

Cut-and-paste no longer cuts it

Gone are the days of cold calling and cut-and-pasting of boilerplate email copy. Today, success is about quality over quantity. **It means nurturing genuine relationships one-on-one, rather than firing off mass correspondence to huge audiences.**



Three key themes

Each part of a successful process

Build and strengthen relationships with key prospects

When it comes to empowering a sales team to build and organize relationships with target accounts, findings prove that data management—of contacts, leads, accounts, and opportunities—ranks as the most effective component.



Provide prospect insights and recommendations to inform next steps

79.7% of respondents who are successful in achieving their organizations' goals indicate their use of data and consumer insights used to move deals forward is effective.



Engage at scale

33.1% of respondents at organizations that achieve their goals say the key to success is providing sellers with access to the right tools and management platforms. 24.3% attributed their success to their defined sales process which advances leads through the funnel.

