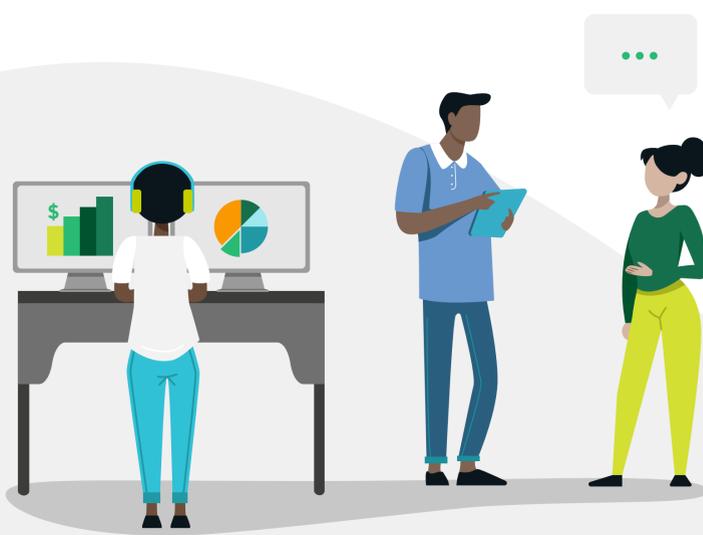


# BCG Digital Sales Market Insights

VOLUME FOUR

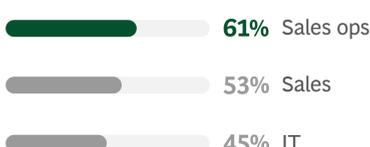


## The State of Technology for Inside Sales Functions

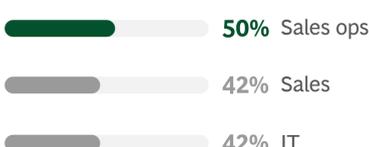
In the fourth survey of an ongoing series, BCG partnered with the American Association of Inside Sales Professionals to examine how inside sales teams implement and use technology. The survey of C-suite-level business leaders at Fortune 500 companies shows that although most organizations understand the critical role of technology, many are not assessing the productivity improvement that these tools deliver or are not using them to create a competitive edge.

**1** Most organizations centralize their sales technology, and the sales operations function controls strategy, budget, implementation, and maintenance.

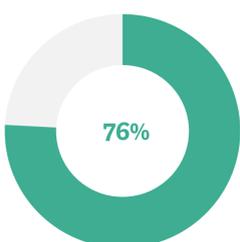
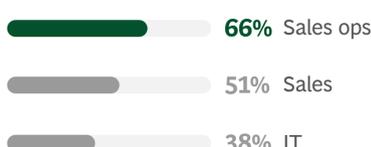
### STRATEGY OWNER



### BUDGET OWNER

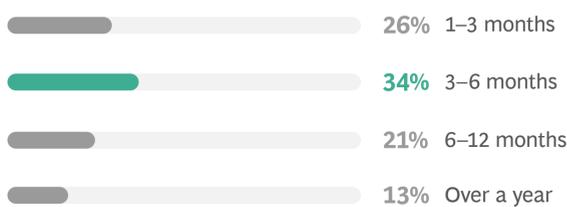


### IMPLEMENTATION AND MAINTENANCE OWNER



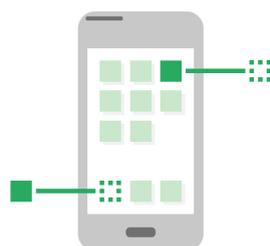
of survey respondents say that new tools must be centrally approved before they can be acquired

### THE PROCESS TO ASSESS AND ACQUIRE A NEW APPLICATION OR TECHNOLOGY TYPICALLY TAKES SEVERAL MONTHS



**2**

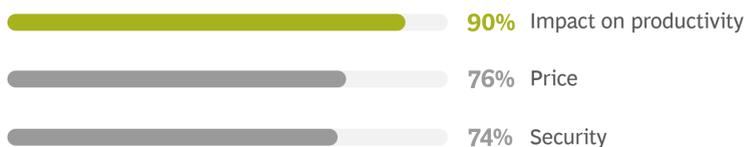
The decision to acquire new technology is typically made at a central level for the entire organization—an approach that may limit agility.



**3** Productivity is the biggest consideration when assessing new technology ...



### WHAT FACTORS DO YOU TAKE INTO CONSIDERATIONS WHEN YOU EVALUATE A NEW TOOL/APPLICATION?



... yet more than one-fourth of companies have no process for assessing the continued value of new technology over time.

### DO YOU HAVE AN ONGOING PROCESS TO AUDIT THE CONTINUED UTILITY/VALUE OF TOOLS/SOFTWARE AND EVOLVE THE TECH STACK OVER TIME?



42%

Data lives in too many different tools

42%

We lack AI-enabled tools or predictive analytics

37%

Data quality is poor

**4**

Inside sales teams report several common pain points.



**5** Most companies have an opportunity to leverage technology more effectively.

**39%** | Our tech stack is a source of differentiation and competitive advantage

**35%** | Our team is measured and incentivized in a way that drives optimal use of tools and technology



**1** Cross-sell and upsell recommendations

**2** Customer transaction data and engagement history

**3** AI-driven recommendations and next-best action prompts

**6**

The data most valuable to inside sales reps at the point of sale consists of insights that can boost revenue.