

Rev Ops' View on Top Sales Execution Challenges in B2B

Agenda

Challenges Rev Ops leaders face with sales strategy execution:

- Inefficiencies with adopting a data-driven sales execution
- Can AI help and in what way?
- Q&A

Meet the panelists



Michael Canty

Head of RevOps
Contractbook



Anton Antich

COO
Intento



Carter Perez

CRO
Revenue Grid

Based on interviews with five leading Rev Ops professionals



Let us know your thoughts

What is your top challenge with sales execution and/or using data?

- A** Collecting and analyzing data
- B** Identifying which data points matter
- C** Siloed data

- D** Acting on insights
- F** Other

74% of companies say they want to be “data-driven,”
but for **71%** converting analytics to action is a challenge

Source: Think You Want To Be “Data-Driven”? Insight Is The New Data, Forrester

FORRESTER[®]



Rev Ops leaders strive to adopt
data-driven sales execution



but there are some **inefficiencies** on their way to becoming a data-driven sales organization

Inefficiency 1

**Manual data collection and analysis
are extremely ineffective**



*If the data being collected is simple, like whether the activity occurred or not, the speed is pretty instant. More complicated data **requires a lot of manual labor**, so that can be more difficult*



Rob Dandorph

VP RevOps Pavilion



Can AI help?

Automated Data Analytics

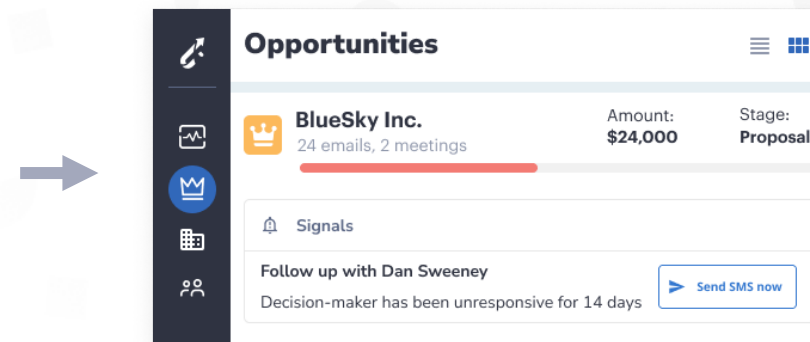
AI eliminates time-consuming manual analysis by conducting an automated analysis of your data



Automatically captures all relevant sales activities



Finds revenue barriers with AI



Gets actionable insights to stop the leaks

88% of chief sales officers (CSOs) have already
invested in or are considering investing in
AI analytics tools and technologies

Source: 2021 CSO Priorities Pulse Survey, Gartner

Gartner[®]

Inefficiency 2

Figuring out which data points matter leads to a time-sink and inefficient data analysis



*The biggest challenge is figuring out which **data points matter**. Meaningful conversations are harder to track than the number of conversations*



Allyson Clark

Revenue Ops at Symplr



Can AI help?

Automated Correlation Analysis

AI analyzes data and shows correlations between specific data and their outcomes



Data generated

Structured and unstructured (ex.video) data



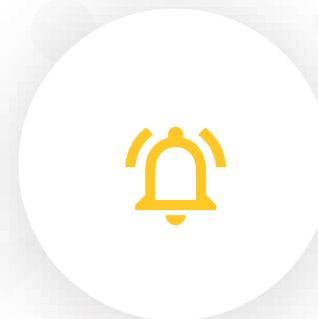
Data stored

Data is stored in databases and servers



Data processing

Process the data using CPU/GPUs and AI algorithms



Actionable Insights

Predictive signals are generated

Insights

% of B2B companies that have an analytics center of excellence



Outperformers invest in an analytics center of excellence

19% more than slow growers

Companies with an analytics center of excellence are

1.4x more likely to be outperformers

Source: By the numbers: What drives sales-growth outperformance, McKinsey & Company

Inefficiency 3

Data is siloed, because it is coming from various resources



I am focused on finding ways to make our data collection process more seamless, including a more tailored functionality to our CRM



Keith Jones

Head of Rev Ops at MURAL



73% of executives say CRM use is fragmented
at their organization

50% of employees agree that since not all departments
use the same CRM system, they cannot share information
easily across teams

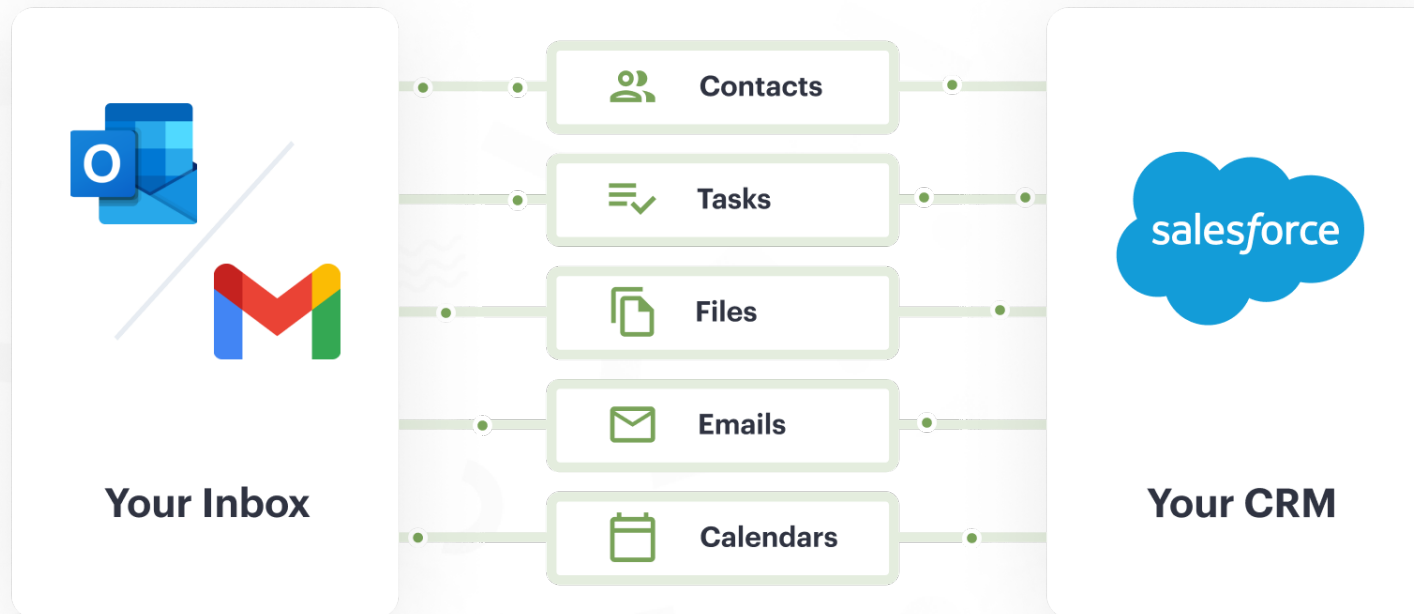
Source: The State of CRM, Forrester

FORRESTER[®]

Can AI help?

Centralized Sales Data

AI auto-captures all sales data into a single shared location



Inefficiency 4

Implementing insights in a way that's actionable for the team is almost impossible



We try to **make insights very actionable for the team**, but this is where we see a drop-off. We are collaborating with the sales team to try to understand how we can improve implementation of insights



Ryan Milligan

Director of Revenue Operations, Quotapath



Can AI help?

Interactive & Actionable Notifications

AI-powered notifications alert your reps to what to do and when to do it

▼ Effort doesn't match deal size

Share signal to your manager and decide on next steps

Share signal

● Send a follow-up email

Meeting ended a day ago, send a follow-up email

Send a follow-up

15% of heads of sales analytics consider identifying actionable insights in sales analytics to be **an area of highest effectiveness**

Source: Increase the Impact of Sales Analytics, Gartner

Gartner[®]

Poll Result

The future is data-driven

By 2026

65% of B2B sales organizations will shift to data-based decision-making

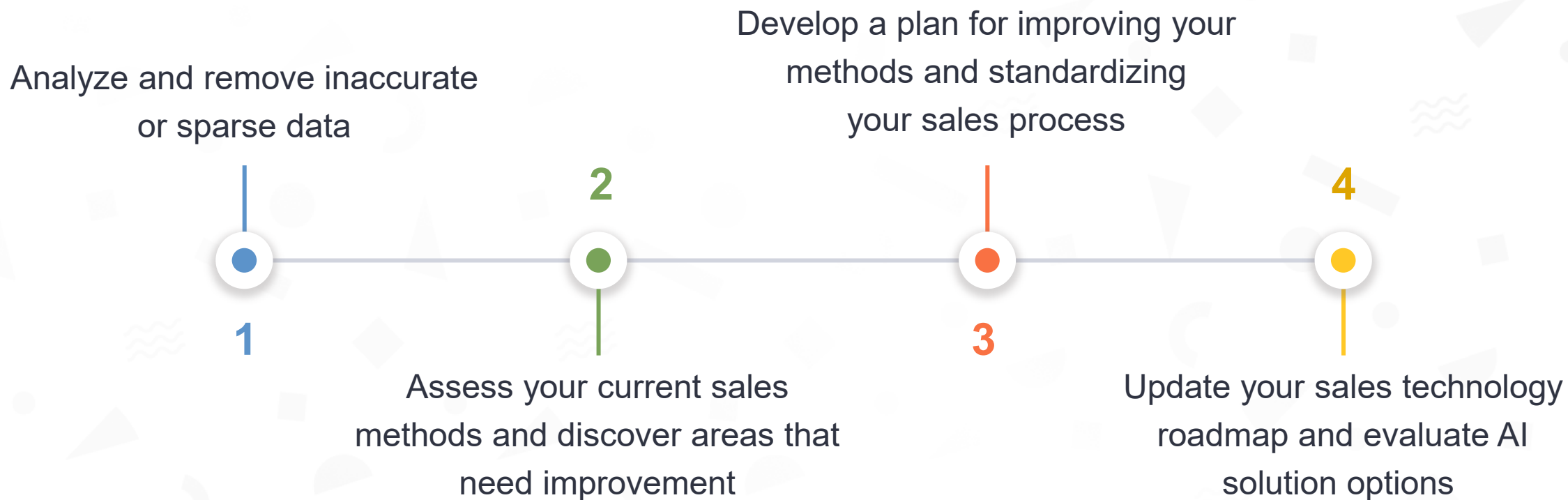
By 2025

75% of B2B sales organizations will use AI-based guided selling instead of traditional playbooks by 2026

Source: Market Guide for Revenue Intelligence Platforms, Gartner

Gartner

4 steps of adopting a data-driven sales execution



Source: Optimize Sales Execution With Artificial Intelligence for Guided Selling, Gartner

Any questions?

Want to learn how Rev Ops leaders use data to execute sales strategy?



For more information visit
www.revenuegrid.com