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

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

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

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

1 Cross-sell and up-sell recommendations
2 Customer transaction data and engagement history
3 AI-driven recommendations and next-best action prompts

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

90% Impact on productivity
70% Price
70% Security

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

90% Impact on productivity
76% Price
74% Security

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

26% 1–3 months
34% 3–6 months
21% 6–12 months
13% Over a year

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

90% Impact on productivity
70% Price
70% Security

THE DECISION TO ACQUIRE NEW TECHNOLOGY IS TYPICALLY MADE AT A CENTRAL LEVEL FOR THE ENTIRE ORGANIZATION—AN APPROACH THAT MAY LIMIT AGILITY.

Most companies have an opportunity to leverage technology more effectively.

39% 42% 37%

Cross-sell and up-sell recommendations
Customer transaction data and engagement history
AI-driven recommendations and next-best action prompts

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

All respondents say that new tools must be centrally approved before they can be acquired.

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.

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.