

MARCH 2021

The New Normal: B2B Sales and Digital Transformation 2021

Sales Survey Findings

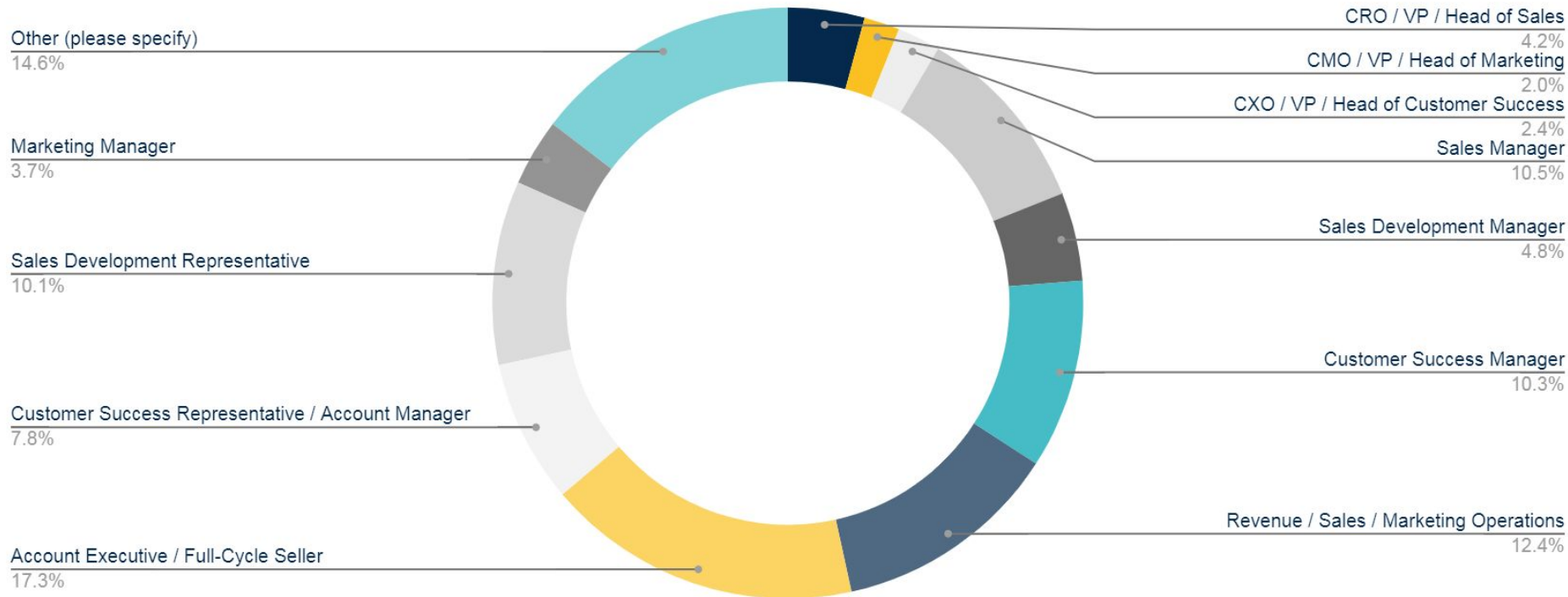


Survey Methodology

This survey was designed to gain a better understanding of how businesses have coped with digital transformation during the pandemic and new remote working norms.

A total of 765 US B2B Sales Professionals and C-Suite Executives completed the survey in February 2021.

Research Overview: Industries and Roles

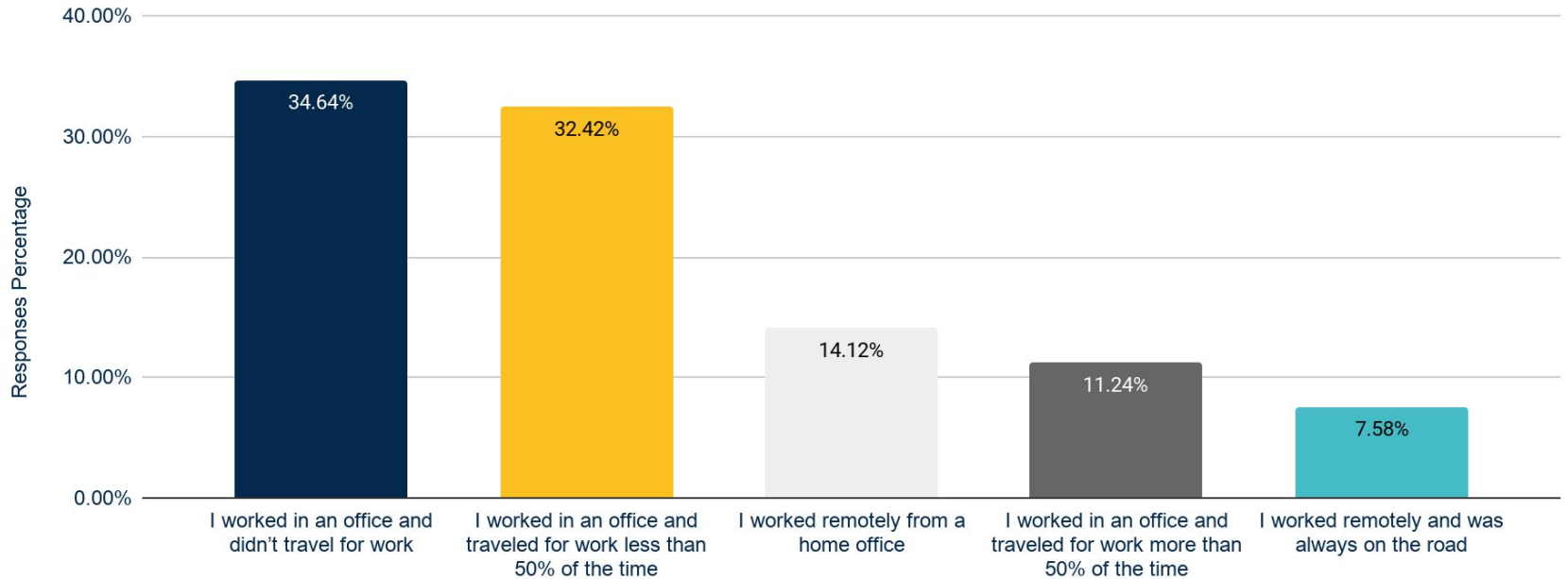


Q: What is your role at your company?

Remote work is here to stay.

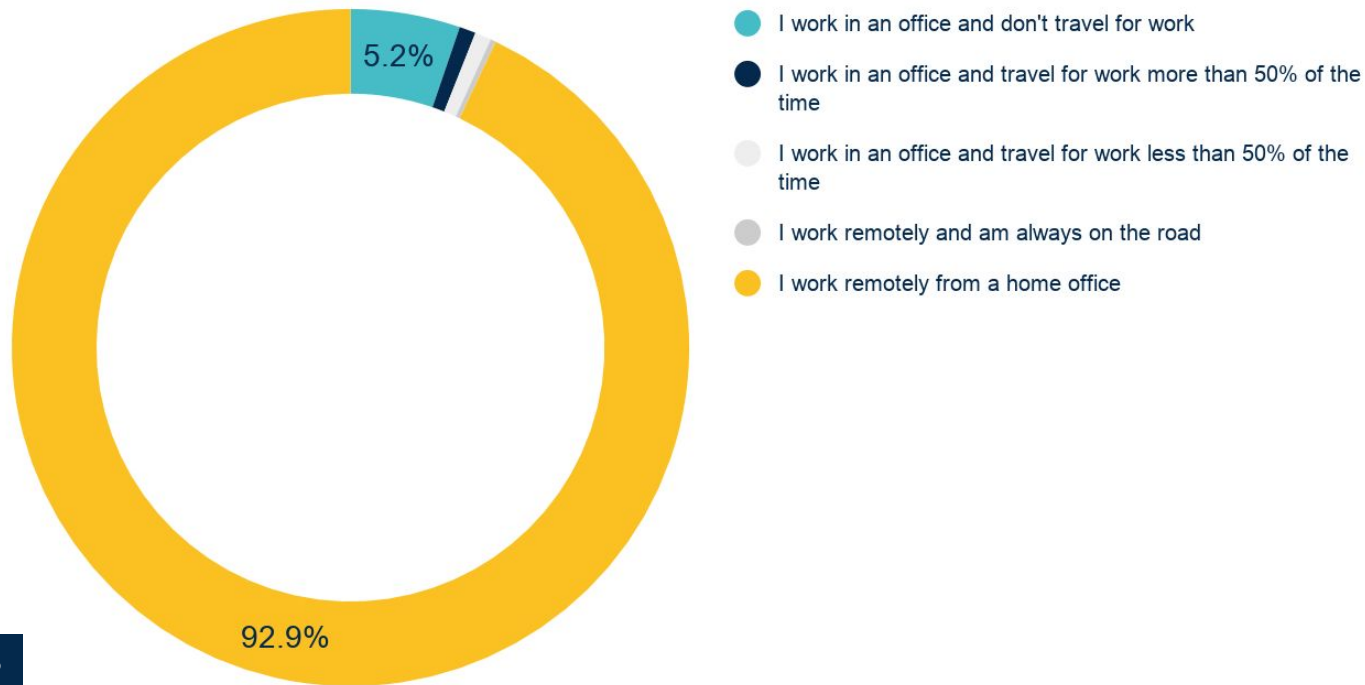
Well over 90% of B2B sales professionals currently work remotely, and only 9% indicated they will be required to return to an office full-time — with nearly 60% indicating they will remain remote either permanently or at least for the foreseeable future.

Prior to COVID-19, less than 22% of B2B Sales Professionals worked remotely



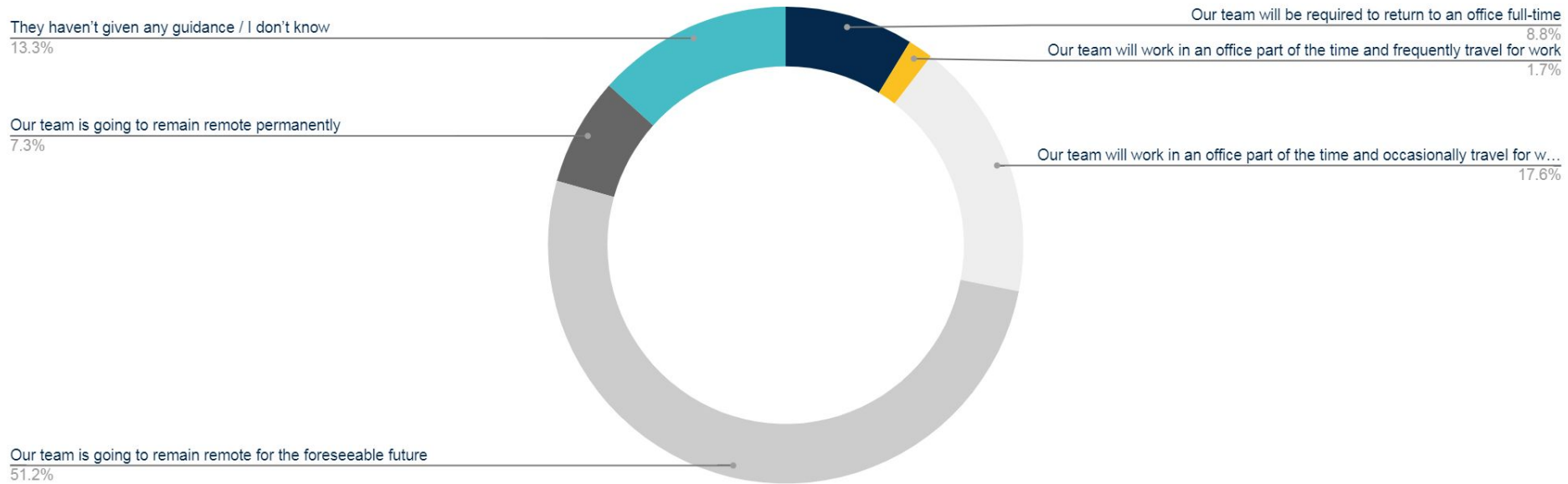
Q: Where were you working before the COVID-19 Pandemic?

Currently, over 93% of B2B sales professionals are remote



Q: Where are you working now?

Nearly 60% indicate they will remain remote either permanently or at least for the foreseeable future

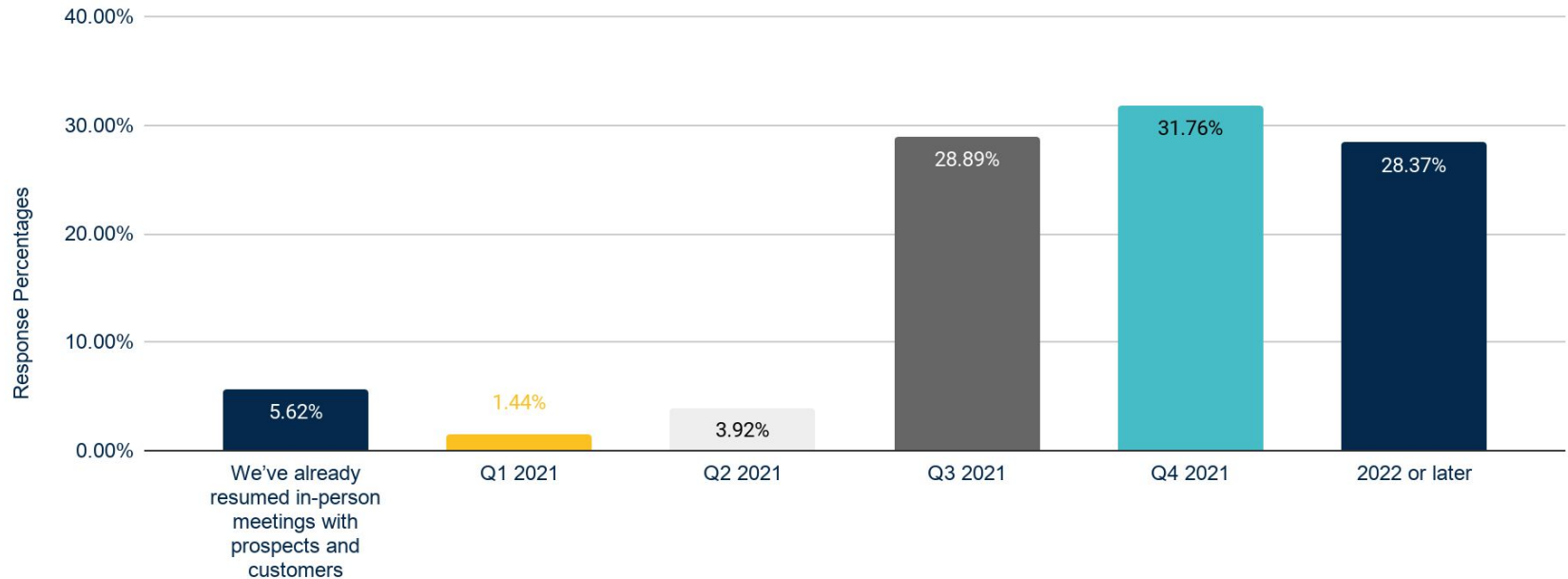


Q: What direction has your company provided about whether or not you will return to an office this year?

No in-person meetings well into the future.

Less than 6% of B2B Sales Professionals are taking any in-person meetings today. Nearly 90% said they won't resume in-person meetings until at least Q3, with over 60% indicating it will be even Q4 or into 2022.

60% of sales professionals predict they will not take in-person meeting until Q4 or into 2022

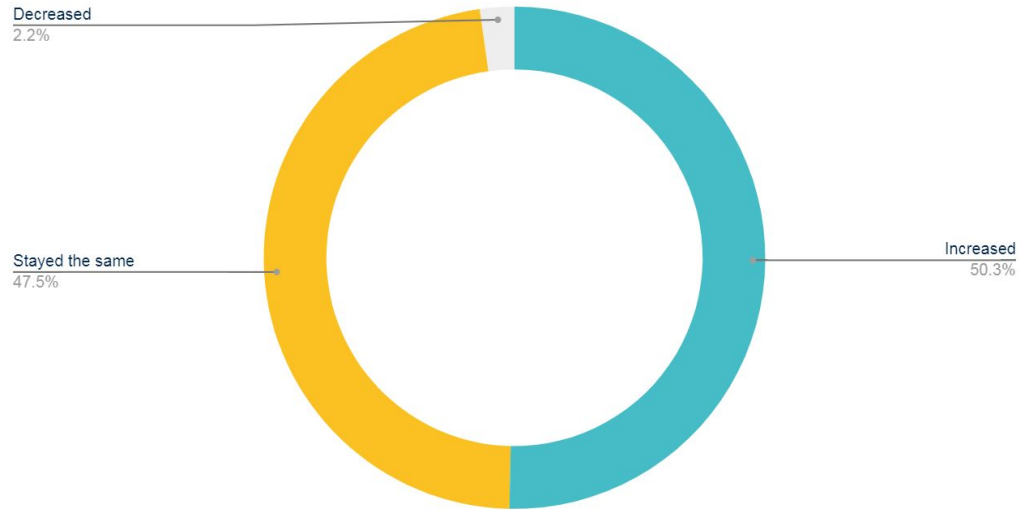


Q: When do you predict that your company will resume in-person meetings with prospects and customers?

Workloads have increased dramatically.

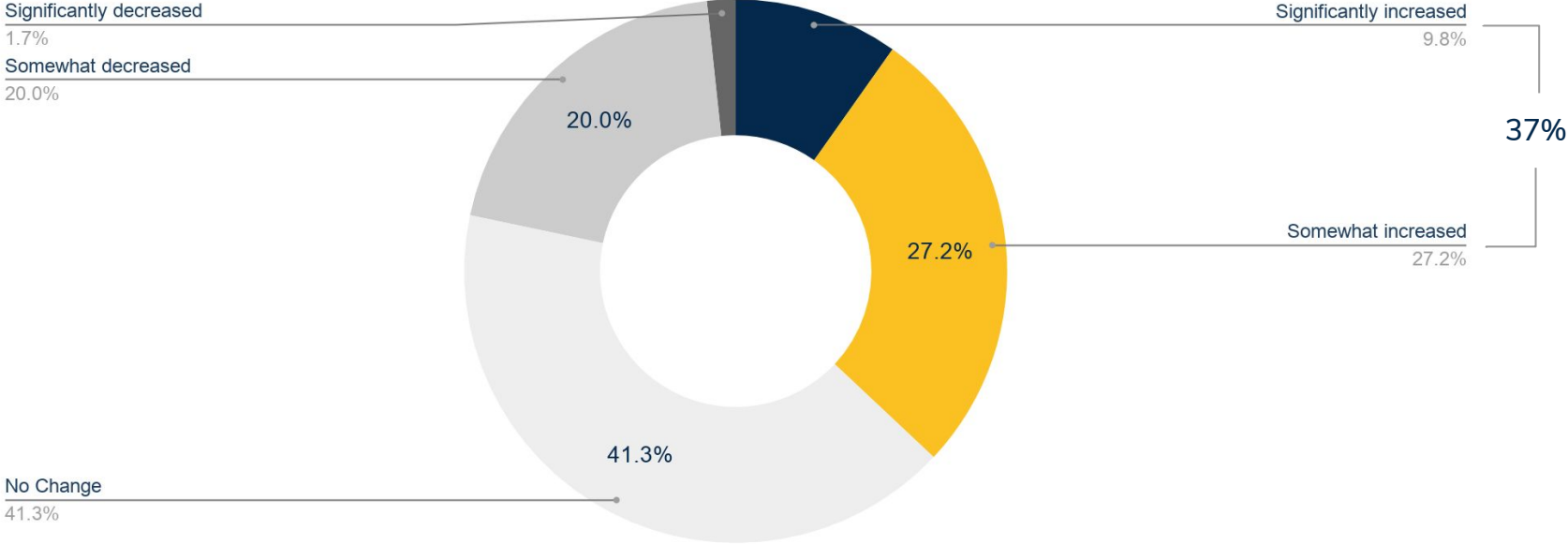
Over 50% of respondents said their workloads have increased, while only 2% have seen a decrease in their workload. With this shift to remote work and increase in workload, nearly 50% of respondents have increased their use of sales automation technology to deliver in this 'new normal.'

Over 50% of B2B sales professionals said their workloads have increased, while only 2% saw a decrease



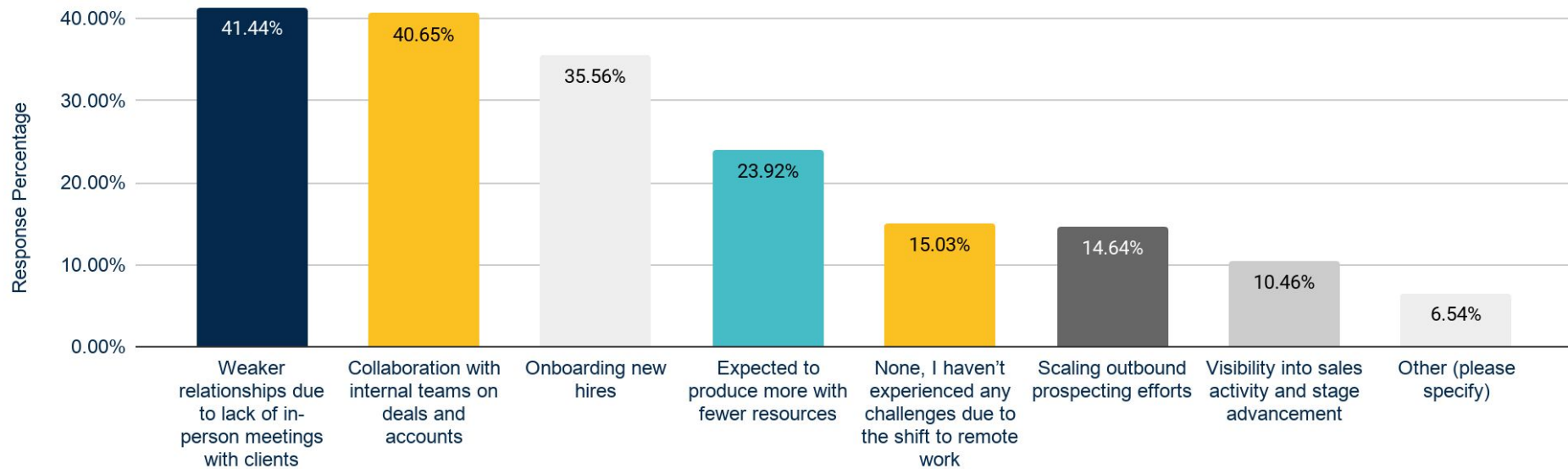
Q: How has your workload been impacted by the shift to remote work?

Over one-third of B2B professionals said the shift to remote sales has increased their ability to generate revenue



Q: Has the shift to a fully remote sales environment increased or decreased your ability to generate revenue for your company?

The biggest challenges for the sales workforce with remote working include weaker relationships, internal collaboration, and onboarding new hires



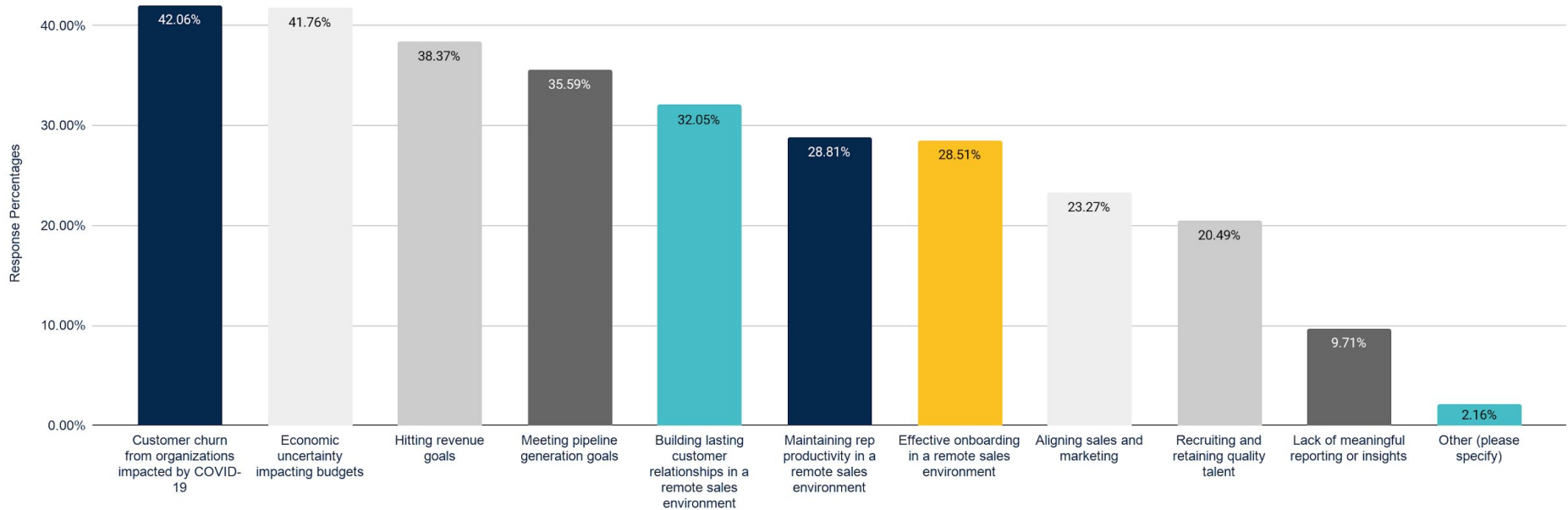
Q: What have been the biggest challenges you have faced due to the shift to remote work? (Select all that apply)

COVID-19 has created long lasting challenges for revenue teams

42% of respondents indicate that customer churn from organizations impacted by COVID-19 is the biggest challenge facing their revenue team in 2021.

41% percent of respondents see current economic uncertainties having an impact on their sales budget for 2021.

The three biggest challenges facing revenue teams in 2021 are customer churn, impacted sales budgets, and hitting revenue goals

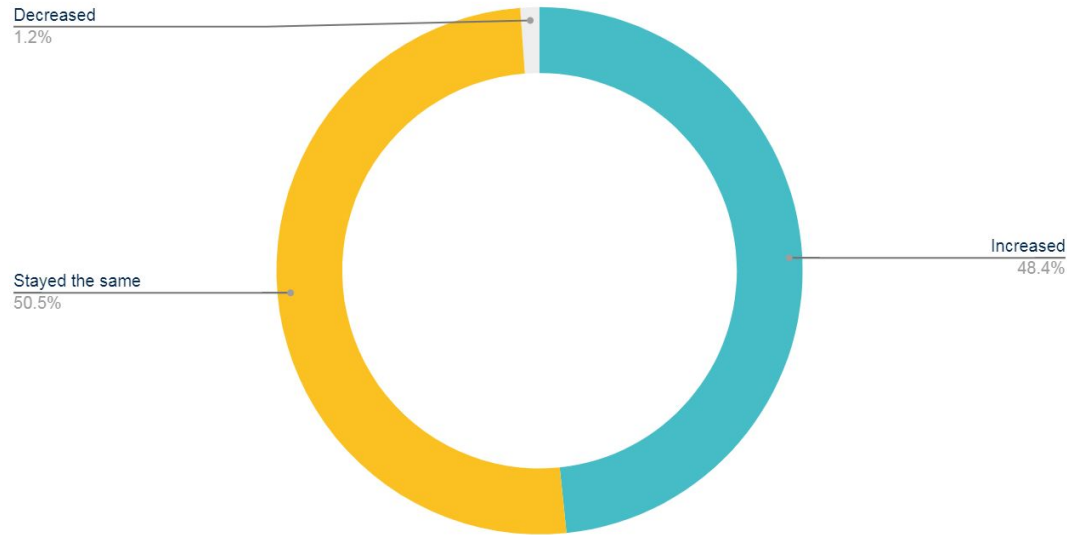


Q: What do you see as the biggest challenges facing your revenue team in 2021? (select all that apply)

Sales teams are turning to automation to deliver on their goals

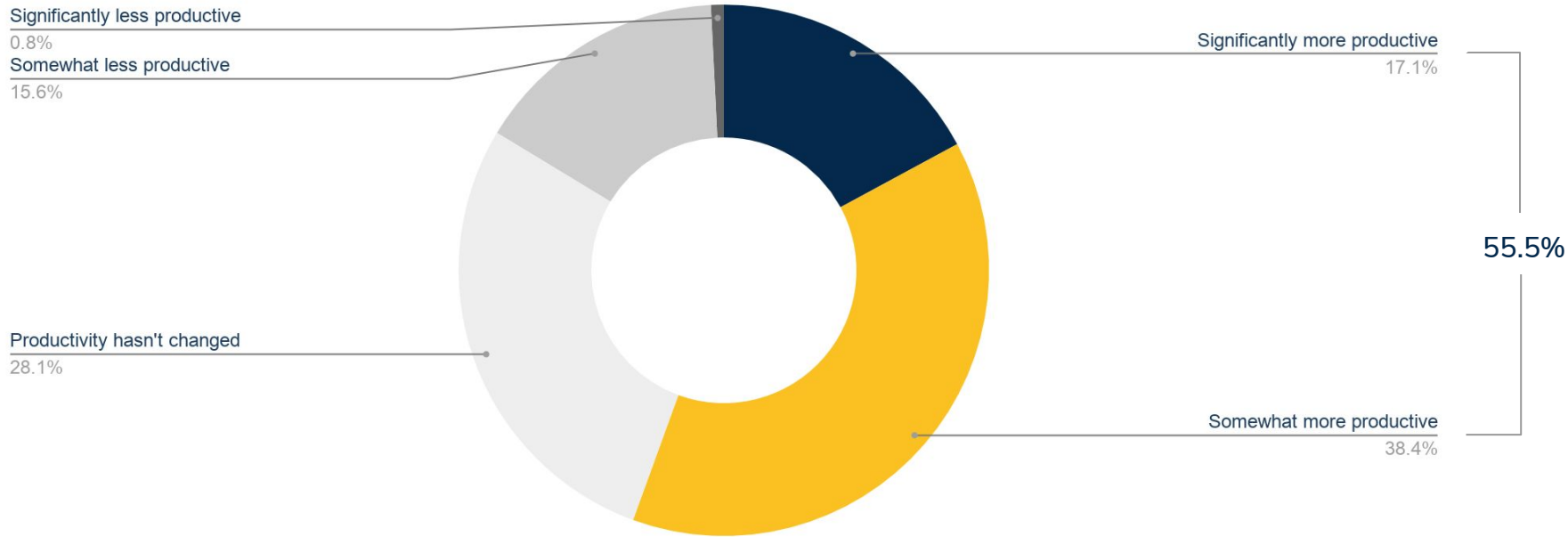
Nearly 50% of respondents have increased their use of sales automation technology post-pandemic and over 55% indicate they are more productive working remote. Further, 81% indicate that they have either delivered or outperformed on their goals while working remotely.

Nearly 50% of sales professionals have increased their use of sales automation technology



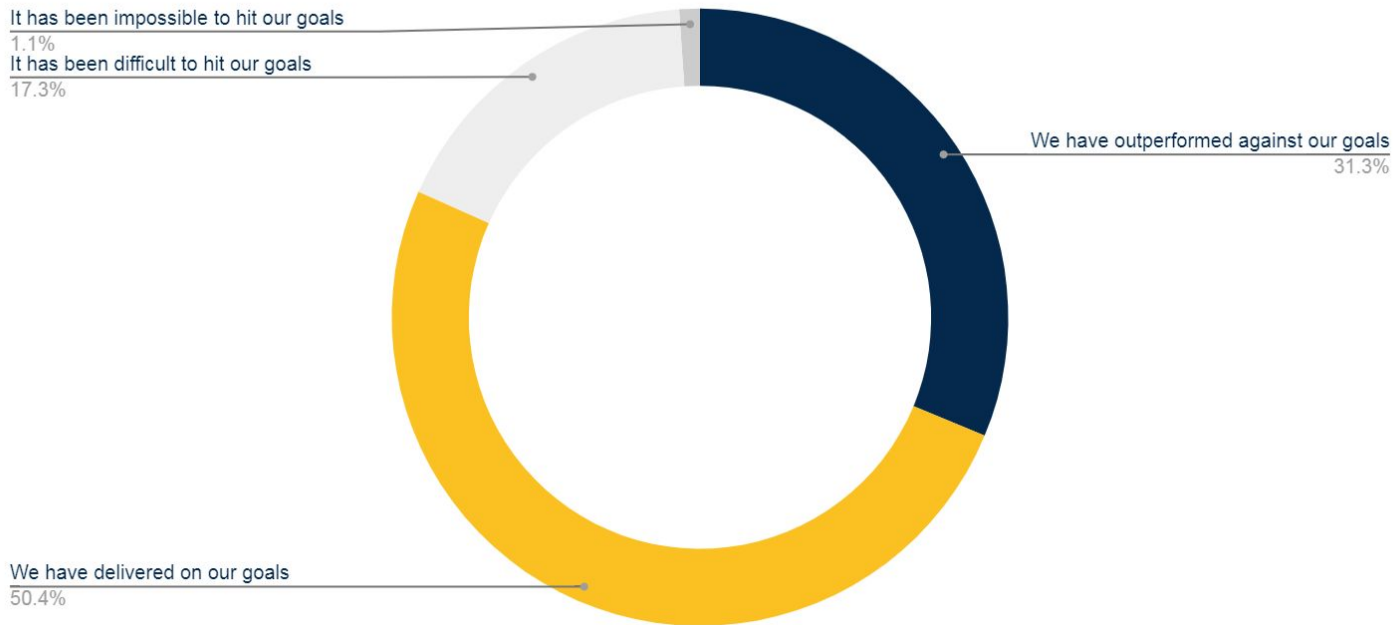
Q: How has your use of sales automation technology changed as a result of the shift to remote work?

Over 55% of sales professionals indicate they are more productive with remote working



Q: How has remote working affected your productivity?

Over 81% indicated they have either delivered or outperformed on their goals

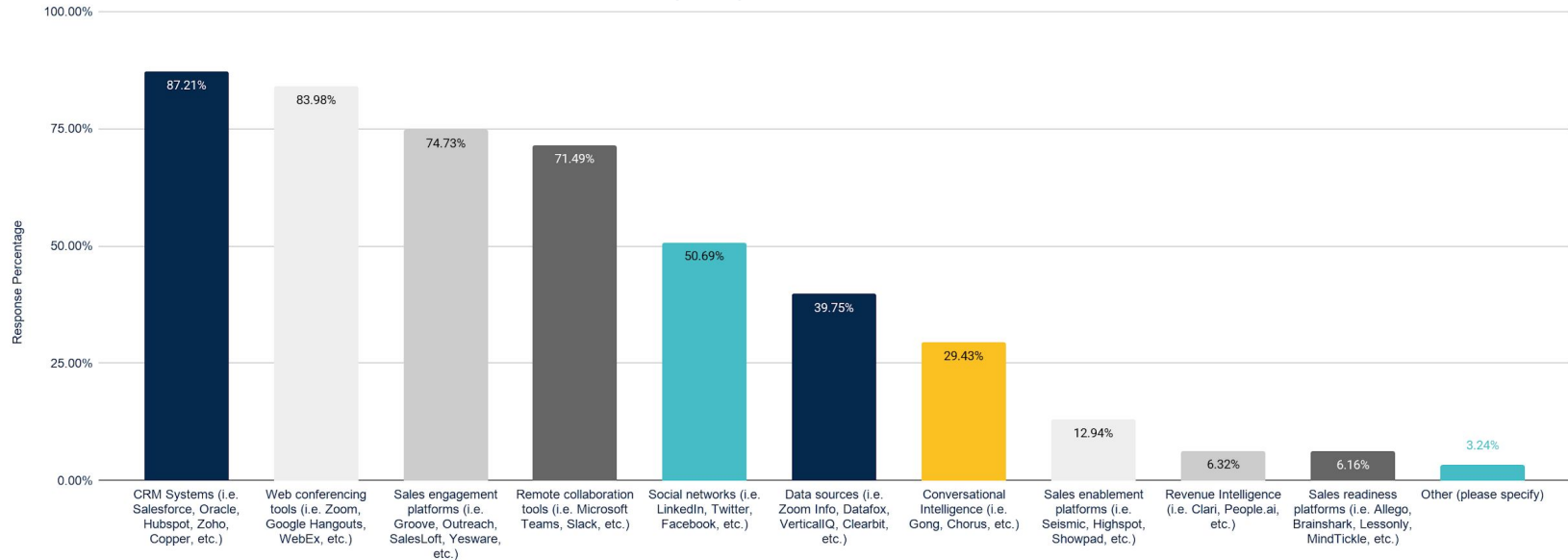


Q: How has remote working impacted your team's ability to deliver against their goals?

Sales engagement platforms play a vital role in digital transformation

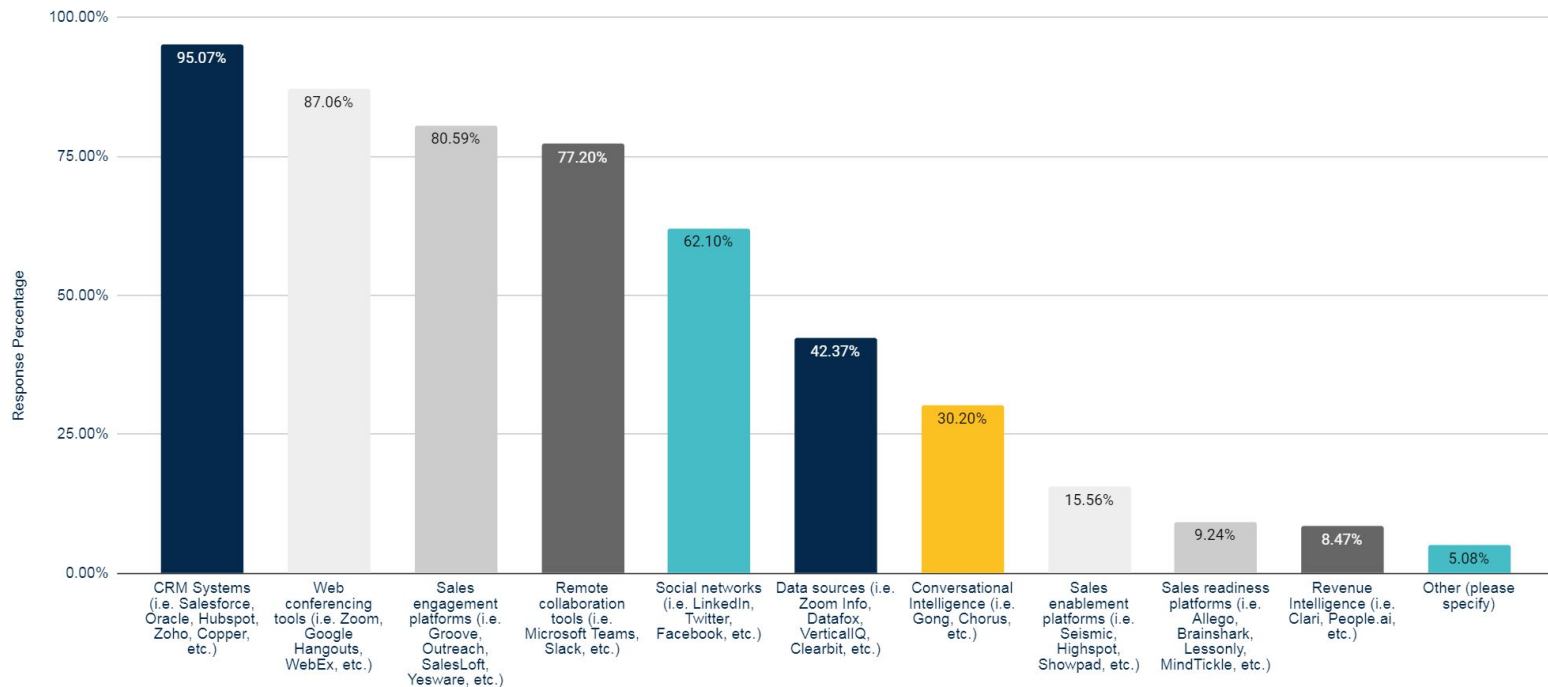
The top three sales technologies used by respondents: CRM systems (87%), web conferencing tools (84%) and sales engagement platforms (75%). These three areas outperform all others, including sales enablement platforms, conversational intelligence, data sources, sales readiness platforms, social networks, remote collaboration tools, revenue intelligence, etc.

The top three sales technologies used by respondents to work effectively while remote: CRM systems, web conferencing, and sales engagement platforms



Q: What sales technology has helped you work effectively in a remote work environment? (select all that apply)

Sales technologies will continue to be critical post COVID-19



Q: Which technologies will you continue to use, whether you are working remote or in-office?

Summary

Digital transformation has accelerated during the pandemic and will continue to impact business revenue for the foreseeable future. B2B industries have seen dramatic changes in the way that their teams function and interact with customers with the forced shift to remote work. No more sitting in an office with the sales team. No more handshakes and in-person meetings. So how are businesses coping with the shift to a remote work environment one year later?

To make this new norm work - to close deals and achieve revenue goals - B2B sales teams are relying heavily on sales automation. During these times of economic uncertainty, digital transformation is critical for sustained revenue generation.

At the top of the list are CRM systems, web conferencing tools and sales engagement platforms, a new category that Forrester Research claims is “poised to meet the moment.”

About Groove

Groove is the leading sales engagement platform for enterprises using Salesforce, specializing in ease-of-use, ease-of-administration, and cross-team collaboration. Built for the needs of full-cycle sellers, Groove automates non-sales activities so that pre- and post-sales reps can spend more time building relationships and generating revenue. On average, Groove gives revenue teams 20% of their time back to focus on higher-value activities. Groove's Salesforce-native architecture can be customized to align with industry-specific workflows while ensuring more accurate reporting and forecasting, lower compliance risk, and streamlined administration.

Over 50,000 sales representatives use Groove at some of the world's largest and fastest-growing companies, including Google, Uber, and Capital One. Groove has earned the highest customer satisfaction rating on G2 in the sales engagement category for over two years in a row.

Groove was named one of Inc. Magazine's Best Workplaces 2020 and is one of the 2020 Inc. 5000 fastest-growing privately held companies in the U.S. Groove also ranks #16 on the San Francisco Business Times' "fastest-growing private companies in the Bay Area in 2020" and #191 on the Deloitte 2020 Technology Fast 500 list. Founded in 2014, Groove is headquartered in San Francisco with offices in San Diego and Seattle. To learn more, visit groove.co.

