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

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

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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

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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

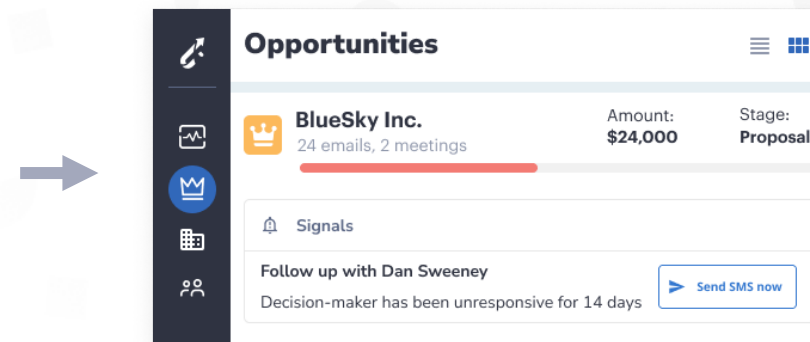Pavilion

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

Inefficiency 3

Data is siloed, because it is coming from various resources

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
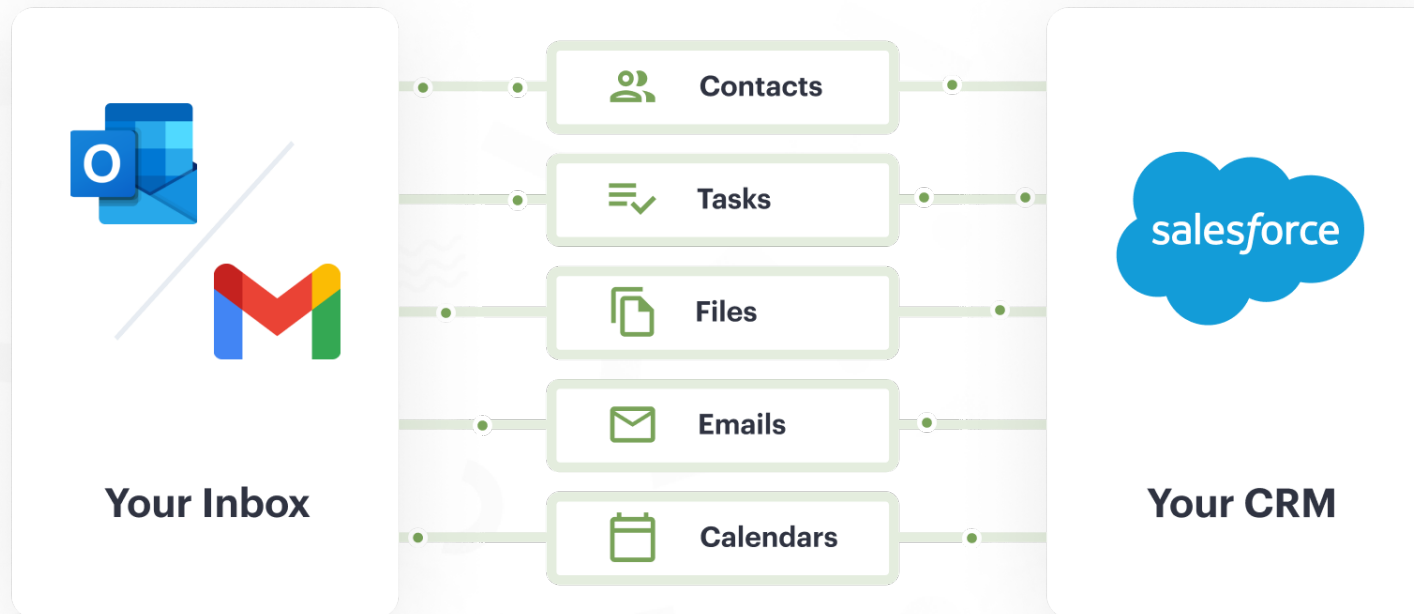
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Inefficiency 4

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

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*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

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

Poll Result

The future is data-driven

By 2026

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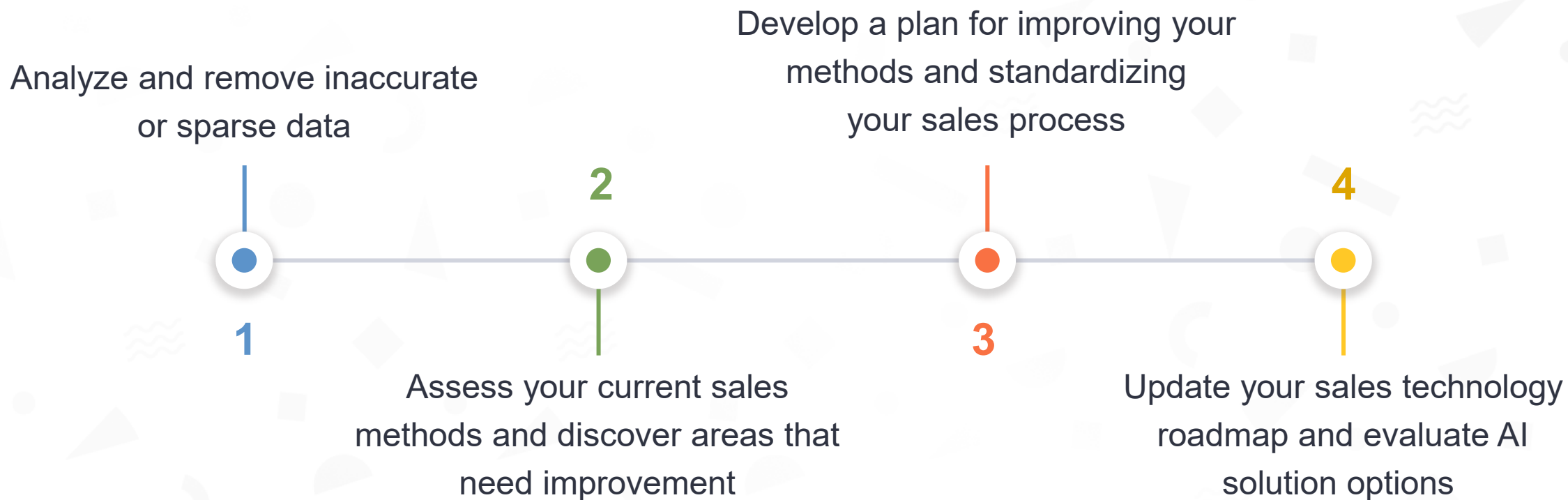will shift to data-based decision-making

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.

Any questions?

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

For more information visit

www.revenuegrid.com