

BENCHMARK STUDY



REVVING UP REVENUE

Examining the impact of sales tech
on high-performing teams.



In partnership with



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Executive summary

Top-performing sales teams spend 72% of their time on non-sales activity. This study shows that a substantial amount of time is spent managing data flow among an average of 10 sales tech tools. It identifies the most important tools in the sales tech stack and ways to maximize sales velocity and productivity by optimizing the tech stack for both efficiency and effective sales performance.

In partnership with Momentive™, Cirrus Insight® conducted a survey of Sales Leaders (Q3 2022) to look at the sales tech stack in use by organizations today. We assessed how these tools are impacting quota attainment and headcount, as well as which ones deliver the best ROI for high-performing organizations.*

Amid all the shiny objects of sales tech, which tools are truly effective to close deals and meet — or exceed — quotas? And which ones should you apply to your business?

[* See Methodology and Demographics](#)

How can you do more with less?

Business-to-business sales teams are forced to be leaner without compromising on performance. So, sales organizations across industries must focus on using tools that maximize productivity and performance among their teams.

Right now, **sales teams use an average of 10 sales tools to close a deal.** And they're spending less than 30% of their week on revenue-generating activities.¹ In other words, they're spending too much time going in and out of tech tools and not enough time on making sales.

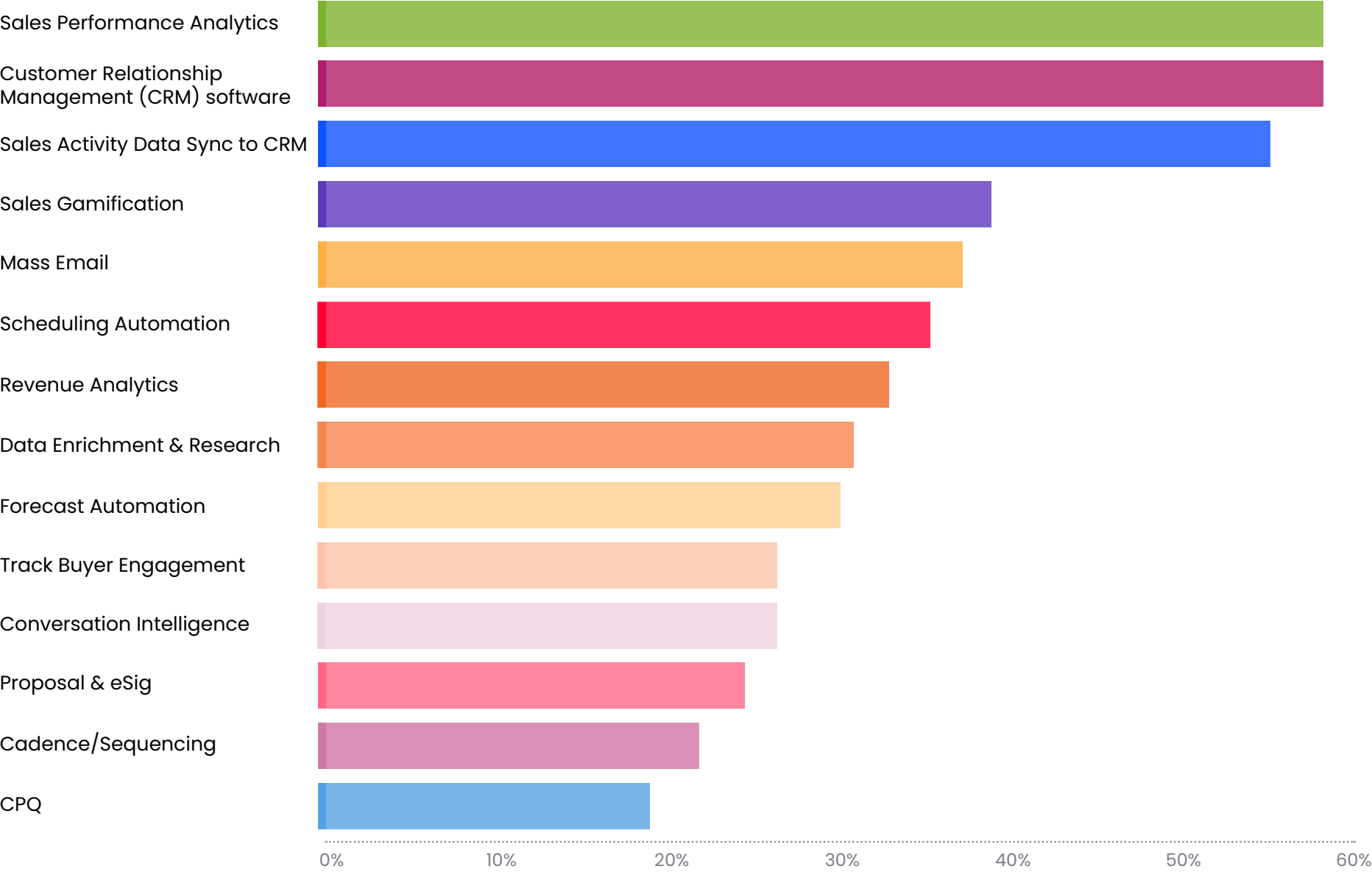


28%

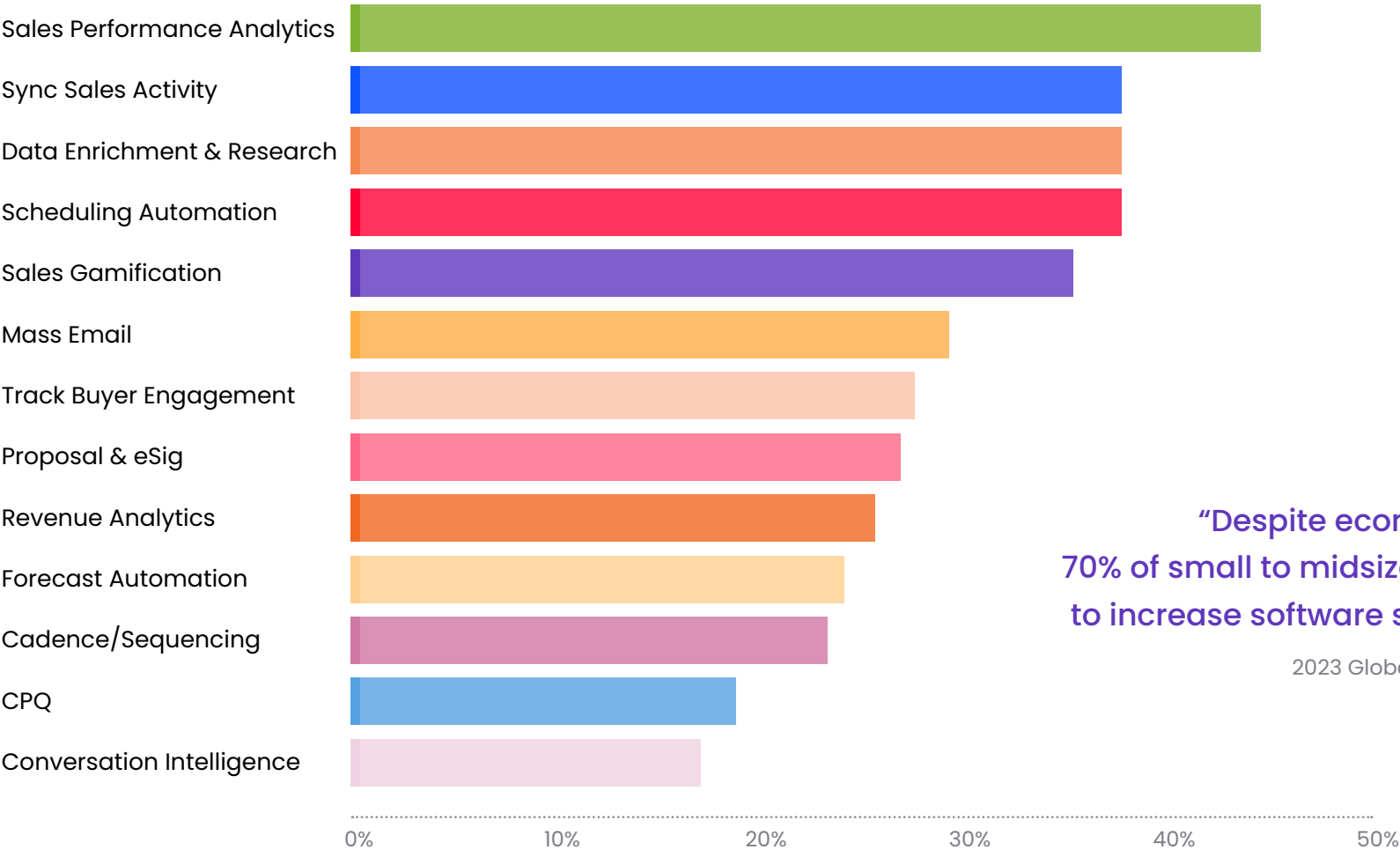
of a sales team's work week is actually spent on selling.

Salesforce: State of Sales, 5th Edition - <https://www.salesforce.com/resources/research-reports/state-of-sales/>

Sales tools currently used by high-performing teams.



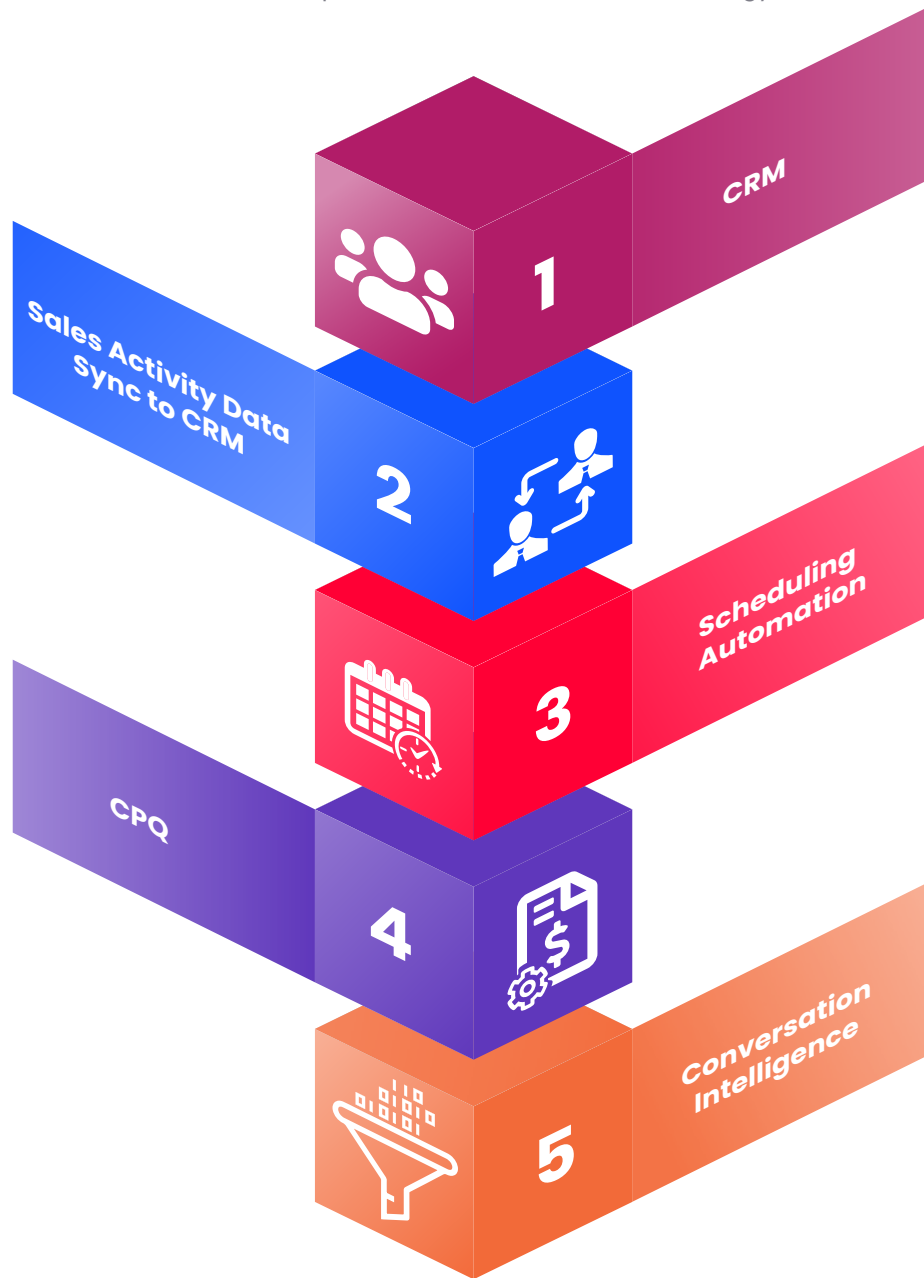
In 2023, organizations plan to implement these sales tools.



“Despite economic headwinds, 70% of small to midsize businesses plan to increase software spending in 2023.”

2023 Global Software Buying Trends,
Gartner Digital Markets

What are the Top 5 most often used sales technology tools?



Top 5 most often used sales technology tools

The most used — and most effective — sales technology tools, which were typically used “a few times a week or more,” helped sales teams achieve 75% to 89% of quota.

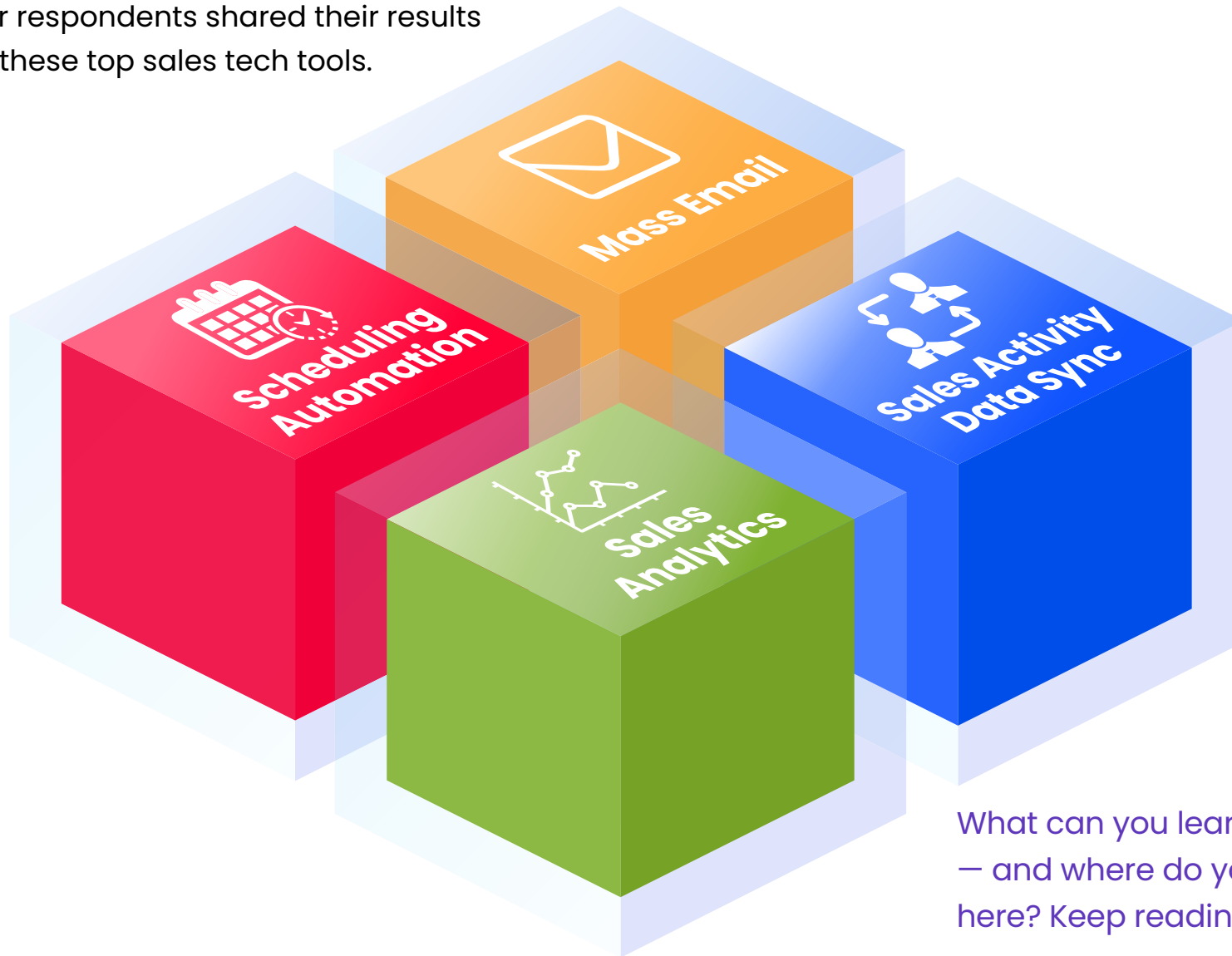
Purchase decision drivers

When looking at the sales tools that helped achieve the highest quotas of 90% or more, the purchasing drivers were clear:

-  **Productivity**
-  **Performance**
-  **Velocity**

Tools that provide an edge

In the drive for productivity, performance, and velocity, our respondents shared their results from using these top sales tech tools.



What can you learn from them
— and where do you go from
here? Keep reading.

56%

use a Sales Activity Data Sync tool today.



Sales Activity Data Sync

Sales Activity Data Sync is a leading tool among high-performing sales teams. It enhances sales process velocity and productivity with a faster return on investment than other sales tech tools. Sales Activity Data Sync is an automated process that monitors email threads, calendar, events, and tasks to sync those activities directly into the relevant CRM record.

Of the survey respondents who experienced an increase in sales quota in 2022, 36% indicated that the main advantage of synchronizing sales activity data was an improvement in sales velocity.

48%

achieved over 76% of their 2021 sales quota using Sales Activity Data Sync. And 46% stated that they were on track for quota attainment of 76% or higher by June 2022.

19%

say they've received 100% payback in sales activity sync in less than six months, and 28% indicated a payback period of six to 11 months.

Mass Email

To accelerate the sales process, high-performing organizations implement smart tools to communicate at scale with customers and prospects. Mass Email is an inbox toolset enabling the simultaneous sending of personalized email templates to a list of contacts.

Using 1:1 personalized email communication at scale allows reps to continue to send the focused messages that convert while layering other productivity and enablement tools like syncing email activity to the CRM and including Scheduling Automation in mass communications. The result? Higher email-to-meeting conversion rates.

Mass Email capabilities pave the way for spending time on sales activities that matter most.

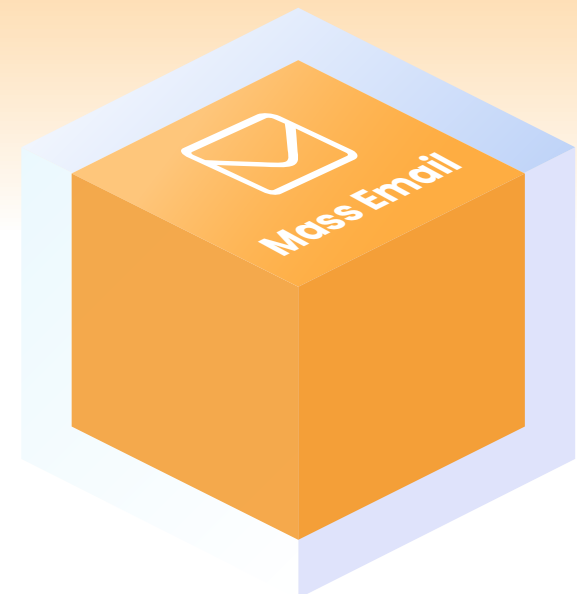
With Forecast Automation and Scheduling Automation taking the lead, Mass Email tools had the third-fastest payback — in less than six months time — among all tools in use.

It's unanimous!

Among the Sales Leaders who responded, Mass Email was the only tool unanimously noted as impacting sales organization growth rates from 2021 to 2022.

35%

use a Mass Email
tool today.



35%

of respondents
currently use
a Scheduling
Automation tool.



Scheduling Automation

Customer and prospect meetings are a leading indicator of real buyer intent and forecast accuracy.

Scheduling Automation provides the ability to customize and share calendar availability with external prospects and customers for easy scheduling across multiple internal teams.

Increase sales velocity and meet quota attainment goals by streamlining the scheduling process. Use tools that allow AEs, CSMs, and SDRs to book meetings on behalf of team members, reducing friction and simplifying the process. By making it easier for customers and prospects to schedule meetings, an organization increases the likelihood that a customer or prospect will convert, resulting in increased meeting attendance and improved chances of closing deals.

Customer and prospect meetings are a leading indicator of real buyer intent and forecast accuracy.

Sales Performance Analytics

Today, data drives every aspect of every industry — especially sales. But chasing data can be time-consuming, stealing time from chasing sales. Plus, data must be transformed into actionable insights, or all those numbers are useless.

Sales Performance Analytics enables visibility into how sales activity data correlates to performance, providing predictive insights and opportunities.

With sales teams spending more than 70% of their time on non-revenue-generating tasks, analytics tools are key to increasing velocity — and nearly half of companies surveyed plan on adding analytics to their sales tech stack in 2023.

Sales Performance Analytics delivered
a high quota increase with a low increase in headcount.

48%

of respondents
currently use a
Sales Performance
Analytics tool.



The bottom line

High-performing sales organizations reaching quota attainment are most frequently using CRM, Sales Activity Data Sync, and Sales Performance Analytics. Sales Performance Analytics was the clear contender for 2023 technology investments being made by Sales Leaders.

To get the most value from your Sales Performance Analytics Platform, you need Sales Activity Data Sync, Scheduling Automation, and Mass Email tools to increase sales productivity and velocity, and to create the activity data building blocks that fuel your analytics in real time.

This intentional tech stack allows you to capture and aggregate sales performance data, turning interactions with customers and prospects into insights and leveraging performance data for better one-on-ones, forecast accuracy, and real-time visibility into pipeline health.

Sales teams waste

72%

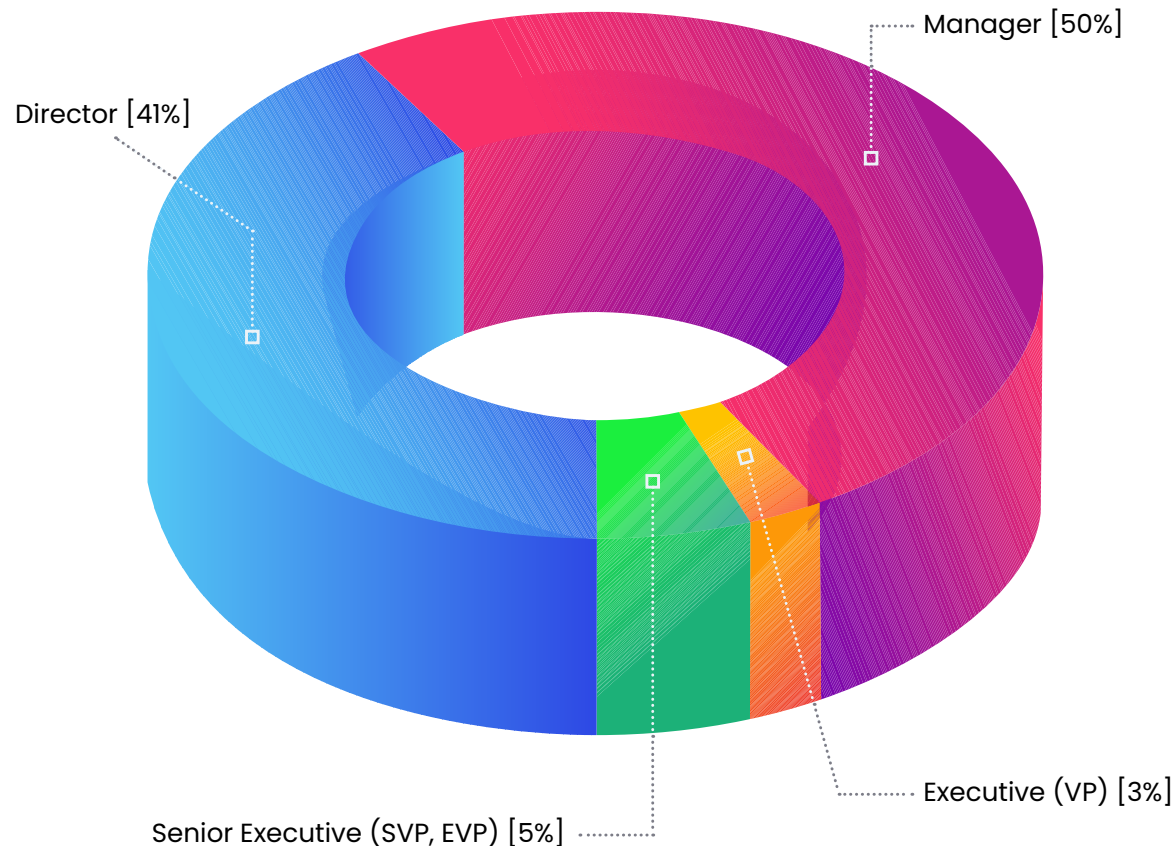
of their week on
NON-selling tasks.

On average, sales
teams use

10

tools to close deals.

Which best describes your current position within your company?



Methodology and respondent demographics

Survey results, collected in Q3 of 2022, asked respondents about their quota attainment and performance based on a full year in 2021, as well as quota achieved through June 2022 when the study was launched.

Of the 204 Sales Leader Respondents, 61% have purchase authority, and 25% have influence in the decision-making process.

Results are focused on responses from Sales Leaders who are involved in the purchase process and have some authority over the sales tech stack.

About momentive

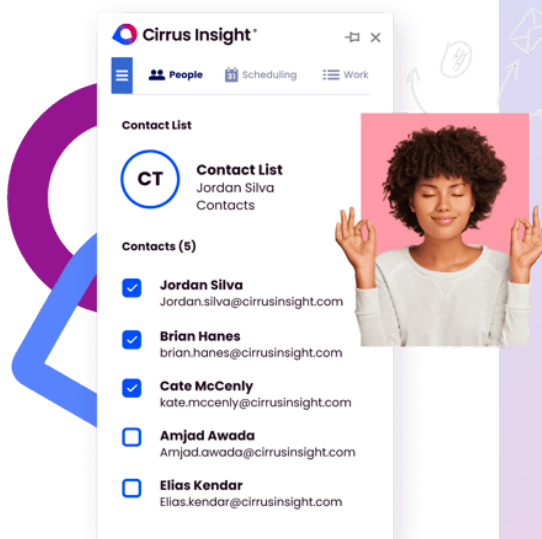
Momentive, maker of SurveyMonkey, empowers people with the insights they need to make business decisions with speed and confidence. Our experience and insights management solutions connect millions of users at 330,000+ organizations worldwide with AI-powered technology and up-to-the-minute insights, so they can shape what's next for their products, industries, customers, employees, and the market. Learn more at momentive.ai.

Cirrus Insight® completely eliminates CRM friction from your day.

Cirrus Insight works behind the scenes to automatically sync your activity data to Salesforce without the need for excess data entry. Events, emails, and other activities are automatically added to records in Salesforce.

Cirrus Insight removes unnecessary administrative tasks so you can uncover your best opportunities. You can identify the hottest leads and make communicating with prospects predictable and easy, so you can focus on the right opportunities at the right time.

With the power of Cirrus Insight in your inbox, you'll increase your sales conversions, hit your KPIs, and get the recognition you deserve as a peak performer. Try it now and see the difference it can make.



The inbox integration tool sales teams love.

-  **Salesforce Sidebar**
Get the power of Salesforce without leaving your inbox.
-  **Sync**
All your activities are automatically synced between your inbox and the record in Salesforce.
-  **Sales Cadences**
Automatically trigger personalized emails, calls, and calendar reminders.
-  **Scheduling**
Automatic scheduling that helps eliminate the back-and-forth.
-  **Buyer Signals**
Identify the hottest leads and make communicating with prospects predictable and easy.

PLUS MORE...

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reviews in the AppExchange
★★★★★



Available on
AppExchange



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