HubSpot

Sales Trends Report

Table of Contents

FOREWORD 3
Challenges + Opportunities in the 2024 Sales Landscape

INTRODUCTION 6
The Evolution from Sales Rep to Consultant

CHAPTER 1 11
The Informed Buyer + Self-Service Sales

CHAPTER 2 17
How Sales Teams are Using AI + Automation

CHAPTER 3 21
The Impact of Tighter Budgets

CHAPTER 4 24
The Importance of Maintaining Relationships

CHAPTER 5 26
Sales Performance Benchmarks

CHAPTER 6 31
How to Better Enable Sales Teams

CHAPTER 7 41
Sales Team Culture + Hybrid Work

Foreword:

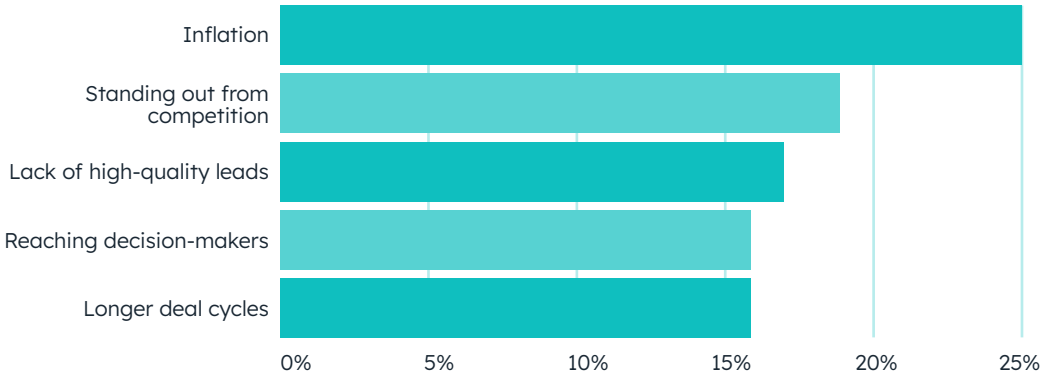
Challenges + Opportunities in the 2024 Sales Landscape

Christian Kinnear
Chief Sales Officer, HubSpot

Sales teams are continuing to grapple with the lingering impacts of the very challenging 2023 macroeconomic environment—but we're approaching the light at the end of the tunnel.

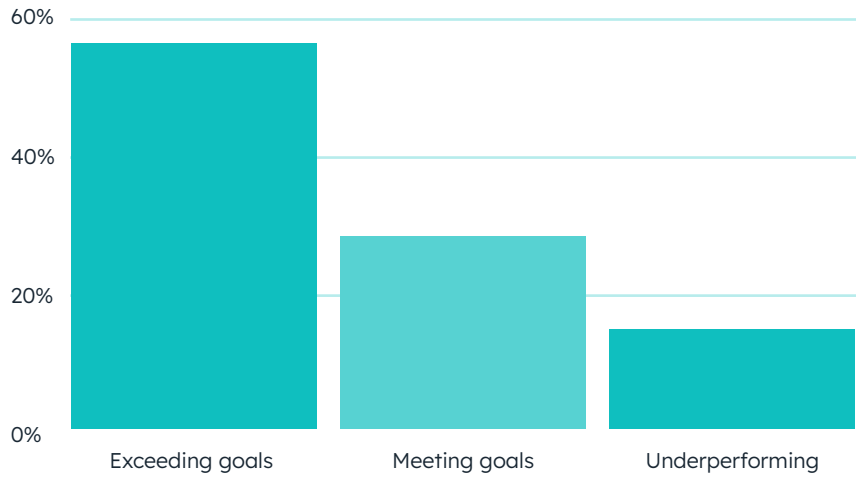
Sales professionals' primary goal is to exceed their target or quotas — but this past year, it has taken more work to get there. Over half of them, 54%, say selling has been harder this year than it was before, due to inflation, stiff competition, a lack of high-quality leads, challenges reaching decision-makers, and longer deal cycles.

Challenges sales teams are facing in 2023



Many are dealing with budget constraints, and they're being asked to do more with less—in terms of resources and team-mates.

How are sales pros performing this year?



However, despite headwinds, most sales pros are still meeting or exceeding their goals—and there are many exciting opportunities on the horizon for 2024.

First, **inflation is finally slowing down**, so we can expect that companies' iron grip on their budgets may finally loosen a little next year, making it easier for sales pros to sell.

And after three years of experimenting with different working models, one of the most popular approaches — hybrid work — has been shown to also be the most effective setup for sales teams. In fact, our new research found that hybrid teams are 28% more likely to outperform fully in-person or fully remote teams. There's no reason a call-heavy day can't be done from the comfort of home, but coming into the office for team meetings, and visiting prospects in person, help make hybrid workers feel connected and effective.

This coming year, we'll be continuing to emphasise the importance of relationship building — one of the top ways sales teams receive high quality leads is through referrals from existing customers. This is especially important during times where buyers still have some trepidation around spending money: even in challenging economic times, a trusted peer will be able to convince their colleague that a product is worth investing in more than a sales rep ever could.

We're particularly excited about the opportunity to increase sales efficiency using AI tools. Sellers want to sell, but research shows **they spend just 33% of their time actively selling**.

We've found that sales pros that use AI tools to accomplish administrative tasks save two hours a day. That's two extra hours for connecting with customers, building relationships, progressing pipeline, and of course, closing more deals.

Companies also feel that targeting new markets, improving sales and marketing alignment, improving efficiency, boosting personalisation, and using data more effectively can result in future growth for their company.

We think it's going to be a great year, and hope this research can shape your sales strategy and help you build better relationships in 2024.

Accelerate Revenue with Smarter Sales Tools

Prospect more efficiently and generate sustainable pipeline with the new prospecting workspace, which consolidates your prospecting activities in one unified pane. Try new sales features to up your team's win rate like A/B testing in sequences and AI-powered email generation.

HubSpot Sales Hub and AI tools can also:

- Accelerate revenue growth with new intelligent deal management tools like deal inspection and AI forecasting
- Give teams access to deal journey analytics, lead funnel reports, and more
- Automatically log calls and track sales rep performance

Get started

Introduction:

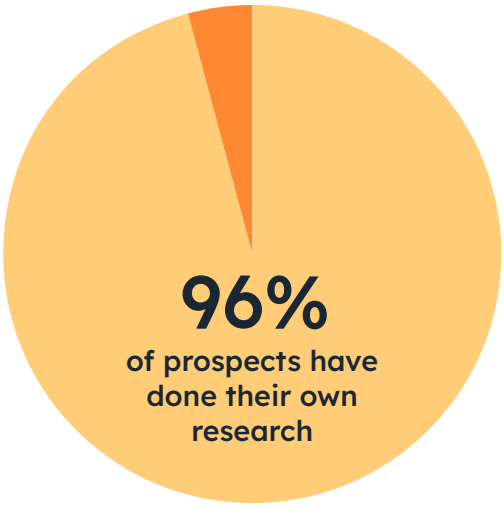
The Evolution from Sales Rep to Consultant

Relationship-Building and Connection are More Important than Ever

Sales reps used to be able to close deals by simply walking their prospects through the many features and benefits of their product — but today, the role of the sales rep is changing.

Since consumers have the ability to research the tools they're considering — and 96% of them do so before speaking to any rep from a company — they already know why your tool is worth considering.

How many prospects do their own research before speaking with a rep?



Today, with AI making it so quick and easy to compare tools, to learn about their features, and to even compare pricing options, sales reps need to behave more like consultants and partners than vendors.

When a prospect is talking to a rep, it's because they've already moved past the phase where they want to learn the basics about the tool — **they want to know exactly how a tool will benefit them**. They want tailored use cases for their industries and circumstances, and they want expert-level consultation about the ROI your tool brings to users with similar needs.

That means sales calls need to get deeper, be more personalized, and prioritize connecting person-to-person, expert-to-expert. Reps are also realizing that building and maintaining relationships with customers in the time before, during, and after they sign on the dotted line can bring in more long-term revenue.

Sales Orgs Will Keep a Focus on Efficiency in in 2024

In 2023, sales leaders were also very interested in making the sales process more efficient — which makes sense, as many teams have been asked to stretch their resources after an economically challenging year.

However, the proliferation of AI tools will only make it easier to increase efficiency and work faster in 2024.

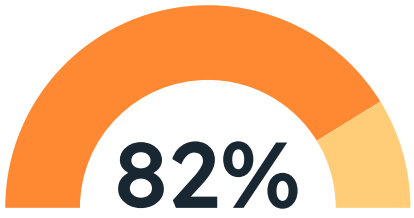
Only 2 hours per day
are spent actually selling

~1 hour per day
is spent on administrative tasks

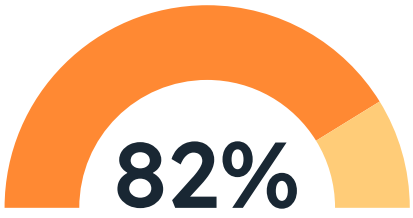
AI tools can save sales pros 2 hours a day

AI tools are making it easier for sales reps to automate the more repetitive parts of their job, saving them 2 hours a day — time that can now be better used by connecting with prospects, checking in on customers, and building lasting relationships.

Sales reps know that building relationships and connecting are the most important part of selling, and they also find it to be the most enjoyable part of the job. Thanks to AI tools, they can now actually spend time doing it.



of sales pros say building relationships + connecting with people is the **most important part of selling**



of sales pros say building relationships + connecting with people is the **most enjoyable part of their job**

Instead of spending time digging through a CRM and trying to figure out the most important points about a customer before an upsell call, AI tools like HubSpot AI can create the perfect talk track based on all the customer data available.

“Let's say you want to send a message to an existing customer about a new product you just launched. Your customer platform has the demographic data for the customer. Every webpage they visited, every transcript from every sales call, every customer support interaction. You have deep contextual data.

Now you take an LLM, pair it with that deep contextual data and you can write the message that is the most useful and most effective for that individual customer.”

Dharmesh Shah
CTO and Founder, HubSpot

81% say AI can help them spend less time on manual tasks

78% say AI can help them be more efficient in their role

What You'll Get in this Report

- Useful stats and sales performance benchmarks for planning your sales strategy for the year ahead
- Information about the growing importance of providing self-service options
- Data about the impact of AI on the sales process — for buyers and sellers
- Discussion about the impact of tighter budgets
- Learnings about maintaining sales relationships
- Data on enabling sales teams with the right tools and a supportive culture

Key Findings

Here are the top insights for sales pros and sales leaders to know going into 2024.

1. 54% of sales pros say selling has been harder this year than it was before.
2. 96% of prospects do their own research before talking to a human sales rep — and 71% prefer to just do their own research instead of talking to a rep.
3. Sales reps only spend 2 hours per day actually selling.
4. Sales reps spend ~1 hour per day on administrative tasks.
5. AI tools are saving sales pros 2 hours a day.
6. 82% of sales pros say building relationships and connecting with people is both the most important part of selling — and the most enjoyable part of their job.
7. 81% of sales pros AI can help them spend less time on manual tasks.
8. 52% of sales pros say B2B customers use self-serve tools more than last year.
9. 63% of sales leaders say AI makes it easier for them to compete with other businesses in their industry.
10. 62% of sales pros say their org is taking fewer risks in 2023 than in 2022, and 70% say budgets are more scrutinized in 2023 than in 2022.
11. 28% of sales pros say the sales process taking too long is the biggest reason prospects back out of deals.
12. There's an average of five decision-makers involved in every sales process today.
13. 72% of company revenue comes from existing customers, with 28% coming from new customers.
14. In 2023, the average sales win rate is 21%.
15. 45% of sales pros are overwhelmed by the amount of tools in their tech stack.

Chapter 1:

The Informed Buyer + Self-Service Sales

Buyers aren't going into sales calls anymore without knowing plenty about the company and its products. That's why reps are starting to find ways to go above and beyond, providing a tailored, value-packed experience for every prospect.

But the other way that companies are helping facilitate more purchases, more quickly is by providing a self-serve experience. Even business-to-business (B2B) companies that used to require every transaction go through sales have started coming up with pricing packages that can be bought independently, like their business-to-consumer (B2C) peers.

64% of B2B sales pros offer self-service tools to help guide buyers' purchase decisions. + 85% of them say it's an effective strategy.

52% of sales pros say B2B customers use self-serve tools more than last year.

Many companies are trying something in between: letting simple transactions be completed entirely independently, and leaving the more complex contract-based sales to go through sales pros.

Most Effective Self-Serve Tools

Sales pros who offer buyers self-service tools are **47% more likely to be over goal** this year than those who don't. Luckily, there are plenty of ways for sales pros to start incorporating self-serve processes into their sales flow. Here are five of the most effective approaches:

1. Product demos

Previously, they were done mostly in-person or over a video call — but today, it's easy to upload pre-recorded demo videos for different products and different use cases. Sales pros can send out the demo video that best suits their needs, and prospects can watch them on their own time.

2. Free trials

There's no better way to get a sense of a tool than to try it out, so free trials are becoming a common way to let customers get to know a product before bringing any questions or concerns to a sales rep.

3. Customer stories

Creating well-written, short articles that show the ROI and use cases of your products in action can help prospects move themselves down the sales funnel.

4. User reviews

Sharing a curated list of relevant user reviews can help prospects understand the potential of your tools, and lets them better understand if they can get similar use out of it.

5. Chatbots

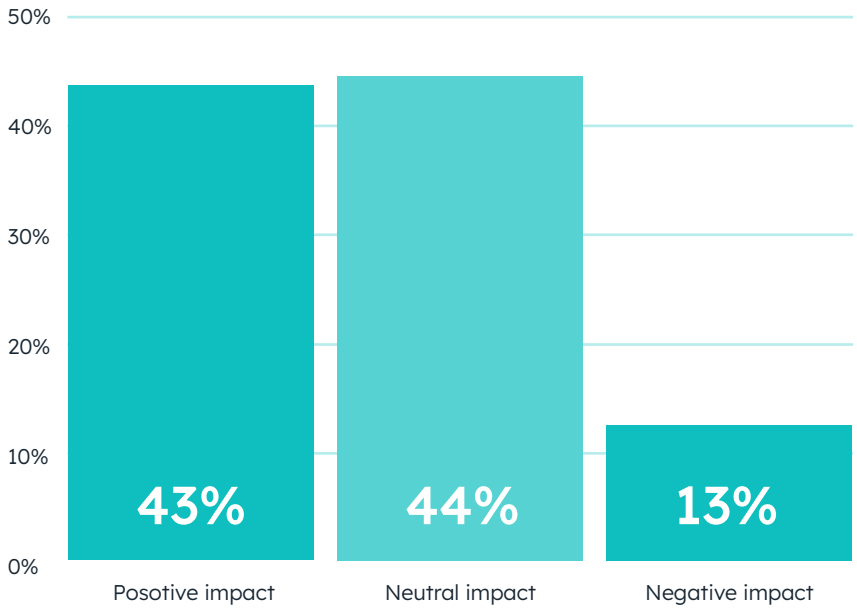
Whether they're purely AI-powered and pull from your knowledge base, or they're partially run by AI and pass things off to a human if a question is too complex, chatbots can be a helpful self-serve sales tool.

Buyers are Better-Informed than Ever — and They're Using AI to Research

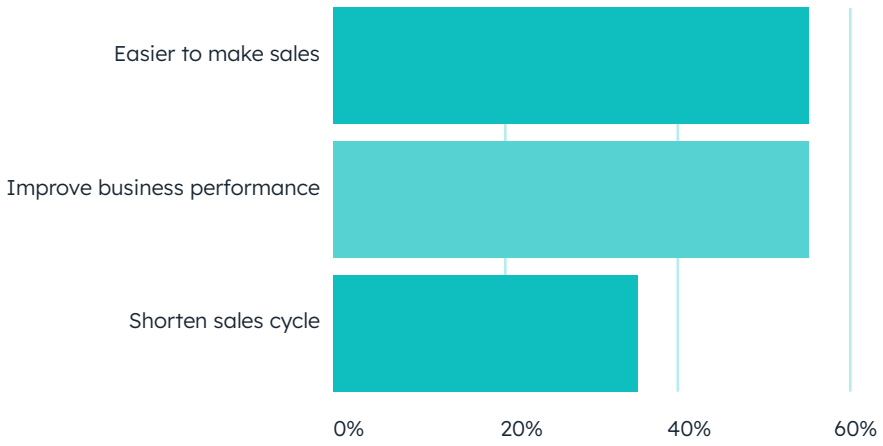
Reps can't just read off value props — buyers can get that info easily doing a few minutes of solo research. Instead of having discovery calls with various reps at three different companies, buyers can just ask a chatbot to compare all three options.

> Buyers using AI to self-educate could be threatening, but I believe it makes my expertise in advising and customizing solutions even more important for building trust. I can focus on building relationships and addressing their specific needs.
>
> shared by an anonymous sales professional

How reps feel buyers using AI to research will impact their work



How sales pros say buyers using AI to research will make an impact



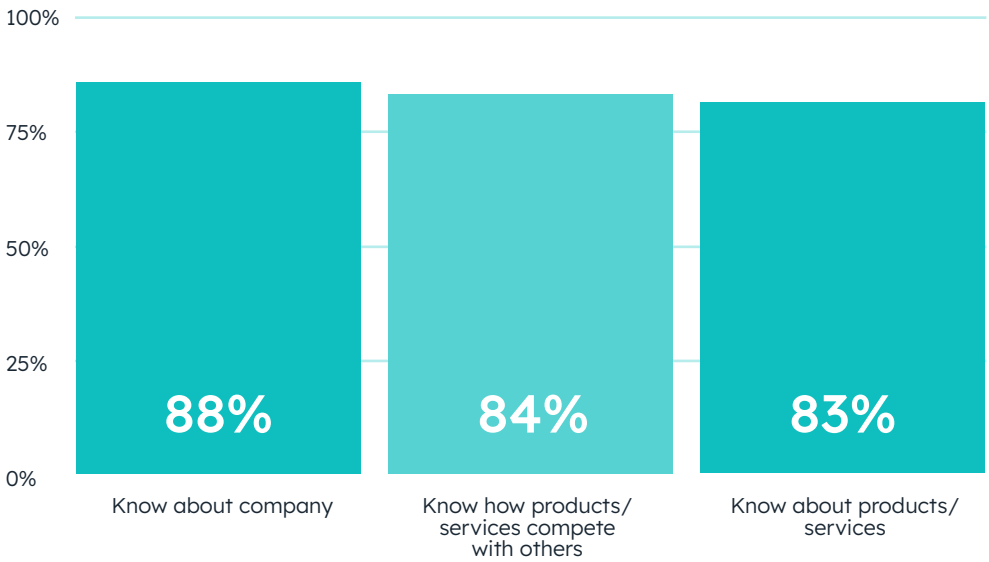
Sales pros say AI will empower buyers to do independent research, **which increases their confidence and decision-making ability**, leading to shorter and more productive sales cycles.

67% of sales pros say that by 2024, AI will enhance buyers' ability to do research so much that they'll be able to make informed decisions without engaging with sales reps.

of prospects prefer doing their own research vs. speaking to a human

Even today, prospects prefer to do solo research instead of talking to a person — so when they do end up on the phone with a sales rep, it's important for the conversation to provide true value.

When sales reps first speak with a prospect, how many know about the company, services, and competition?



"AI can streamline the buyer's decision-making process, potentially leading to shorter sales cycles," a CRO based in Australia shared in a HubSpot Sales Research Survey.

Considering that so many buyers will be better educated about products, sales reps will be able to cut out significant time spent doing that work themselves. Maybe it's one less meeting, or a call that's half as long, because the buyer already knows the primary value props of your tools. And these days, if a buyer has made it onto the phone with a rep at all, it shows very high intent — so reps just need to harness it by truly connecting with the prospect and taking the deal over the finish line.

Instead of just providing basic research, sales pros must be able to:

- Expertly contextualize their products for each customer
- Show usefulness and value for each customer's unique needs
- Build and maintain relationships
- Personalize products, pricing packages, and services
- Boost buyer confidence

Thanks to AI tools, "buyers will know more about my products and I will know more about customer needs," a B2B sales rep from the U.S. said in a HubSpot Sales Research Survey.

Chapter 2:

How Sales Teams are Using AI + Automation

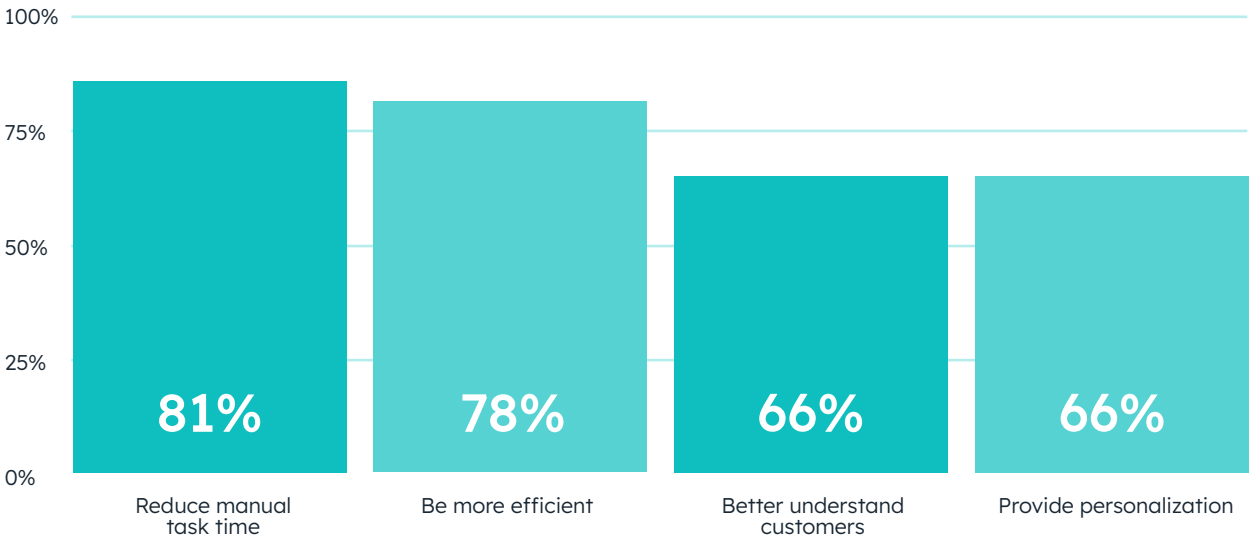
It's not just buyers who have easier access to information today thanks to AI tools. Sales pros are finding many creative, effective ways to build AI tools into their process, and it's already making a major impact.

63% of sales leaders say AI makes it easier for them to compete with other businesses in their industry

From reducing the time they spend on manual tasks, to better understanding their customers, to providing increased personalization, to generally being more efficient, there are so many reasons to start implementing AI tools into the sales process.

"AI tools can consider each buyer's unique business needs, preferences, and past interactions to offer tailored product recommendations, increasing the relevance of the information presented," a sales leader from a HubSpot Sales Research Survey pointed out.

How do sales pros say AI tools help them in their work?



Top Sales Use Cases for AI Tools

1. Personalization

With AI tools built for sales, reps can quickly research about each customer's company and their needs to better tailor product recommendations and have more context going into conversations.

2. Drafting and Sending Outreach

Generative AI tools can help sales reps draft different types of email templates with different tones, products, and sales tactics. For example, reps can input one email template into ChatSpot, and ask the system to create versions that are more or less formal or friendly — instead of rewriting the template several times manually.

AI-powered outreach tools can also automate scheduling emails and texts.

Finally, sales reps and marketers can also set up nurture flows that get triggered by prospect or customer behavior, sending them messages relevant to the actions they're taking across your website and other channels.

3. Understanding Emotions and Identifying Buyer Stage

Not every prospect and customer is great at communicating — and sales reps are often left guessing what stage they're at. That's why 41% of sales pros use AI to recognize and respond to buyer emotions or sentiment — and 83% of them say it's effective.

Plus, sales pros who use AI this way are 52% more likely to be over goal this year than those who don't.

4. Competitive Analysis

Sites like G2 have made it easy for prospects to research about various competitive options and compare them to your product — but these sites, as well as AI tools that parse all the information available across multiple review and product sites, can also be leveraged by sales teams.

Sales pros can use AI research to prepare how to reply to common questions about their competitors.

Ultimately, this can help sales pros showcase product fit better than their competition.

Smarter Selling with AI in 2023

5. Predicting Objections

With AI research tools, and AI-powered CRMs, sales pros can quickly parse all the history and activities of a prospect — which can help them come prepared with replies for their most likely objections.

“AI has made salespeople more effective by automating many of the routine tasks and providing users with deep insights into a variety of topics, such as the best time to reach out or how to optimize marketing collateral. In doing so, AI is helping salespeople communicate more effectively and successfully.”

Karen Ercoli, Co-Founder, Se Chauffe

Chapter 3:

The Impact of Tighter Budgets

2023 was, from beginning to end, an economically tumultuous year. As a result, budgets have constricted and companies are generally treading more cautiously before jumping to invest in a new product or tool.

62% of sales pros say their org is taking fewer risks in 2023 than in 2022

70% say budgets are more scrutinized in 2023 than in 2022

Tighter budgets can mean more stakeholders and longer sales cycles

During economic challenges, it's harder to convince prospects to buy.

"When the market is good, and there's a lot of demand for your product, [doing sales] is just a transaction. You're a glorified accountant... closing one deal after another," shared Adarsh Noronha, sales leader for the Indian subcontinent at HubSpot. "But in these times, you have to be their friend," he added, saying it's important to approach every conversation with empathy, context, and understanding.

When the macroeconomic climate is challenging, more company stakeholders — and more senior leaders — become involved in buying processes, making them take longer.

There's an average of five decision-makers involved in the sales process today

28%

of sales pros say the sales process taking too long is the biggest reason prospects back out of deals.

Noronha also suggests multithreading, which involves building relationships with multiple stakeholders at target companies. Not only do sales pros never know if a contact will be at the company long-term, but it's also a great way to establish trust and lay the foundation for a sale — especially when so many stakeholders are involved in every deal.

To learn more, check out How to Sell in a Market Downturn, a new episode from the Asia Growth Forecast from HubSpot. The insights here apply to sales pros across the globe facing economic challenges.

Sales teams are prioritizing leads from highest quality sources

So much of sales is prioritizing: how do reps know which leads are the ones to pursue at any given moment? CRM data can help.

On a micro level, a great CRM can surface individual opportunities with alerts when a prospect's behavior has changed. But on a macro level, a CRM can also show largest trends, like which lead sources have been more consistently bringing in deals for the company.

This year, the top sources for high quality leads across our survey participants were as follows:

1. Social media
2. Referrals from existing customers
3. Email marketing
4. Telemarketing
5. Website/blog/SEO
6. Tradeshows and events

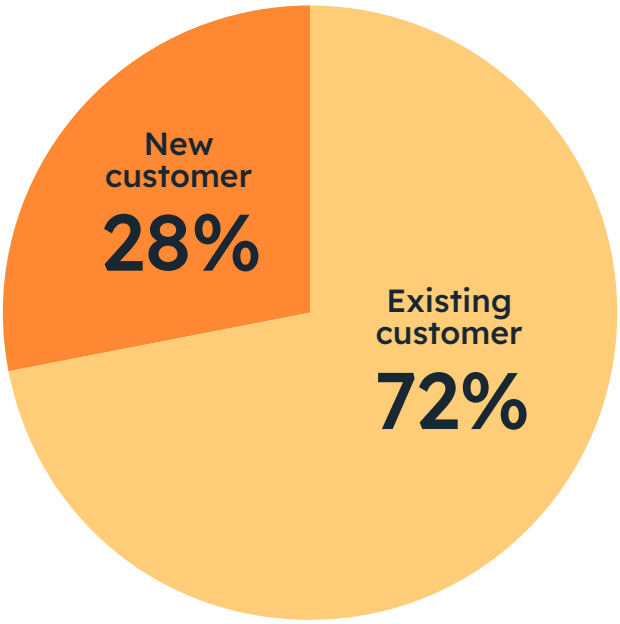
Bonus insight: This year, webinars were at the very bottom of the list. This strategy seems to have slowed down since the height of the pandemic, and buyers now favor independent research.

Chapter 4:

The Importance of Maintaining Relationships

Sales teams know that building relationships is important, but in the past year or two, there's been an increased emphasis on maintaining existing relationships — because existing customers bring a majority of revenue **and** they refer the highest-quality leads.

Where does revenue come from?



Cross-selling and upselling are lower lifts than finding net new customers, especially in today's market.

How to Maintain Sales Relationships

"Calling only when a renewal is due is so 2014. Set up four quarterly updates — if only for 15 minutes — with the client to check in every three months, create a quick agenda, consider using an NPS survey to gauge value, and make sure your customers have your cell number. And never forget to ask for referrals periodically," suggests sales icon Dan Tyre, HubSpot Sales Director.

1. Check in regularly — not just near the end of the billing cycle.
2. Use the right channels for each prospect. Use AI tools to create a range of correspondence types (email, text, social media DM, phone script) based on your contact's preferences.
3. Tailor your scripts. Use AI tools to adjust the tone of all your scripts - some customers are formal, some prefer a friendlier approach.
4. Come prepared for each interaction with tailored scripts. Check your CRM and use AI tools to research your customer before you send that message or email, or make that call — and choose which talk track makes the most sense at this time.
5. Take a consultative approach. Get in touch regularly, not just near the end of the billing cycle, to address any issues the customer may have. That way, when you get in touch when a new product or integration has launched, you don't come off opportunistic. By building real trust with regular check-ins and effective problem solving, suggestions for new add-ons are more likely to be well-received.
6. Celebrate customer wins. Keep in touch and send congratulations when customers are able to grow their business — no CTA included.

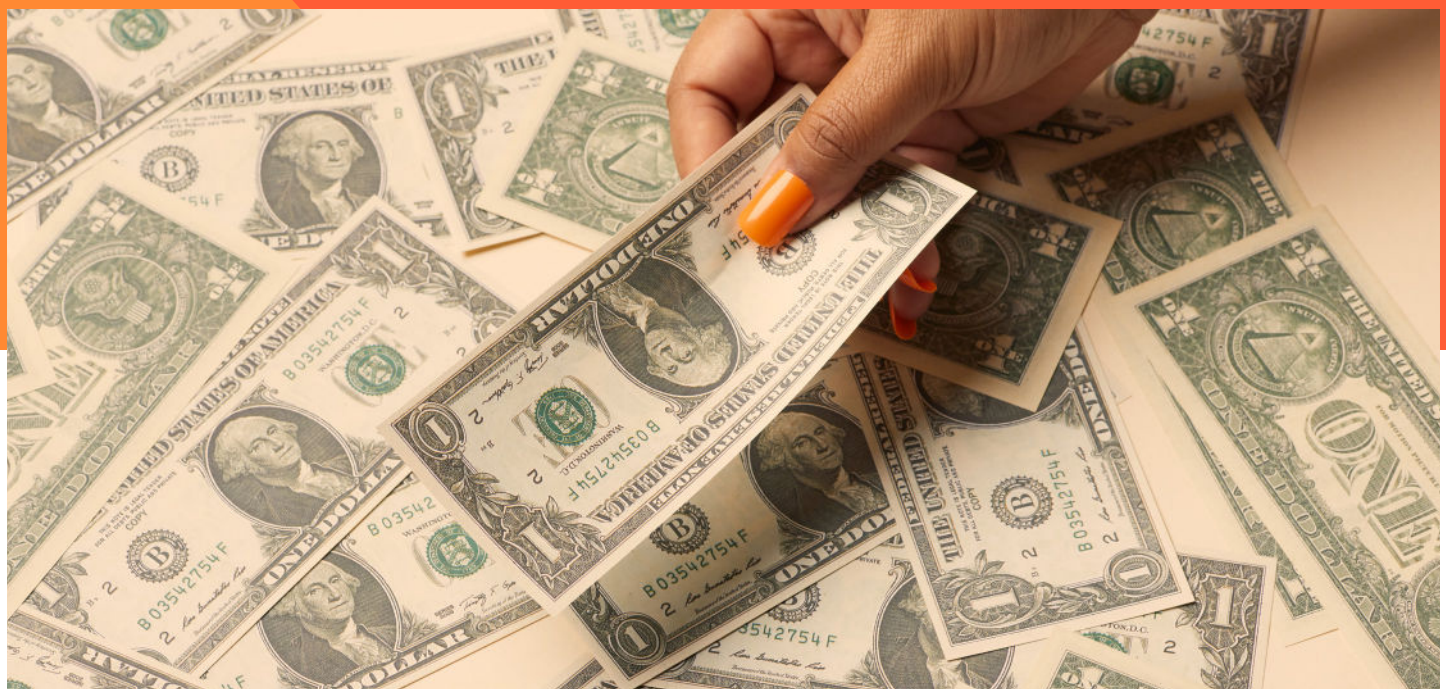
Keep reading: Learn more about Relationship Selling

Chapter 5:

Sales Performance Benchmarks

It's always helpful to understand where industry benchmarks are at when planning for a new year, quarter, or month. But as the tech industry has evolved in the past few years, especially with **global economic challenges**, it's helpful to redefine what success looks like. One VC firm, OpenView, has radically reimagined what their benchmarks are for their yearly report.

"As SaaS companies have pivoted away from growth-at-any-cost, we've updated the report's definition of 'fast-growing' from 100% to 75% year-on-year growth," **says VC firm OpenView** in its fourth annual **Product Benchmarks Report**.



With that in mind, here are the sales benchmarks to consider for 2024, based on 2023 performance:

21% The average sales win rate

29% The average sales close rate

- The median deal size is $4,000
- 47% of all deals are between $1-5k
- 91% of sales pros upsell, and they say it brings in an average of 21% of company revenue
- 87% of sales pros cross-sell, and they say it brings in an average of 21% of company revenue

Top 3 Sales Strategies for B2B and B2C Businesses in 2023

Selling at a B2B company is different than doing so at a B2C. Here are the top sales strategies for each business type:

B2B	B2C
Establishing rapport with customers during the sales process	Offering discounts/promotions
Setting up a face-to-face meeting	Establishing rapport with customers during the sales process
Understanding the key business challenges prospects face	Conducting market research to understand your target demographic

It's important to note that the only overlap between these two approaches is about establishing rapport with customers during the sales process. No matter if you're selling a yearly contract for a complex business software, or you're selling a desk for a home office, connecting with the customer is essential.

Though many B2C companies don't involve sales reps in most simple transactions, there are still other ways to forge a connection with your community.

1. Social media
2. Creative copy in sales confirmation email flows
3. Influencers
4. Email newsletters
5. Text campaigns

What are high-performing sales teams doing differently?

Across the surveyed sales pros, there were some clear differences in approach taken by high-performing sales teams compared to those who are underperforming. It comes down to company and team culture and easy access to data.

Which aspects of internal sales culture are most important to keeping you or your team motivated?

1. **Prioritizing trust among reps**

   24% of high-performing sales teams highly rank the importance of building a culture of trust among reps. Only 13% of underperforming sales teams have done the same.

   Some may see sales as a dog-eat-dog profession, but really it's about lifting together. Model how reps need to trust one another to look out for one another's best interests. Create a sales team culture that shows that if one of us wins, we all win.

2. **Collaboration and knowledge sharing**

   20% of high-performing sales teams highly rank the importance of collaboration and knowledge sharing. Only 14% of underperforming sales teams have done the same.

   By encouraging collaboration and knowledge sharing, natural mentorships can emerge among your team. More established reps can help newer reps as they ramp, and newer reps can bring in an understanding of younger buyers and new ways to sell.

3. **Provide transparent performance data**

   17% of high-performing sales teams highly rank the importance of making performance data available. Only 11% of underperforming sales teams do the same.

   Transparent performance data, that's accessible to all, can help sales pros stay motivated and on track to hit their goals.

Chapter 6:

How to Better Enable Sales Teams

There are so many things that sales leaders can do to better enable their sales pros to succeed. We'll get into some of the most impactful opportunities to consider in 2024.

Create More Enablement Content

Enablement content both helps sales pros sell, and can bring in higher quality leads. For both B2B and B2C go-to-market (GTM) teams, the content types with the highest ROI are as follows:

- **Social media content**

  Work with your marketing team to create assets that sales pros can share from their personal social media, and in DMs to prospects.

- **Product demos**

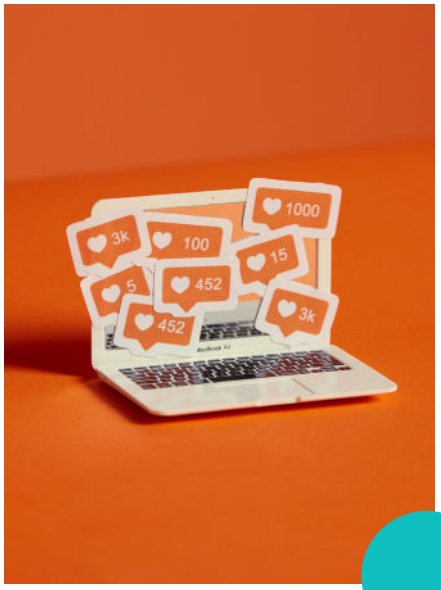
  Full-length demos are great, but when was the last time you made sure the video that's going out all the time is fully up to date? New features and software changes need to be reflected in product demos. Well-edited, bite-size walkthroughs of product capabilities are a great place to start.

- **Videos**

  Video is an extremely engaging format, so sales teams can benefit from short videos to share with prospects and customers. Whether it's a short video showing how to use a certain feature, a roundup of top use cases, or a front-facing video announcing a sale or a promo, experiment with different video types and see what sticks.

> Given the sales landscape is rapidly changing, content can easily become outdated and stale. Teams that can make content easy to find for reps have a clear edge over other competitors. Sales enablement tools ensure that sales teams always have access to the content they need when they need it. Additionally, having content organized by tags such as persona, product category, industry, or other team-specific topics can help drive efficiency.
>
> Dailius Wilson on the HubSpot Sales Blog

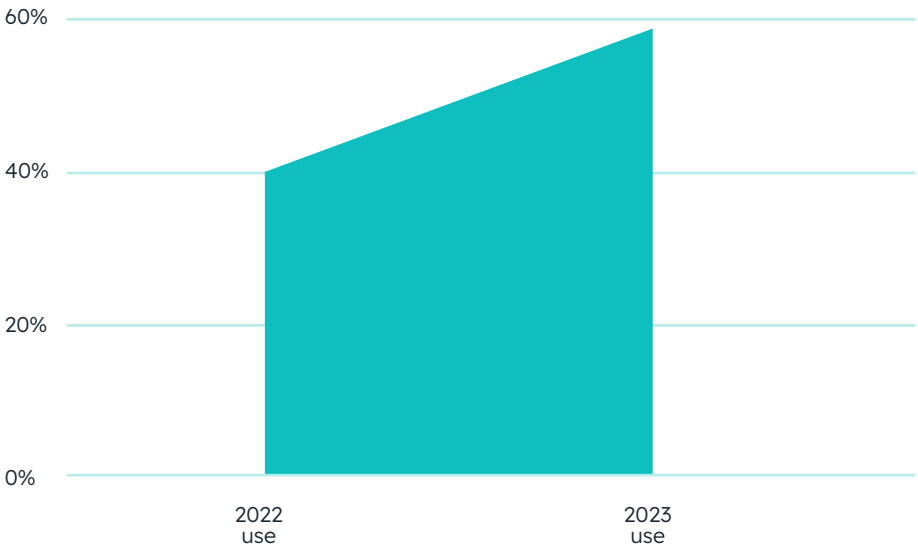
52% of sales pros use sales enablement content + 79% of them say it's important to making a sale.



If you work with the marketing team to create content that actually helps close deals, sales pros will be enthusiastic to use it. That means trying different types of enablement content, testing it, providing sales team feedback, and investing more in what works.

This year, among U.S. sales pros, use of sales enablement tools jumped 48% YoY — 40% vs. 59%.

Sales enablement tools use among US sales pros, 2022 vs. 2023



Top 5 Most Effective Sales Enablement Content for Helping Reps win Deals

Sales pros who use sales enablement content in their role are **58% more likely to be performing over goal** this year than those who don't use it. Here are some types of enablement content to test out:

1. Social media content
2. Market research
3. Reviews
4. Customer testimonials
5. Product demos

Trim Your Tech Stack

For the past decade (or longer!), companies were understandably excited to implement new technologies all the time.

And during the early pandemic, when everything went online only, companies brought on even more apps and software.

But we've reached a bit of a breaking point: companies use, on average, over 200 apps and tools. And because so many tools don't integrate well together, sales teams are wasting time doing double data entry, cleaning up incorrect data, and syncing systems that don't do it automatically. It makes digging for information about prospects and customers time-consuming, and wastes time that teams could spend actually connecting with customers.

As a result, sales leaders are considering trimming their tech stack to boost efficiency.

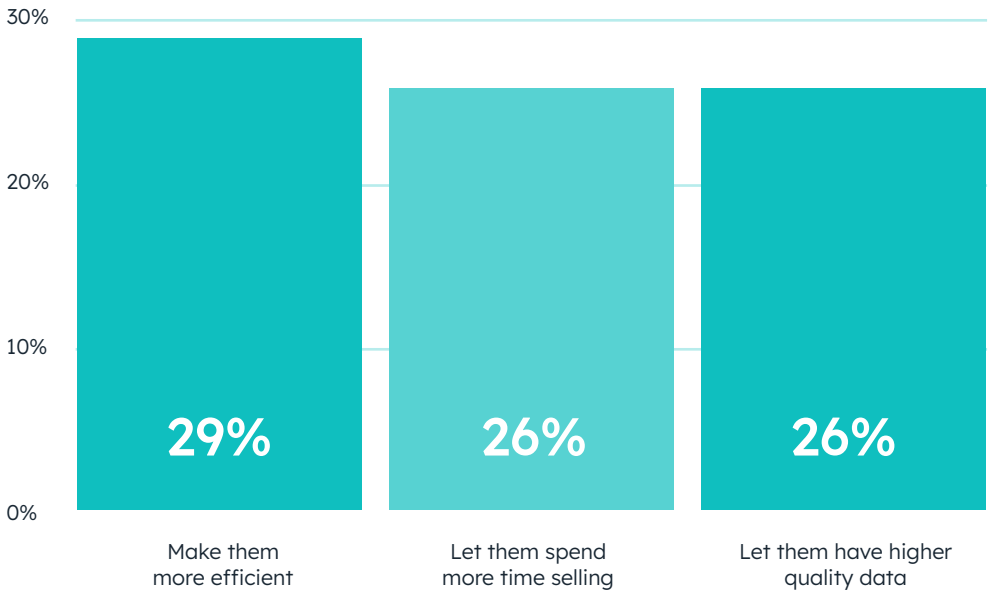
Consider a tech stack audit. If a tool doesn't play well with others, or if its ROI isn't up to par, give it the boot.

1 in 4 sales leaders

say they have too many tools

45% of sales pros are overwhelmed by the amount of tools in their tech stack

How would reducing the tech stack impact the work of sales pros?



Higher quality data, greater efficiency, and more time to actually sell are all great reasons to cut back a bloated tech stack.

Learn about the must-haves for any sales tech stack.

Ceros Achieved 180% Deal Generation Growth Through Smarter Prospecting with HubSpot Sales Hub

As Ceros, an interactive suite of design tools, grew, they realized that disparate sales processes and siloed documents wouldn't allow them to scale. "Our approach to prospecting was 'volume over value.' Our systems and processes got so complex and disjointed. Our reps were wasting time and lacking insight. Their productivity tanked. They were playing darts in the dark. The worst part: our customers suffered as a result. Because reps were so bogged down, they lost sight of what they do best: actually connecting with prospects," shared Director of Revenue Operations at Ceros, Douglas Botchman.

By getting the team onto Sales Hub, they streamlined their prospecting, empowered reps to have more relevant conversations and make stronger connections, increased deal generation, and accelerated growth. With a shared dashboard, reps can pursue higher-quality leads that are more likely to become loyal customers. They now have automated alerts that flag reps when a customer is actively looking for information or ready to buy.

180%
increase in deals generated from open meeting opportunities

18%+
average SQL growth

< 5-minute
response time moves leads through the funnel faster

"Sales Hub helps us prospect smarter. It makes our prospecting reps more productive, enables more relevant and personalized outreach, and empowers reps to get back to what they do best: connecting with prospects."

Douglas Botchman, Director of Revenue Operations, Ceros

Read the full Ceros story

Improve Marketing + Sales Alignment

Sales pros at companies with aligned sales and marketing teams are 103% more likely to be performing better than their goals this year than sales pros at companies that aren't aligned.

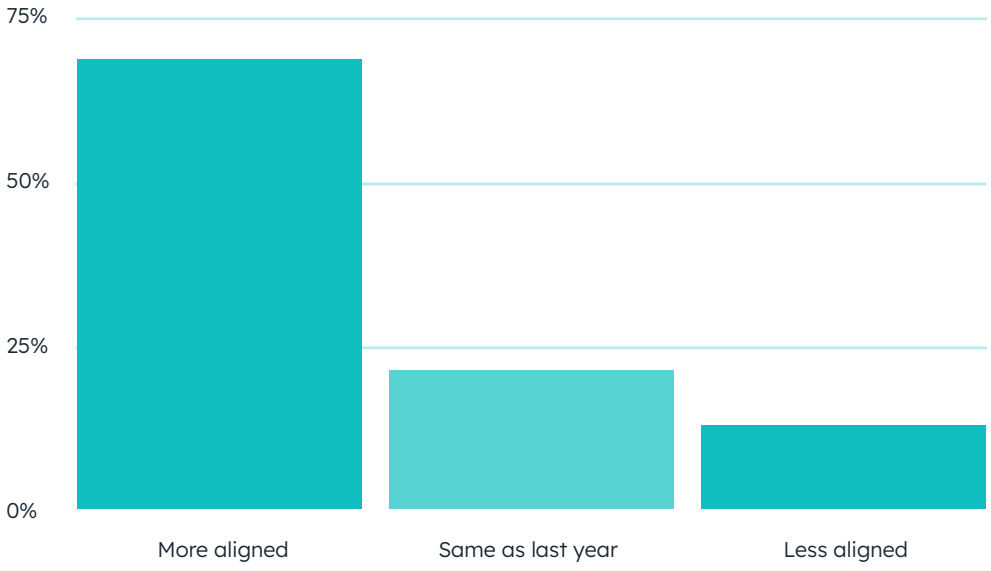
Great alignment between sales and marketing means better sales enablement content, higher quality leads, and more deals won. That's why 61% of sales pros say alignment between these teams is more important now than it was last year — in challenging economic times, sales and marketing alignment feels higher stakes.

However, consistent GTM alignment is out of reach for a lot of companies.

Only 30% of sales pros say sales + marketing are strongly aligned at their company.

However, things have also been improving this year: 61% also say their sales and marketing teams are more aligned this year than they were last year.

How aligned are sales + marketing teams this year, compared to last year?



One of the top asks from sales to marketing has to do with leads: 43% of sales pros say they need higher quality leads from their marketing team — only 59% say the leads they're getting today are high quality.

59%

of sales reps who say leads from their marketing team are high-quality.

And 39% say what's needed is alignment on goals and strategies. Consider a short monthly standup between sales and marketing leaders to ensure that things are still working as expected.

Try our free Sales Plan Template

Nakul Kadaba, a Customer Success Manager at HubSpot, **shared that having access to the same data, in one source of truth**, can help align sales, marketing, and customer success. “Removing data silos, and sharing information between departments not only fosters collaboration but leads to a more consistent customer experience. When all employees have the same understanding of your customer base, you'll create an attractive offer that's uniform throughout your flywheel.”

Implement AI Tools

As mentioned in the AI chapter, sales pros see AI significantly boosting their ability to upsell, cross-sell, and down-sell.

- 86% of sales pros who upsell say AI will make it easier to upsell
- 86% of sales pros who cross-sell say AI will make it easier to cross-sell
- 92% of sales pros who down-sell say AI will make it easier to down-sell

Generative AI tools like ChatSpot save sales teams time by helping them write and customize talk tracks, email templates, and social posts. And AI-powered CRM tools save sales teams time spent digging for information about which prospect to pursue next.

And since buyers are better educated about products thanks to AI research, and sales pros can also save time when researching the customer's needs, AI tools can help shorten the sales cycle.

Provide a Great CRM to be a Single Source of Truth

A great CRM is at the heart of every sales pro's daily tasks. 78%of sales pros say their CRM is effective at improving sales and marketing alignment

Plus, sales pros using a CRM are 79% more likely to say their teams are strongly aligned.

Learn about HubSpot Sales Hub and how it can help sales teams stay on track, hit quota, and connect more effectively.

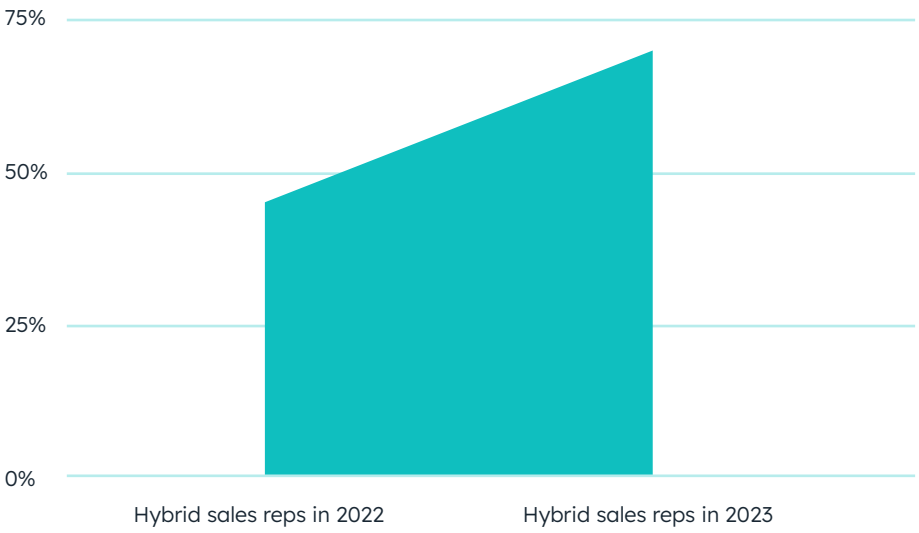
Chapter 7:

Sales Team Culture + Hybrid Work

Sales is an increasingly hybrid job: 71% of U.S. sales reps are hybrid, up from 45% in May of 2022. 20% are in person and 10% are fully remote.

“Sales leaders have to adapt in order to maximize the success of their teams in a remote or hybrid world, where driving results and providing support need to be balanced,” shared Chris Gell, Dialpad’s Sales Enablement Program Manager.

How many sales reps are hybrid? 2022 vs. 2023



Selling remotely has made it easier to sell, according to 56% of sales pros who work remotely or in a hybrid setup. But even hybrid sales pros say meeting in person is the most effective sales channel.

The most effective sales channels according to sales pros:

1. Meeting in person
2. Phone calls
3. Email
4. Social media
5. Video calls
6. Live chat tools

Hybrid sales pros are **28% more likely to be performing better** than their sales goals this year than in-person and fully remote sales pros.

After overcoming the many curveballs of the last three years, many teams have fallen into hybrid life as the default — and it's working out well. But it's still important to keep an eye on your sales team culture, and make active efforts to grow and evolve it for this new reality.

Here are a few ways to stay on top of your hybrid sales culture:

1. Incorporate all-in days: schedule time for the whole team to work from the office on the same day, and schedule a team lunch for that day.

2. Encourage hybrid sales pros to combine selling on the phone and via email with getting out into the world and selling face-to-face.

3. Prioritize transparency. Regularly crucial metrics in team meetings to keep all teammates working in the same direction, with an aligned strategy.

4. Weekly standups. Even if they're in the office together occasionally, it's important for managers to show direct reports that they want them to know they're there for that weekly check-in, no matter what they need — from advice to growth opportunities.

5. Invest in high-quality video calling platforms that integrate with your sales tools.

6. Encourage collaboration and knowledge sharing. If one teammate has been killing it lately, ask them to share their approach with the broader team.

7. Schedule social events. Offsites, team outings to fun activities, and quarterly dinners can encourage teammates to connect.

Building Better Relationships is as Easy As AI-B-C

After a challenging few years, with each one adding a layer of complexity, sales teams have learned to be flexible and adaptable. Today, as many teams continue to do more with less, sales teams are embracing AI tools that help them forge stronger relationships, have more productive conversations, and shorten the sales cycle.

Learn more about how HubSpot AI tools can help sales teams get back to the fun, connected side of selling: building lasting relationships with prospects and customers.

Regain Productivity and Power Connection with Sales Hub

Sales Hub has all the tools and resources for your sales team to scale.

Access collaborative sales features for teams, including:

- Sales engagement tools
- Deal management functionality
- Reporting & analytics features
- Payments
- Quotes
- CPQ capabilities
- Coaching tools
- Seamless integrations with 1,500+ tools in HubSpot's App Marketplace

Get a demo

Report Methodology

HubSpot surveyed 1,400+ sales professionals in August 2023 from B2B and B2C organizations in the U.S., UK, Japan, Canada, Australia, France, and Germany.

Report created in collaboration with CXD Studio.
www.cxd.studio | hello@cxd.studio

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