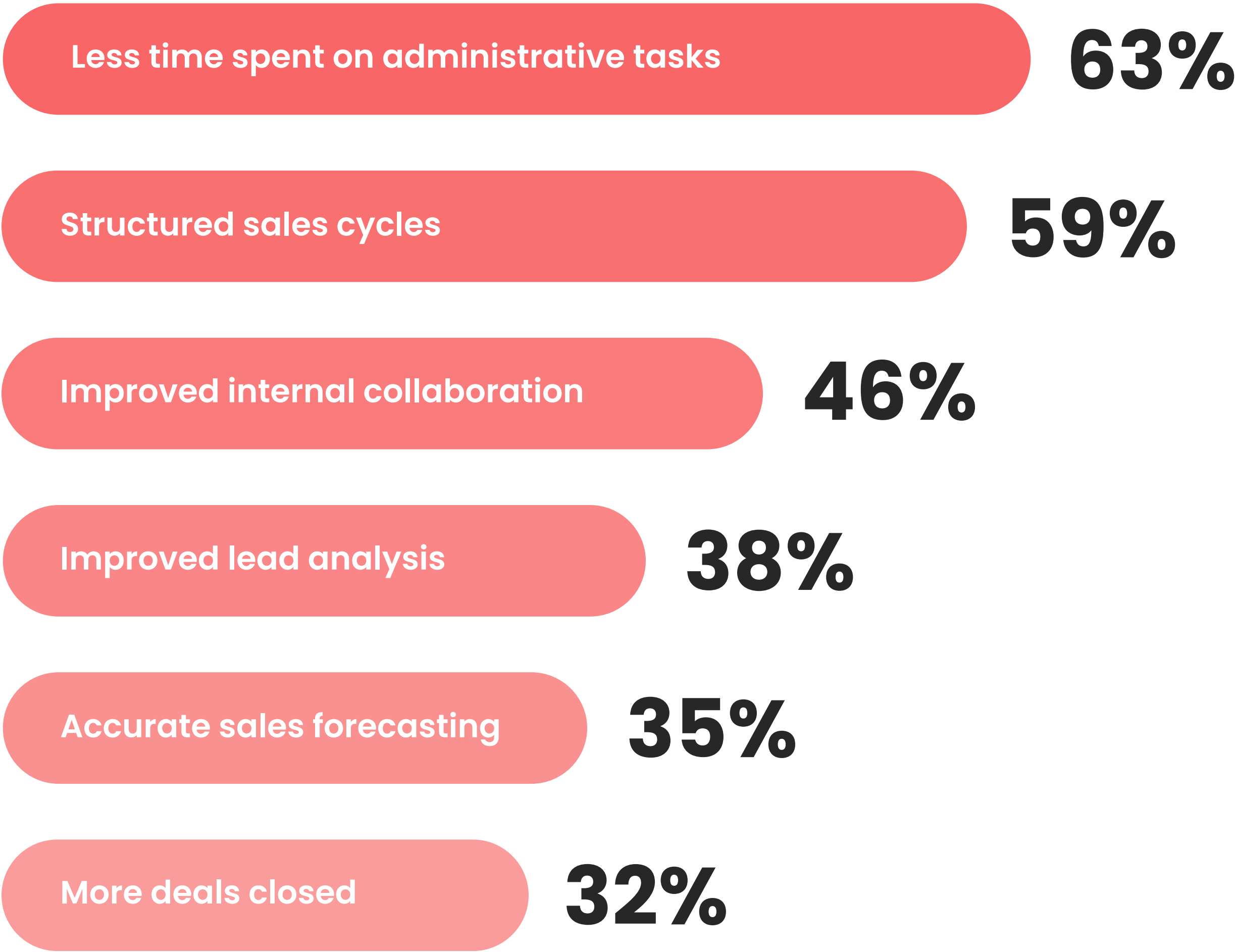CEO Groove

Benefits of digital selling tools

Benefits of digital selling tools are wide-ranging, and most sales professionals are satisfied with their sales tech stack. Tracking ROI, however, can be challenging when juggling multiple tech tools at once.

For most sales professionals surveyed, the biggest benefit of using digital sales tools is the ease of tracking progress towards goals. Sales engagement tools often provide visibility into the whole pipeline, allowing both sales reps and sales managers to understand where they are in relation to their quota. Better insights throughout the sales cycle also lead to more accurate forecasting: another benefit of using a suite of digital selling tools.

77% of respondents are satisfied
with their digital selling tool(s).

More than two-thirds of respondents (69%) say the biggest benefit of using digital sales tools is the ease of tracking progress towards goals. Other top benefits of digital selling tools include:

Less time spent on administrative tasks	**63%**
Structured sales cycles	**59%**
Improved internal collaboration	**46%**
Improved lead analysis	**38%**
Accurate sales forecasting	**35%**
More deals closed	**32%**

Sales teams that reduce their administrative workload can dedicate more time to creating meaningful and engaging experiences for their buyers. An automated power-dialler, for example, makes the cold-calling process more efficient and saves sales development representatives time.

Sales leaders also benefit from digital selling tools, even if they aren't the ones using the tools every day. A digital selling tool can help a sales team leader or VP track their team's progress and provide relevant coaching at the right time in the sales process. Even though only 32% of sales teams reported an increase in deals closed due to their digital selling tool, more insights and more time all contribute to increased revenue over time.

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Drawbacks of digital selling tools

B2B SaaS companies, particularly in sales, face the unique challenge of selling to buyers who are just like them – hesitant to invest in a tool without a proven ability to impact revenue. Most teams have seen at least one drawback to their digital selling tools.

14% of respondents say their sales teams have not seen any drawbacks from using digital selling tools
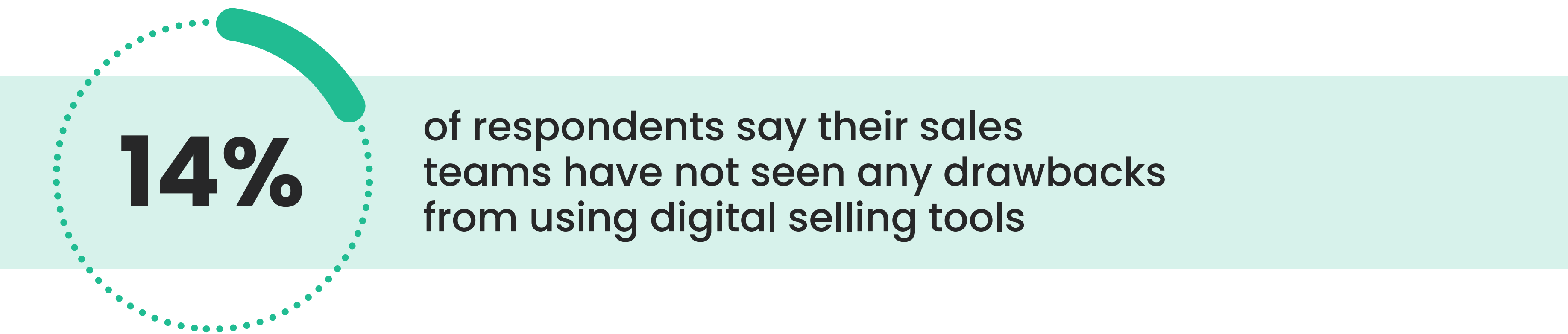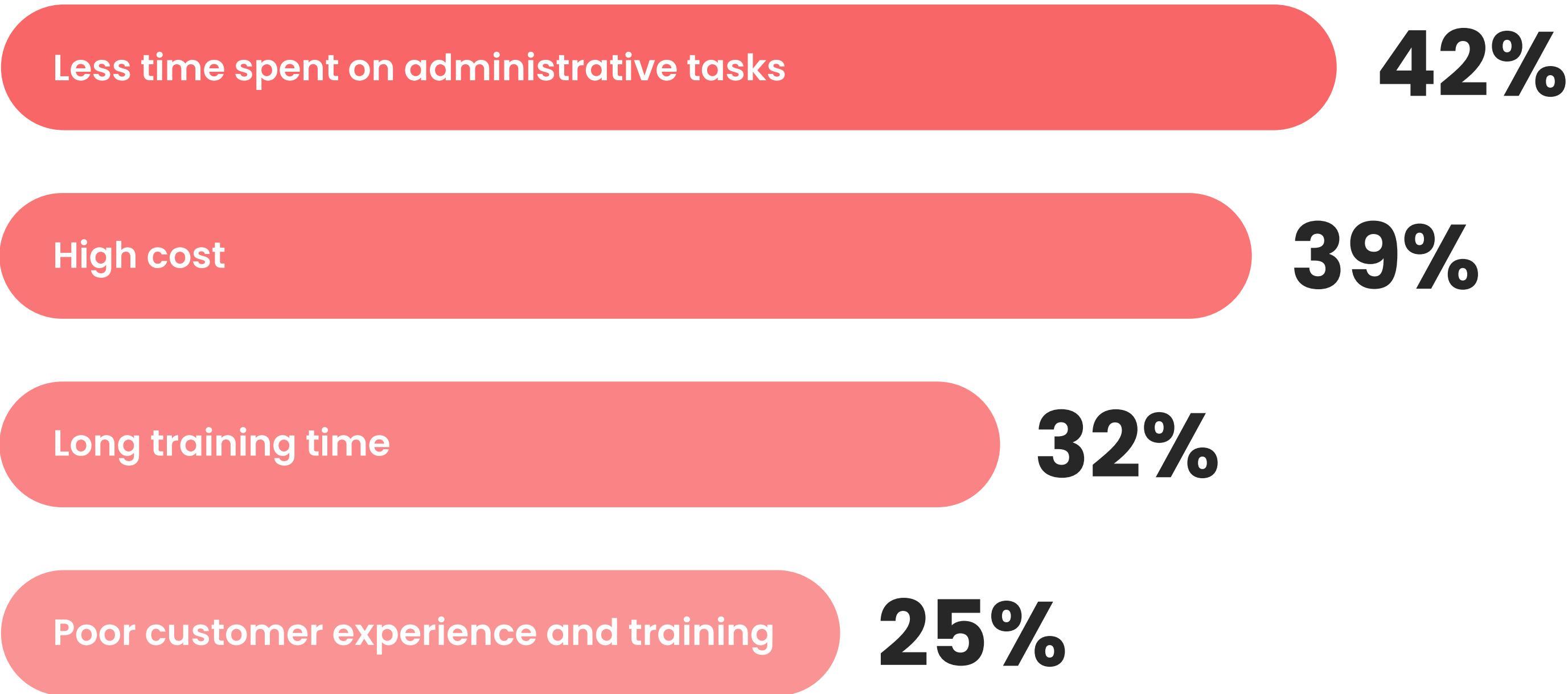
Teamwide adoption is the biggest challenge for sales teams looking to adopt new technology. Low teamwide adoption often starts a vicious cycle: AEs don't use a tool and managers don't see the ROI to justify the cost.

Many issues can cause low teamwide adoption, but a common one is poor customer experience and training. A long, unintuitive training process can adversely affect a sales team's ability to hit the ground running with a new tech tool.

Almost half of respondents (45%) say one of the biggest drawbacks of digital selling tools and software is low teamwide adoption. Other drawbacks include:

|	
Less time spent on administrative tasks	**42%**
High cost	**39%**
Long training time	**32%**
Poor customer experience and training	**25%**

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Most sales teams use a sales engagement tool

Sales engagement tools are some of the most popular tools on the market. Most sales engagement tools offer different feature sets that cover many activities throughout the sales cycle and reduce the need for multiple tools. Many also integrate with common CRMs, making them an attractive option for sales leaders looking to streamline operations on their teams.

Almost half of the survey respondents use **Gong**, a sales engagement tool that

tracks customer interactions throughout the pipeline to provide insights for sales leaders. These kinds of insights help sales teams make informed decisions about deals in the pipeline.

73% of respondents said they use a sales engagement tool. Almost half of the respondents (42%) use Gong, making it the most popular sales engagement tool among those listed. Some other popular sales engagement tools include:

SalesLoft	**38%**
Outreach	**31%**
Chorus	**8%**
Seismic	**4%**
Groove	**2%**
Other	**27%**

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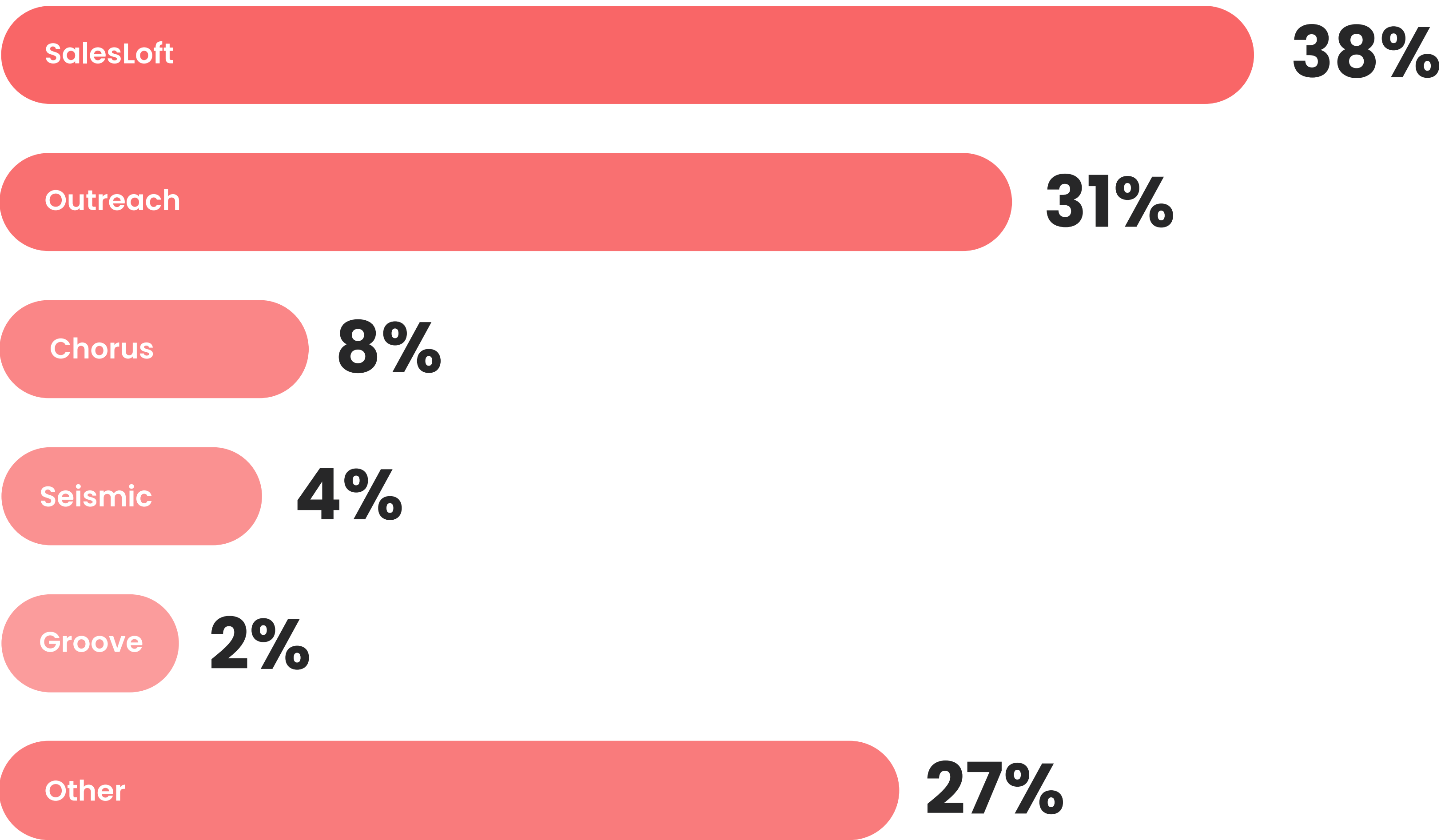
Like many other types of software, though, the buying process for sales engagement tools takes some time – at least four weeks for most teams. So much of the buying process happens before speaking to sales, and buying teams are usually made up of multiple stakeholders that can sometimes slow the process down.

**92%** of survey respondents use a digital selling tool

68% say they use between 4 and 10 digital selling tools on their sales teams

Oftentimes sales engagement software buyers differ from sales engagement software users. When asked about which job titles and functions use the sales engagement platform, 43% of teams using sales engagement software said Account Executives. 35% said SDRs, 11% said sales executives and just 9% said sales team leaders and sales managers.

Sales engagement tools increased revenue for most sales teams that use them
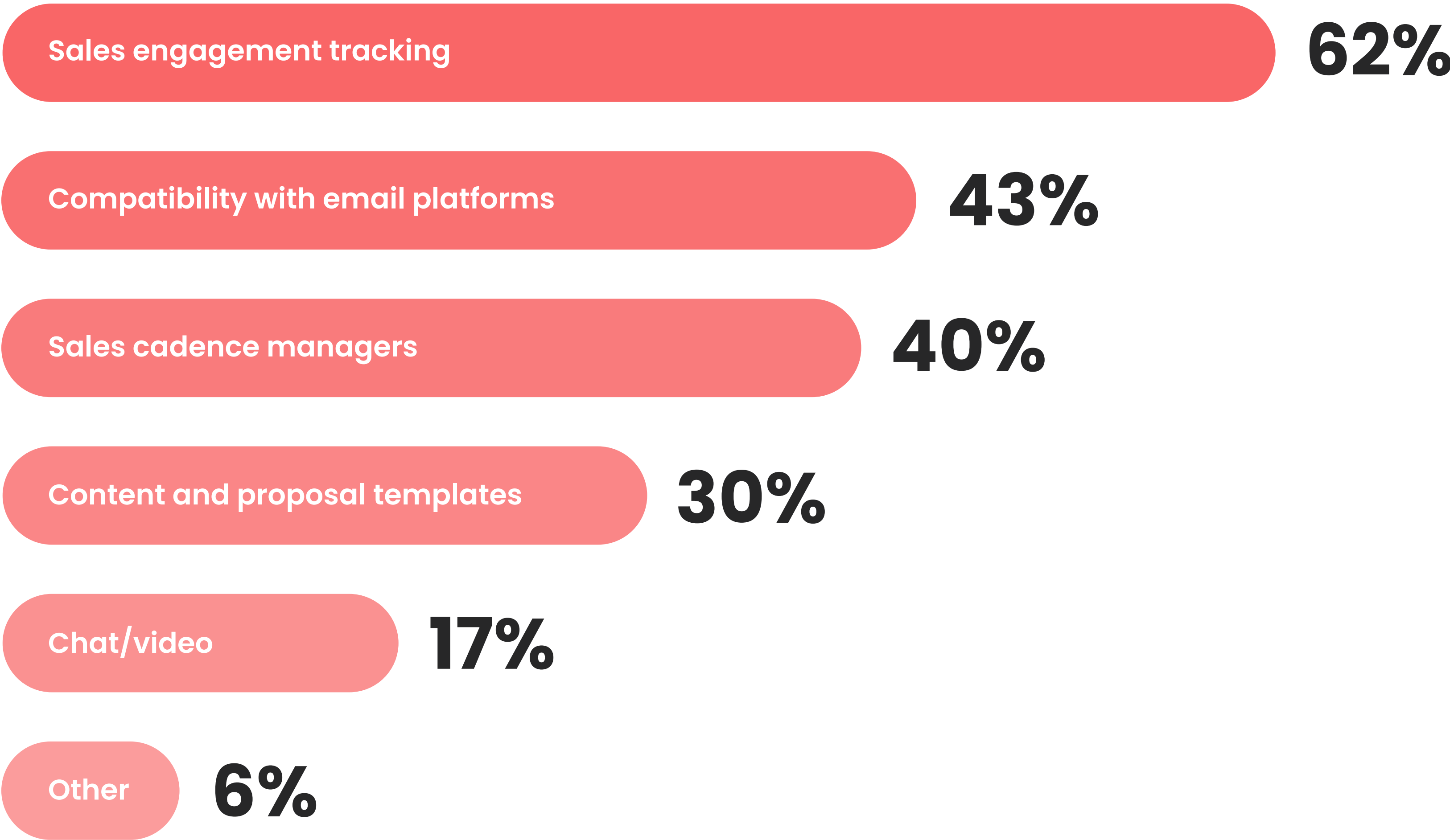
79% of sales teams using sales engagement software say their revenue has increased. 39% say their revenue stayed the same.

79% say their revenue increased by using sales engagement software

39% say their revenue stayed the same

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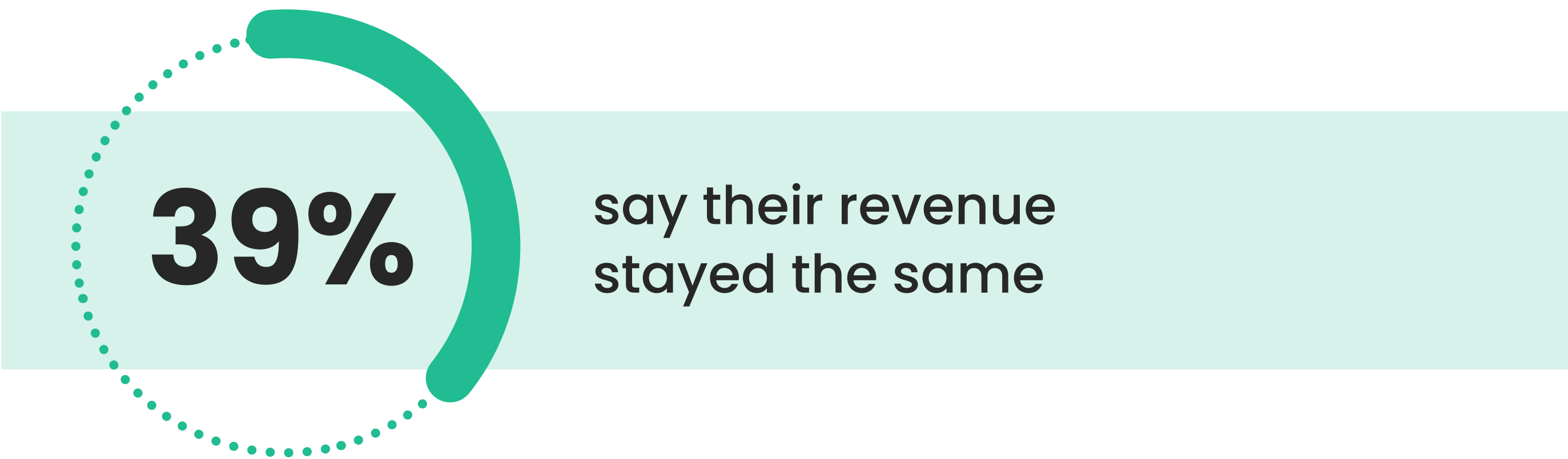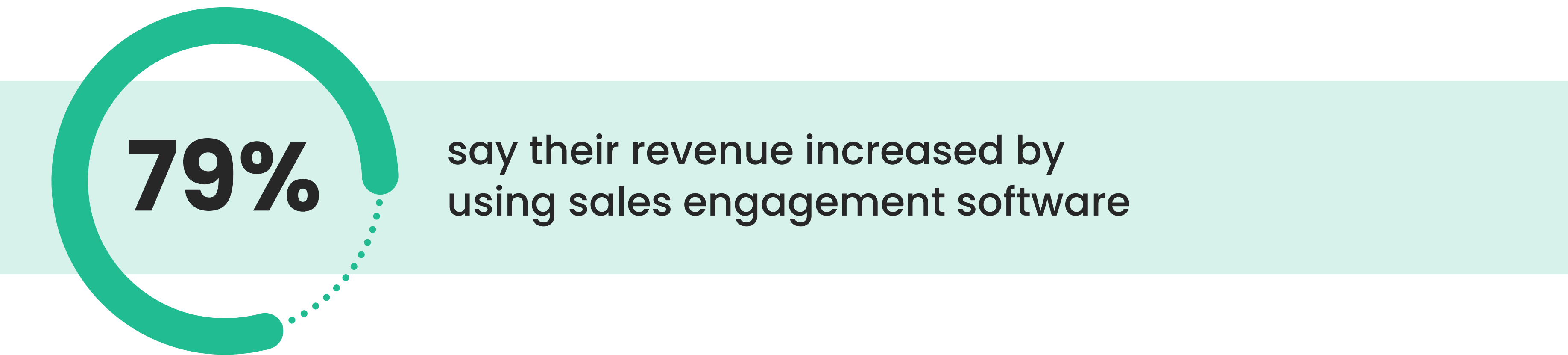
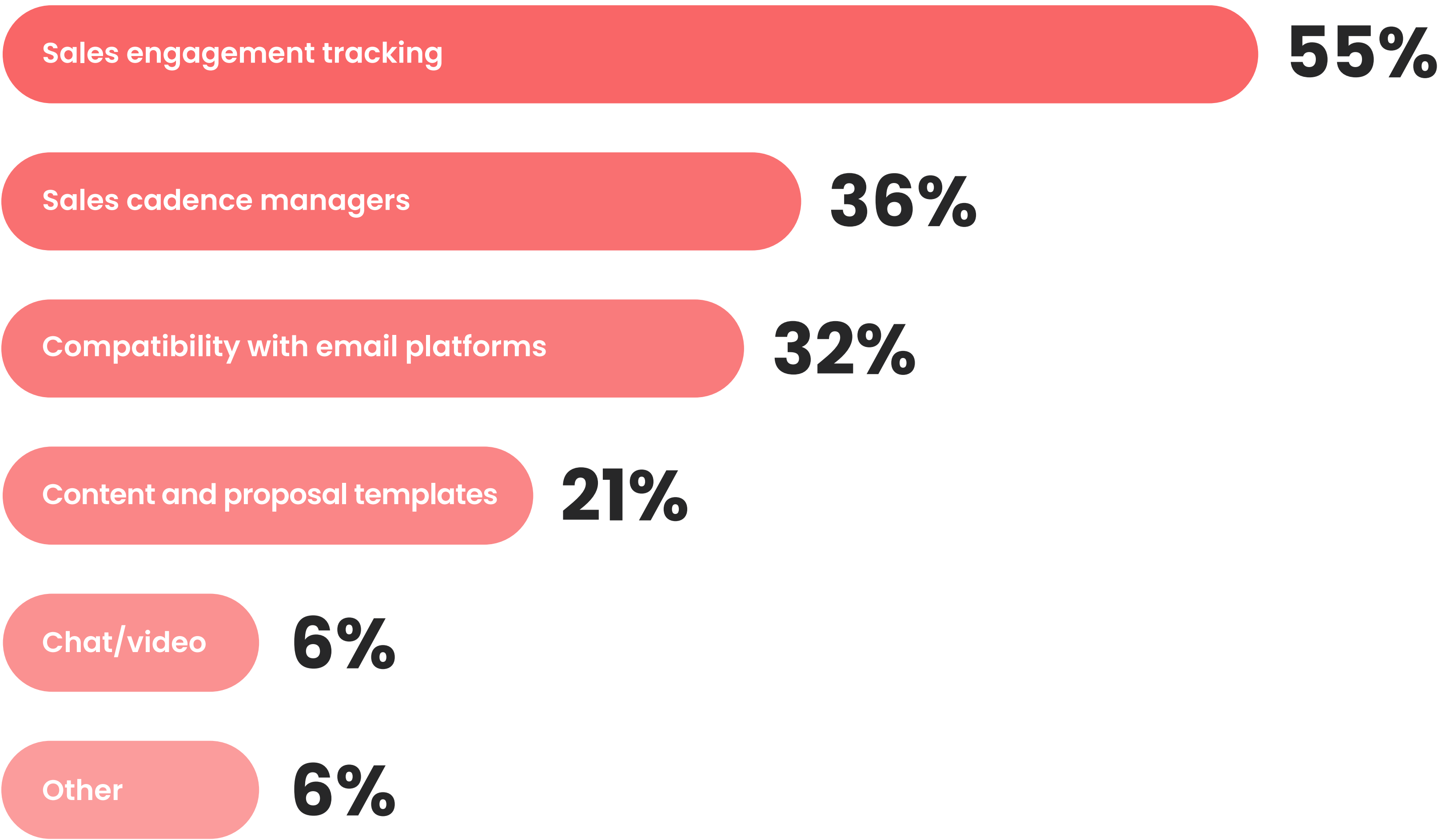# CRM integrations make or break sales tech stacks

Effective CRM integrations were a top priority for almost all buyers when purchasing a sales engagement platform, and remain the most useful feature of sales engagement platforms for current users.

92% of respondents that use a sales engagement platform said a CRM integration was the feature they prioritized when making a purchasing decision. Other top sales engagement features include:

Sales engagement tracking	**62%**
Compatibility with email platforms	**43%**
Sales cadence managers	**40%**
Content and proposal templates	**30%**
Chat/video	**17%**
Other	**6%**

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Sales engagement software users also said it was important their tool was compatible with their email platforms. This underscores the need for a sales tech stack that works together to prevent friction and bottlenecks from toggling between tools.

88% of sales teams using sales engagement software say CRM integrations are the most useful feature. Other useful features include:

|	
Sales engagement tracking	**55%**
Sales cadence managers	**36%**
Compatibility with email platforms	**32%**
Content and proposal templates	**21%**
Chat/video	**6%**
Other	**6%**

40% of sales teams using sales engagement software say chat and video functionality is the least useful feature for their sales team, and 19% say content and proposal templates are the least useful feature.

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About the survey

GetAccept and **Pavilion** surveyed sales and
marketing professionals from June to August
of 2021.

Of those surveyed, 65% were sales professionals,
14% were marketing professionals, 10% were
operations professionals, and 11% had a job
function that was not listed.

Sales professionals	**65%**
Marketing professionals	**14%**
Operations professionals	**10%**
Job function not listed	**36%**
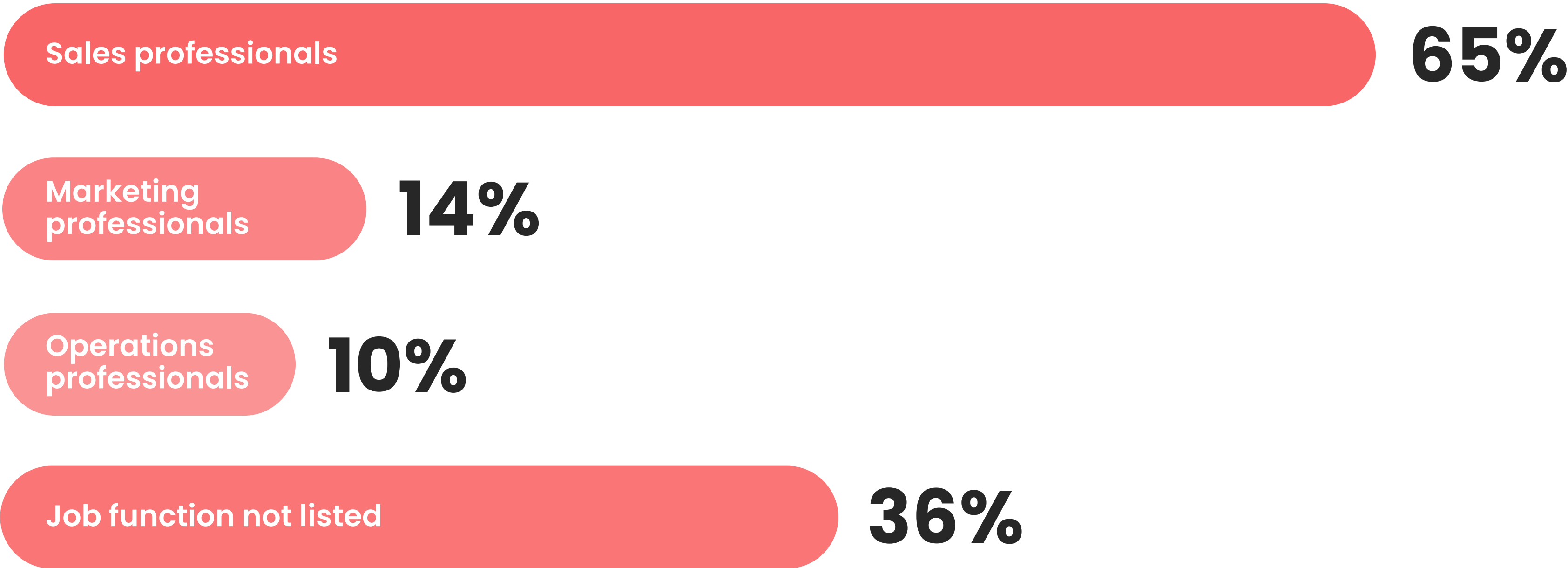
Most survey respondents (83%) work at
companies with 1-500 employees. 17% work
at companies with 500 employees or more.

| Sales cadence managers | **83%** |
| Sales cadence managers | **17%** |

Want more insights into sales tech buying? Check out our webinar with Pavilion!

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