

RESEARCH SPOTLIGHT

Sales Analytics

Excerpts from the *2015 State of Sales* report



This spotlight looks at a few results from the “2015 State of Sales” report, providing a quick takeaway of how analytics is transforming sales.

About the “2015 State of Sales” report

Salesforce Research recently surveyed more than 2,300 global sales leaders to discover:

- The unifying goals, stumbling blocks, and success metrics for today’s sales teams
- How high-performing sales teams are evolving to stay ahead of the curve
- Areas where sales is doubling down to supercharge business in the next 12–18 months

Conducted in early 2015, the survey resulted in responses from 2,372 full-time global sales leaders¹ from the U.S., Canada, Brazil, U.K., France, Germany, Japan, Australia, and New Zealand. It was brought to life in the “2015 State Of Sales” report, a valuable overview of technology and performance insights from global leaders.

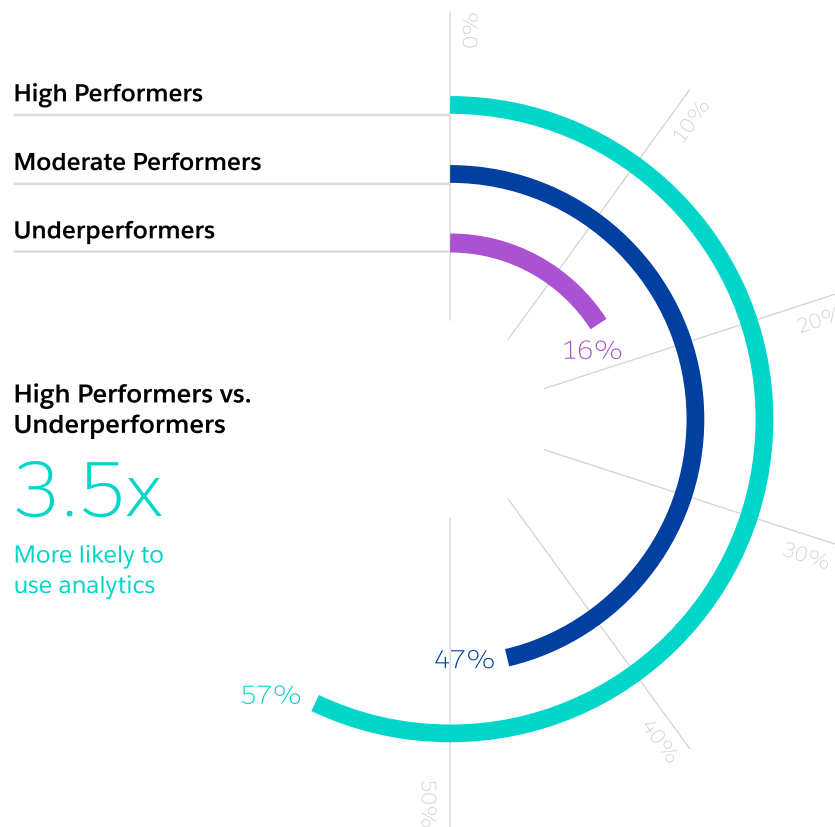
¹Due to rounding, not all percentage totals in this report equal 100%. Respondents included customers and contacts who had opted in as well as third-party panelists.



Where there's analytics in use, there's likely a winning sales organization. **High-performing sales teams are 3.5x more likely than underperforming teams to use sales analytics.** Top teams are also 4.6x more likely than underperformers to rate their basic sales analytics capabilities as outstanding or very good. For these leading teams, analytics likely provide visibility into accounts and help dictate where to focus energy for the most productive customer and prospect conversations.

High-Performing Sales Teams Are 3.5x More Likely to Use Sales Analytics than Underperforming Teams

The gap between the sales analytics “haves” and “have-nots” will shrink as underperformers increase their use by more than 180% over the next 12–18 months.



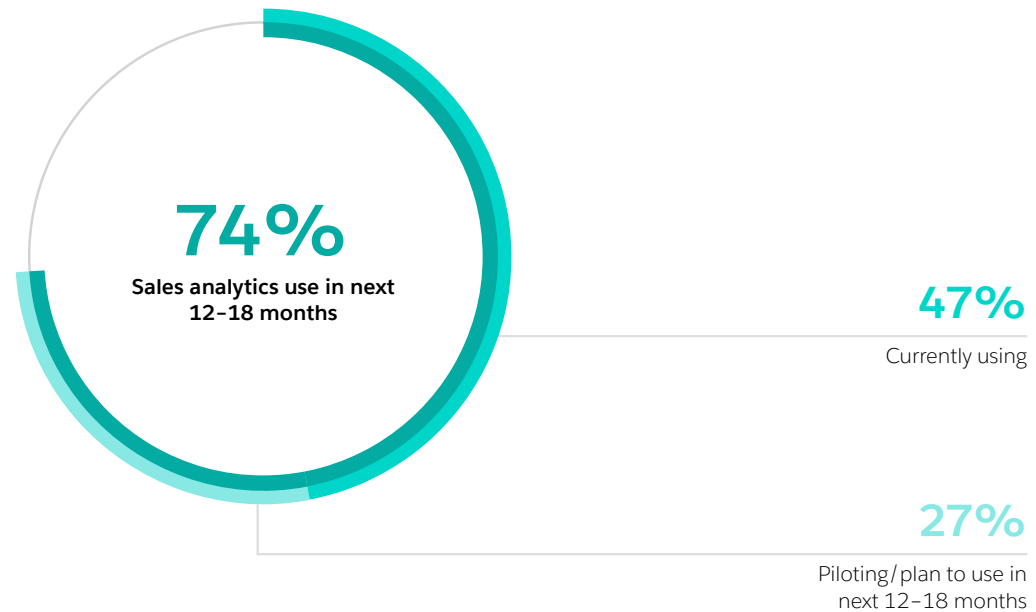
While high performers have already cracked the code on analytics, the surge among sales teams at all levels is spiking and expected to continue.

Among all sales organizations surveyed, there's a 58% increase in planned sales analytics use from 2015 to 2016. With this rise in new technologies making it easier for reps to derive real-time insights, we expect sales organizations to widely increase and improve their sales analytics capabilities.

Current use of technologies like predictive analytics is comparatively low, but sales leaders across the board value adding it as a sales function; more than twice as many are piloting or planning to use in the next 12-18 months (135% growth).

Huge Growth Expected in Analytics Use

Seventy-four percent of sales leaders are using or piloting/planning to use sales analytics in the next 12-18 months.



Predictive Analytics Use

