

2022: A New Era of Digital Transformation for Sales



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WHAT WE'LL COVER TODAY

- Exploring the go-to-market environment in 2022
- Diving into the data - Outreach's Forrester Survey Results
- Defining the Sales Execution Gap
- How to Close the Sales Execution Gap

Unpredictability
and uncertainty
are the new
normal



Technological
innovation is
accelerating



The face of the
workforce is
changing like never
before





The modern sales environment is rapidly-changing and ultra-competitive.

Many sales teams we speak to are struggling to fulfil their potential.



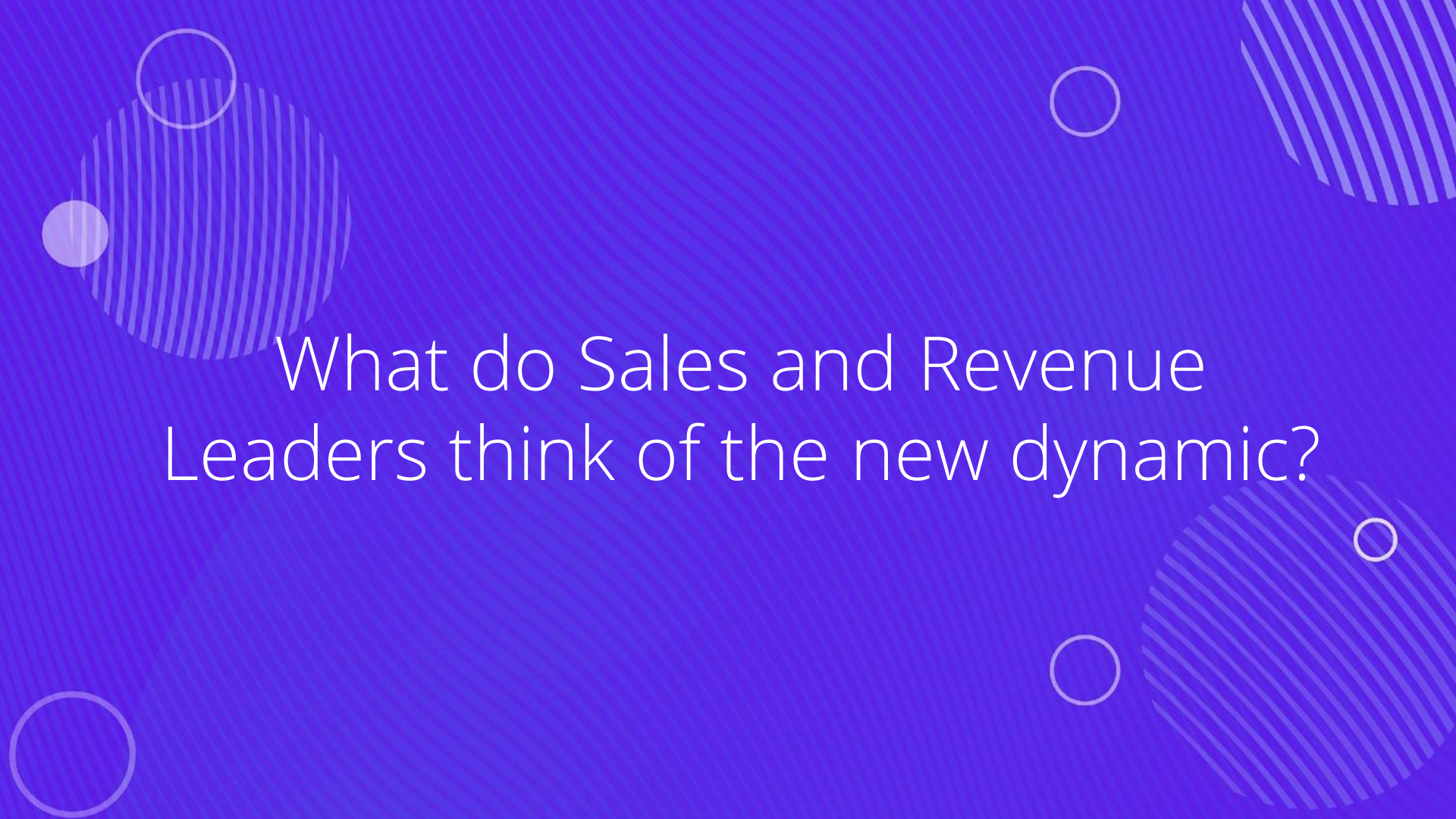
Outdated tools



Ineffective processes



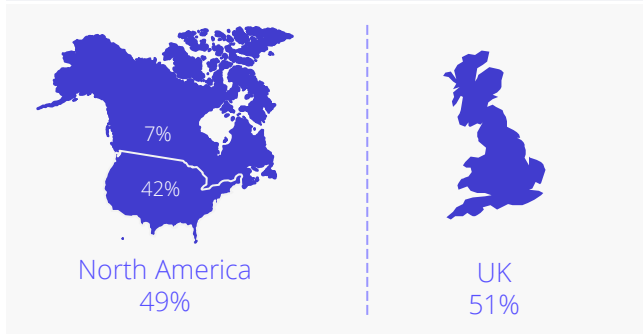
Poor forecasting

The background is a solid blue color with several abstract geometric elements. There are several circles of varying sizes, some of which are filled with a light blue color and others are hollow white outlines. Additionally, there are several circular areas filled with a pattern of thin, parallel white lines, creating a textured effect. The overall composition is modern and minimalist.

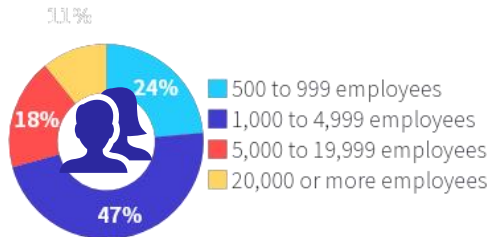
What do Sales and Revenue
Leaders think of the new dynamic?

Firmographics – We Surveyed 212 Respondents

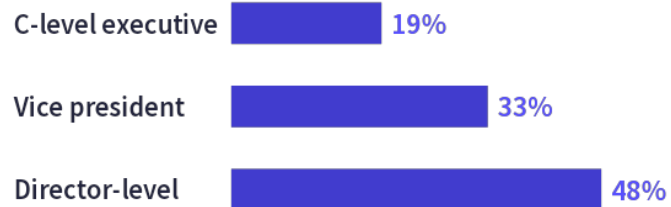
Geography



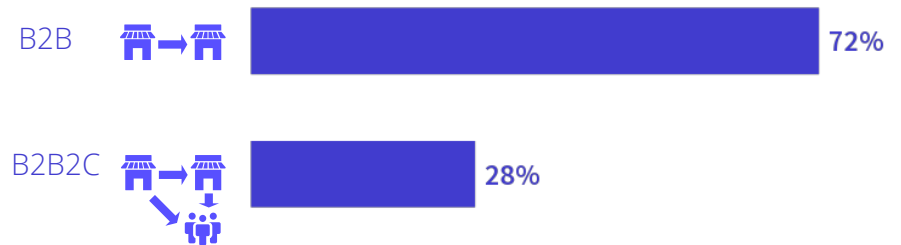
Company employee size



Respondent level



Business model



The background is a vibrant blue with a subtle, repeating pattern of small, light-colored geometric shapes. Overlaid on this are several larger, semi-transparent shapes: a large purple circle with vertical stripes in the upper left, a smaller purple circle with vertical stripes in the lower right, and several white-outlined circles of various sizes scattered across the frame.

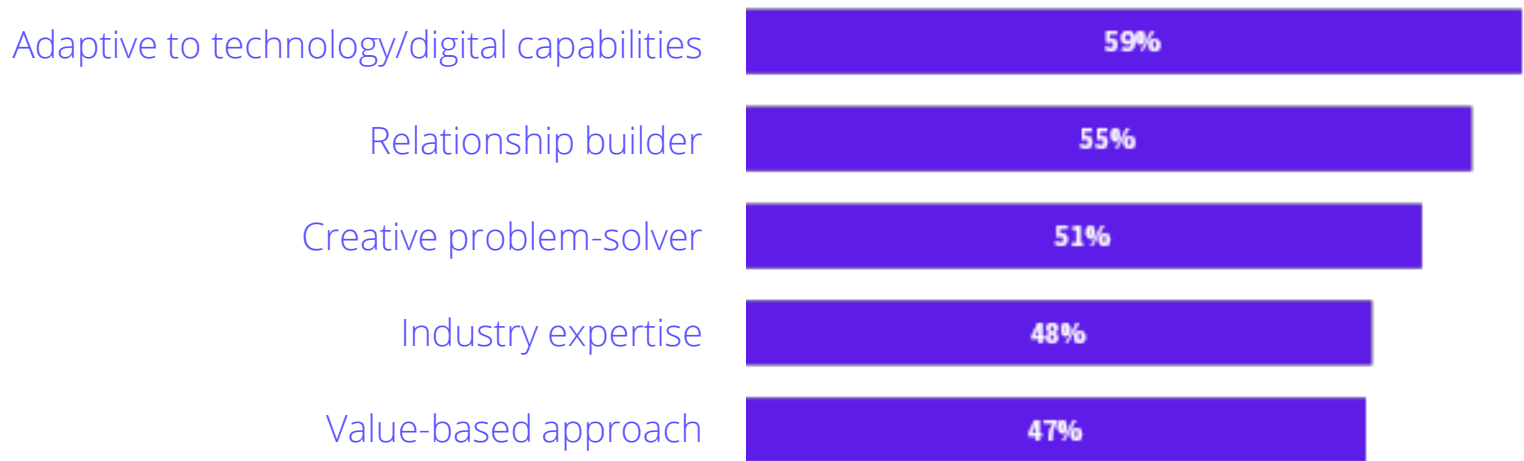
1

A Digital-First Mindset Is Essential For Success



Reps need strong tech and digital skills

QUESTION: What are the most valuable attributes in a sales rep?



The background is a vibrant blue with various geometric patterns. There are several circles of different sizes and colors (white, light blue, and purple). Some circles are filled with a fine, repeating pattern of small, light-colored shapes. The overall aesthetic is modern and abstract.

2

Forecasting is ineffective and needs a
new level of focus



Forecasting is flawed and inefficient at many organisations



60%

of sales leaders say their forecast methodology is inconsistent or qualitative in nature

BASE: 212 sales leaders in various industries across North America and the UK
SOURCE: A commissioned study conducted by Forrester Consulting on behalf of Outreach Corporation, August 2021



47%

of sales leaders say they typically miss forecasts by 15-25%



25%

of sales organizations spend over 100 hours a week on forecasting

SOURCE: LinkedIn poll conducted by Outreach with 65 respondents, September 2021.

The background is a solid blue color with several decorative elements. There are several circles of varying sizes and colors (white, light blue, and purple). Some of these circles contain diagonal stripes. A central white circle with a blue border contains the number '3'.

3

Building diverse teams of sellers will help organisations hit their targets

Workforce dynamics create new challenges



QUESTION: What are the top challenges you currently face in your role?

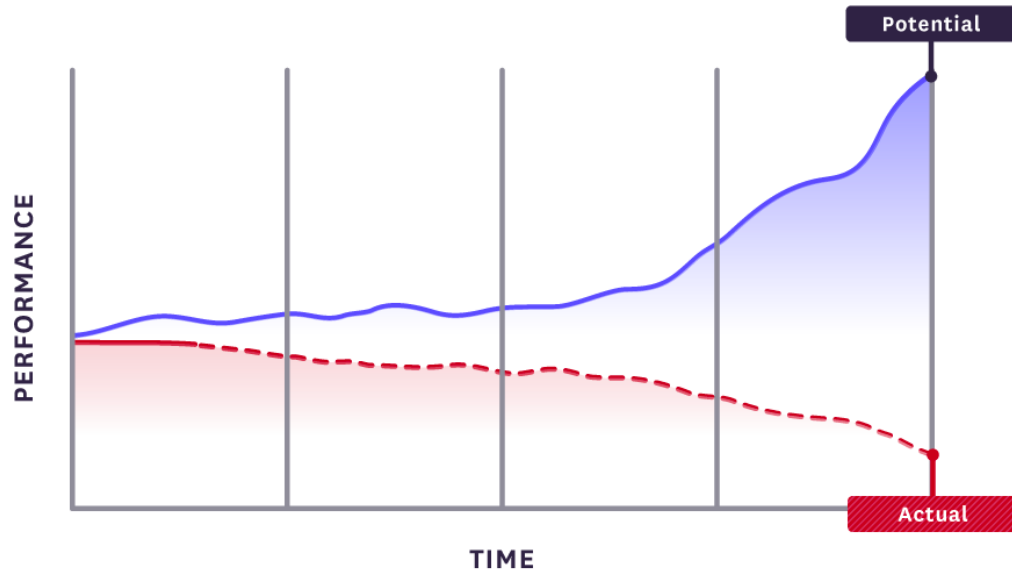


BASE: 212 sales leaders in various industries across North America and the UK
SOURCE: A commissioned study conducted by Forrester Consulting on behalf of Outreach Corporation, August 2021

The background is a solid purple color. It features several abstract geometric elements: a large circle with vertical blue lines in the upper left; a smaller solid blue circle to its left; a white outline circle above the large lined circle; a white outline circle in the upper right; a white outline circle in the lower left; a white outline circle in the lower right; and a large circle with diagonal blue lines in the lower right.

Getting a high-performing sales team
together is only half the battle

The Sales Execution Gap is widening



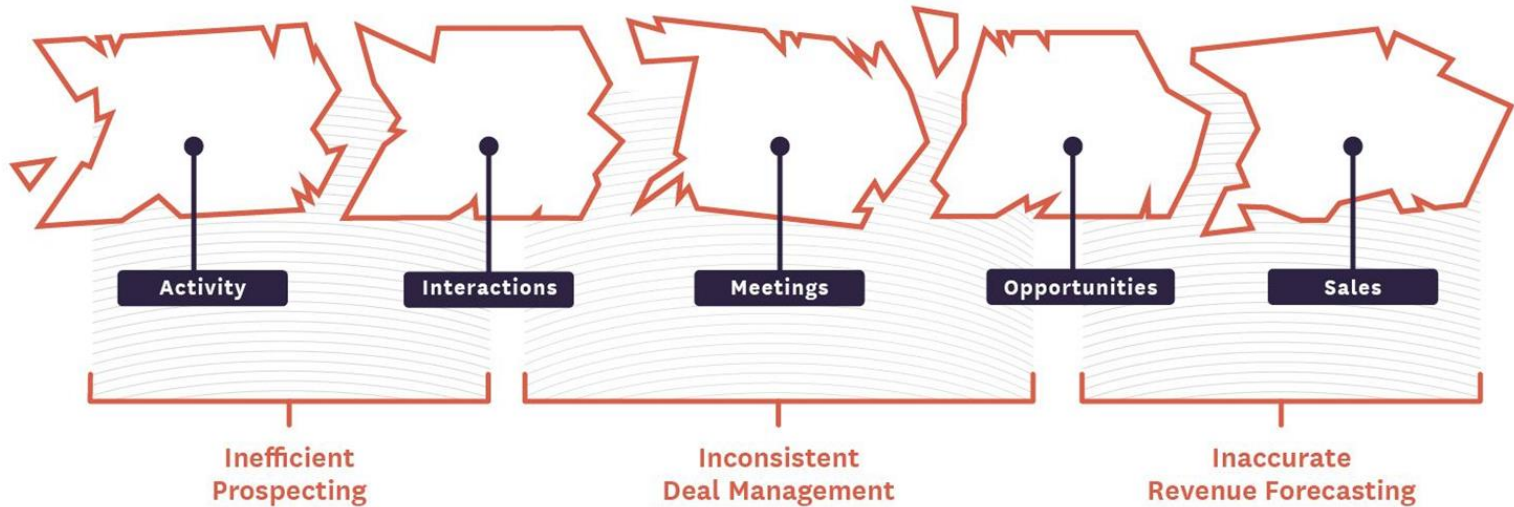
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**How do you reach
your potential?**

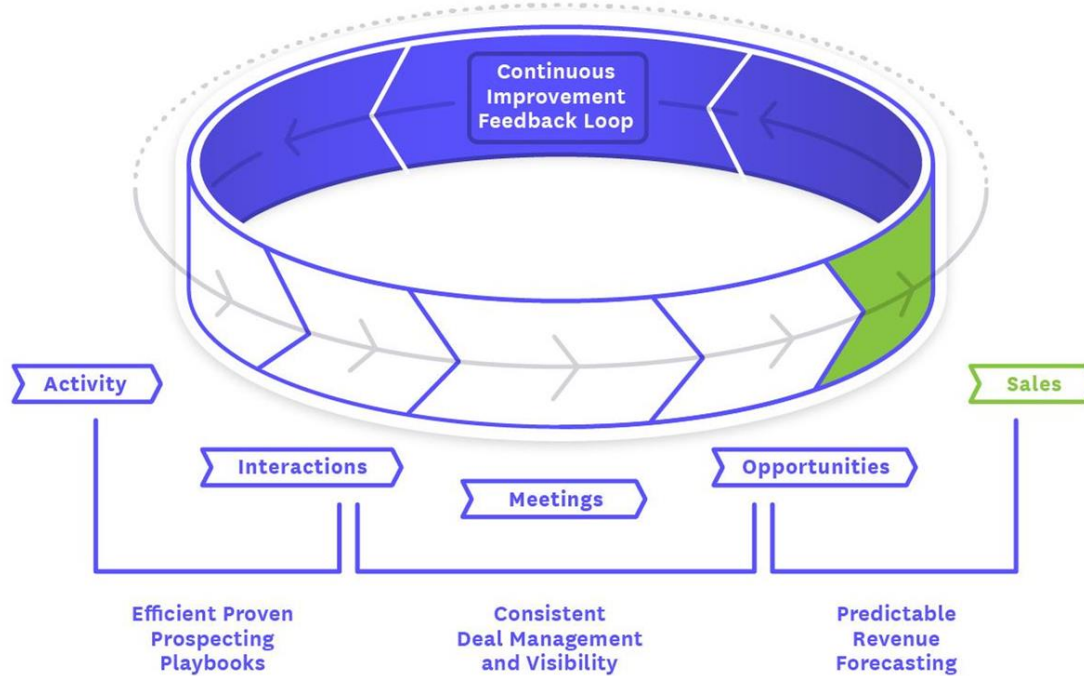
Traditional Solutions

- More sellers
- More product
- More volume

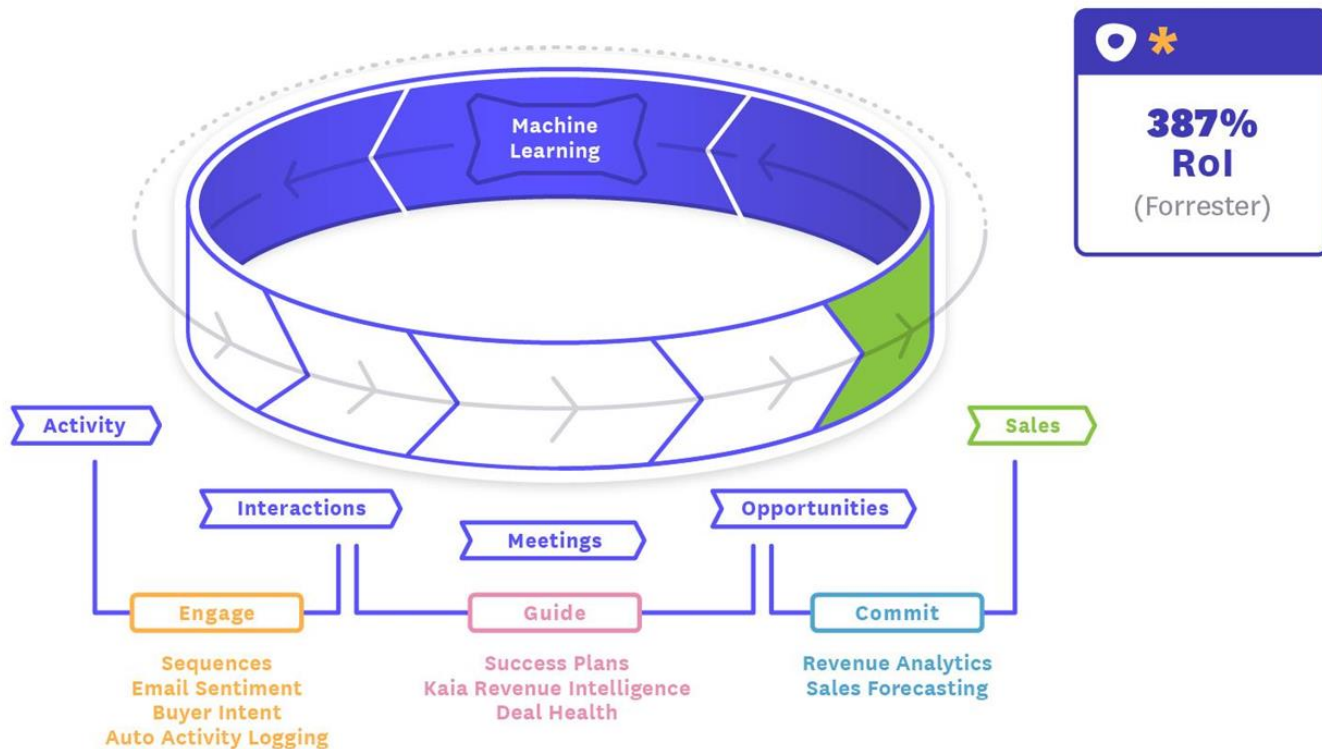
What does the Sales Execution Gap look like when the system is failing you?



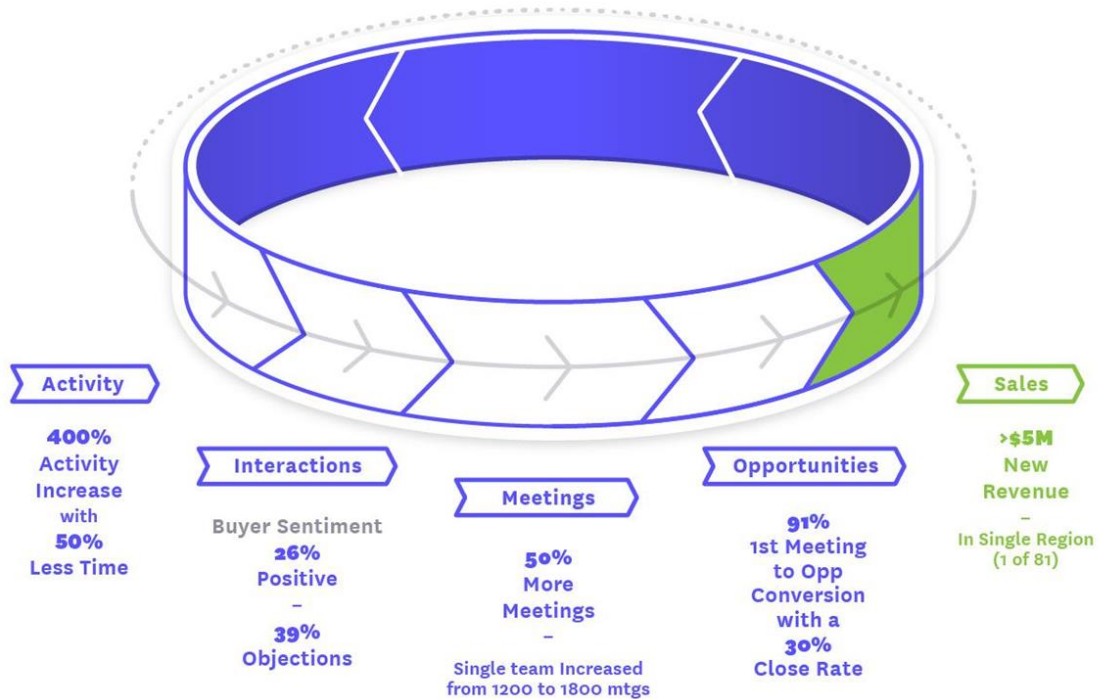
Closing the Sales Execution Gap



Outreach's Sales Execution Platform



Outcomes a Fortune 100 company drove with Outreach



THE LEADING SALES EXECUTION PLATFORM



Named a leader in the Forrester Wave:
Sales Engagement Q3 2020



5/5 rating from Forrester on Security



Top 3 CRMs Invested In Outreach
(Salesforce, Microsoft, & SAP)

