Sales Stack in 2021:

ROI, Adoption and Impact

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Problem, meet perspective.

As selling gets more complex—and relationship-based sales becomes even more important—the sales stack is getting more complex, too.

How many sales tools have you considered this year?
How many have you bought?

It's difficult to know which software categories are worth investing in, let alone which tools will give you what you're looking for. To make things even more complex, it's rarely a binary decision and the ecosystem is shifting (and growing) rapidly.

To help break through the marketing noise, Sales Hacker asked **1,000+** salespeople, marketers, and operations experts for their perspective on what they're using, how they're using it and the results they're seeing.

We set out to accomplish two things with this report:

1. Jumpstart a collective conversation for how revenue innovators can best leverage sales tools and best practices to improve selling.

2. Identify which sales tools and categories show the highest impact, ROI and adoption (and where teams are planning adoption in the next 12 months).

40+ tools. 7 categories. 1,000+ revenue innovators.

Use this report for a bit of perspective and—as always—keep innovating,

The Sales Hacker Team

"The difference between a problem and a possibility often comes down to perspective."

Scott Barker
Director of Strategic Engagement
Outreach

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Setting the Stage
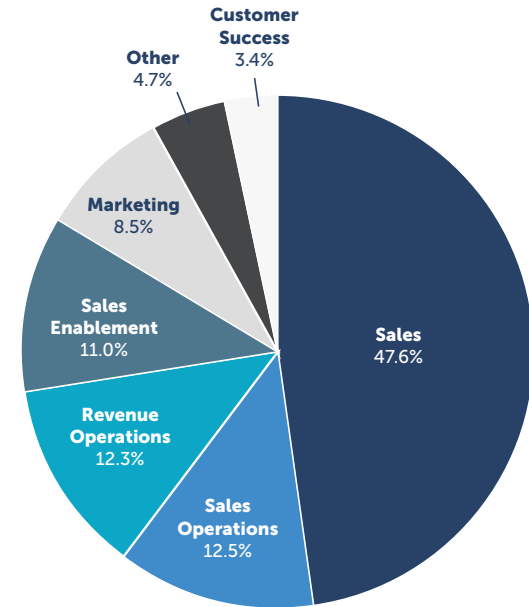
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Who did we talk to?

Before digging into the results, let's add some context. Some key insights from the breakdown:

- Two-thirds of responses are from companies between 10-250 people.

- Nearly 60% of responses are from the Computer & Software and Business Services industries.

- 7 out of 10 responses are from North America.

While the largest percentage of respondents are in sales roles, we also received quite a few responses from Sales Operations, Revenue Operations, Enablement and Marketing. Better yet, 4 out of 10 responses are from a Director+ level leader.

What best describes your role?

- Customer Success 3.4%
- Other 4.7%
- Marketing 8.5%
- Sales Enablement 11.0%
- Revenue Operations 12.3%
- Sales Operations 12.5%
- Sales 47.6%

What best describes your seniority level?

- VP 9.9%
- C-Level 10.7%
- Director 19.1%
- Individual Contributor 30.3%
- Manager 30.0%

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What is your industry?

- Energy 3.2%
- Construction 4.5%
- Finance 5.6%
- Business Services 15%
- Computer & Software 43.9%
- Other 27.8%
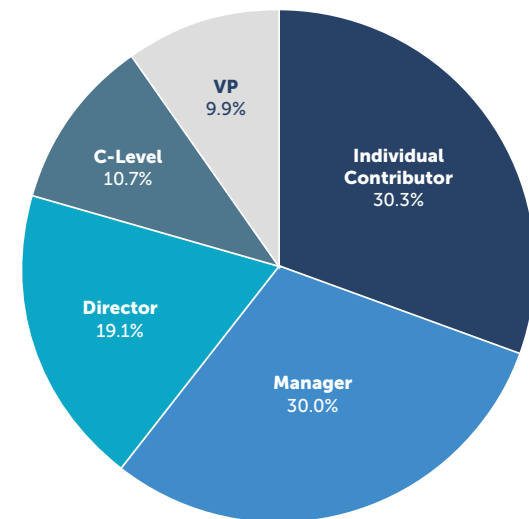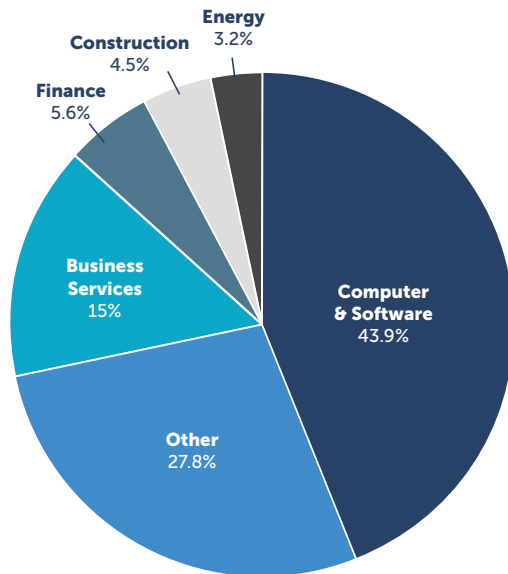
How many employees are at your company?
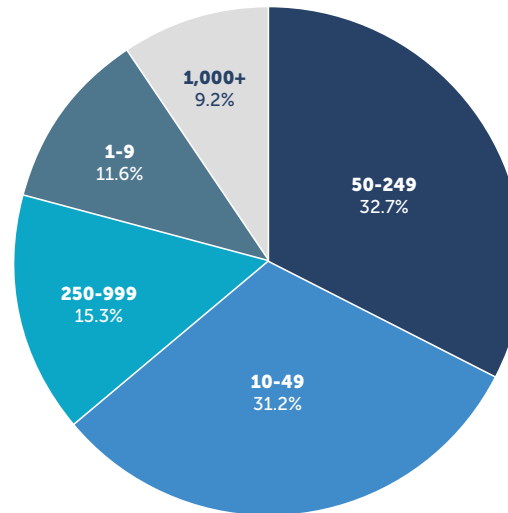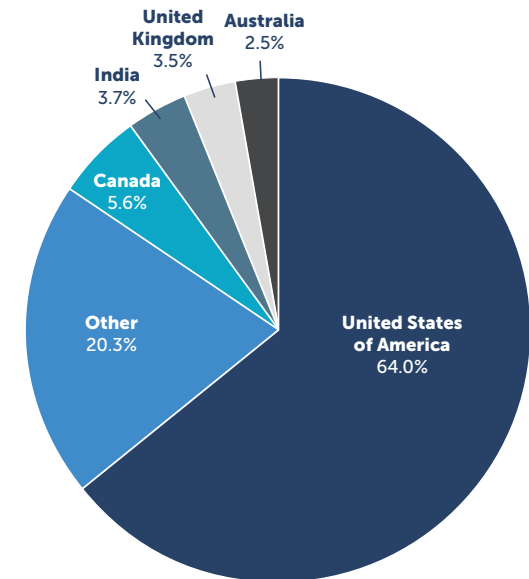
- 1,000+ 9.2%
- 1-9 11.6%
- 250-999 15.3%
- 50-249 32.7%
- 10-49 31.2%

What country are you in?

- United Kingdom 3.5%
- Australia 2.5%
- India 3.7%
- Canada 5.6%
- Other 20.3%
- United States of America 64.0%

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Average deal cycle

A week
or less
5.7%

More than
6 months
14.5%

1-3
months
35.5%

3-6 months
21.8%

1-4 weeks
22.6%

Average deal size

Less than
$5,000/yr
9.7%

$100,001+
12.5%

$5,001-$25,000
31.0%

$50,001-$100,000
22.5%

$25,001-$50,000
24.4%
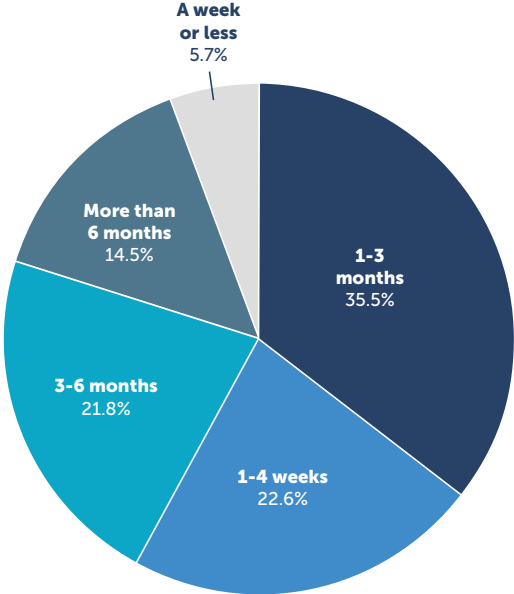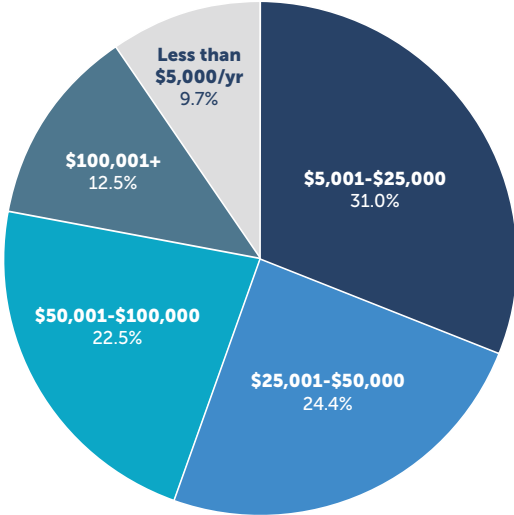
What we asked
(and how we asked it)

There's plenty of talk about the sales stack—but a truly one-size-fits-all solution is rare. We wanted to identify which tools revenue leaders are using and the results they're seeing.

We asked respondents to identify the **tools** they're using across 7 **categories**:

- CRM
- Data & Intelligence
- Sales Engagement
- Sales Enablement
- Revenue Intelligence
- Sales Performance & Compensation
- Conversational Intelligence & Coaching

Then we asked them to rate each category across three areas: ROI, impact and adoption.

1 ROI

How would you rate the return on investment for the tools you're using in each category?

2 Impact

How would you rate the impact on rep performance and productivity for the tools you're using in each category?

3 Adoption

How would you rate the adoption of the tools you're using in each category?

The Big Picture:

Must-Have and Up-and-Coming Sales Tech Categories

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Must-haves:

Which categories have the highest ROI and impact on rep performance?

Besides a CRM, respondents were most likely to rank Sales Engagement and Data & Intelligence tools as having both the highest ROI and the highest impact on performance.

That tracks with adoption: 89% of respondents have Data & Intelligence tool in place, while 72% are using a Sales Engagement solution.

The overall stacked ranking of these categories makes sense, too:

First, you need a place to put data and track customer info. Next, you need data for biz dev and a way to act on that data with sales engagement. Then you need a way to build a mature sales team with enablement and coaching tools. Finally, you need a way to tie all that to revenue and performance.

Pyramid diagram, top to bottom:
- Sales Performance
- Revenue Intelligence | Conversational Intelligence
- Sales Engagement
- CRM | Data

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ROI
Responded High or Very High

1	CRM	60%
2	Data & Intelligence	47%
3	Sales Engagement	46%
4	Sales Enablement	38%
5	Conversational Intelligence & Coaching	36%
6	Revenue Intelligence	34%
7	Sales Performance & Compensation	31%
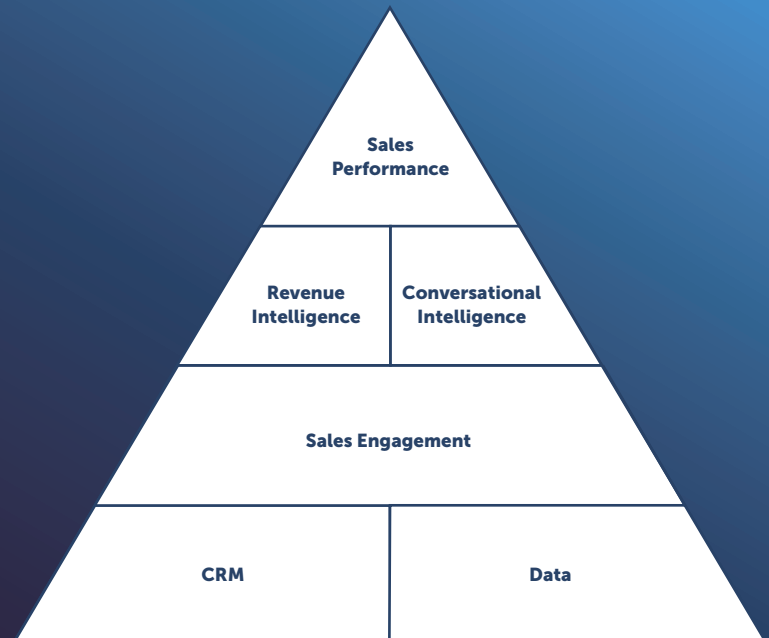
Impact
Responded High or Very High

1	CRM	56%
2	Sales Engagement	53%
3	Data & Intelligence	52%
4	Sales Enablement	44%
5	Conversational Intelligence & Coaching	41%
6	Sales Performance & Compensation	34%
7	Revenue Intelligence	33%

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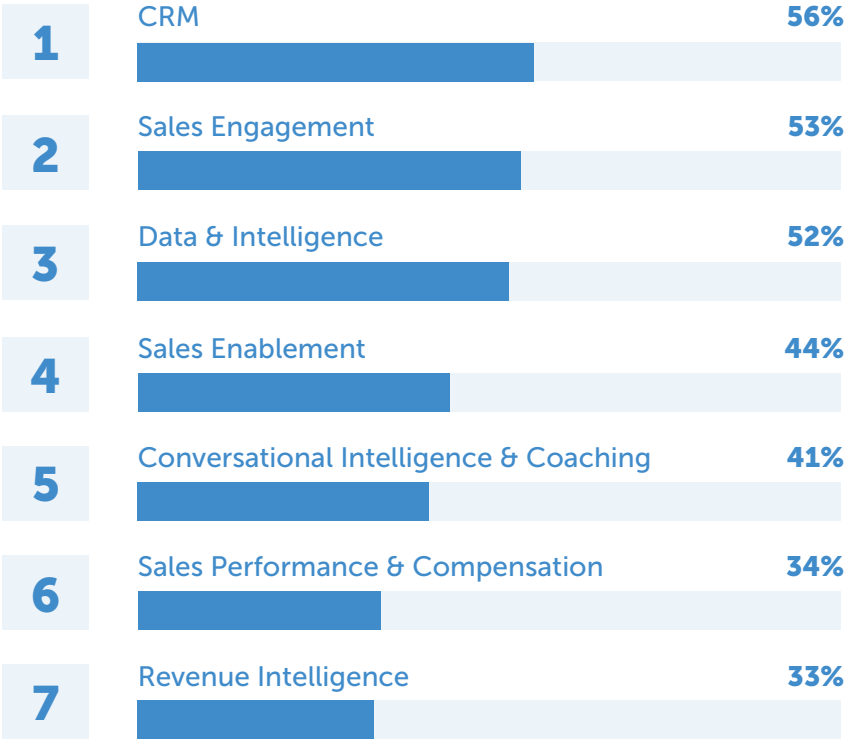
Up-and-coming:

Which categories are respondents planning on adopting in the next 12 months?

The planned adoption for sales tools for those not using specific categories closely tracks the ROI reported by respondents who are using those categories.

Sales Engagement, Data & Intelligence, and Sales Enablement tools will all see the most adoption over the next 12 months, in other words.

Note: Unsurprisingly, CRM adoption is at 97% so we're leaving the category out of this comparison.

42% of respondents plan on implementing Sales Engagement, but only 18% plan on implementing a Sales Performance & Compensation solution.

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Adoption Planned vs. No Adoption Planned
Percent planning adoption in the next 12 months

■ Adoption Planned   ■ No Adoption Planned

	Sales Engagement	Data & Intelligence	Sales Enablement	Conversational Intelligence & Coaching	Revenue Intelligence	Sales Performance & Compensation
No Adoption Planned	58%	62%	66%	71%	72%	82%
Adoption Planned	42%	38%	34%	29%	28%	18%
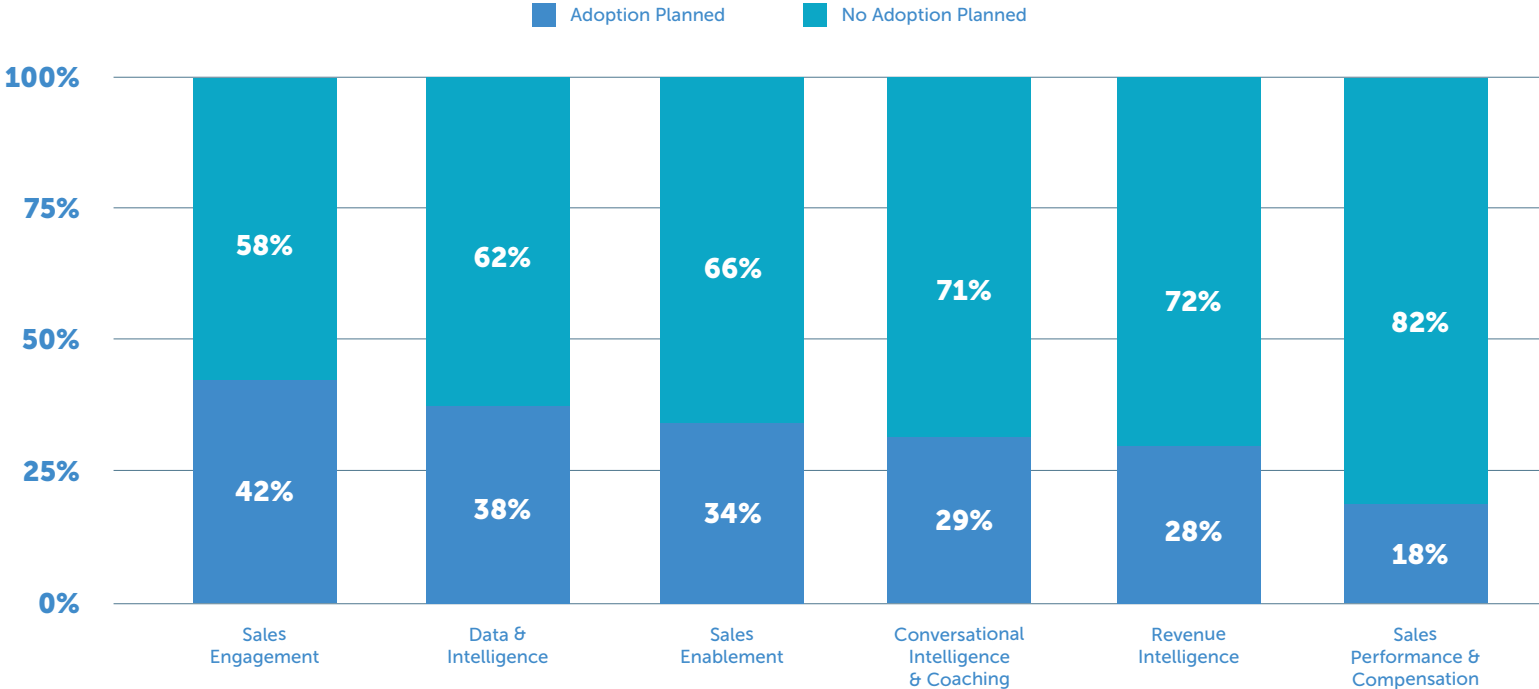
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Company Size x Category Adoption

Planned adoption for categories by number of employees

■ Data & Intelligence   ■ Sales Engagement   ■ Sales Enablement   ■ Revenue Intelligence

■ Sales Performance & Compensation   ■ Conversational Intelligence & Coaching
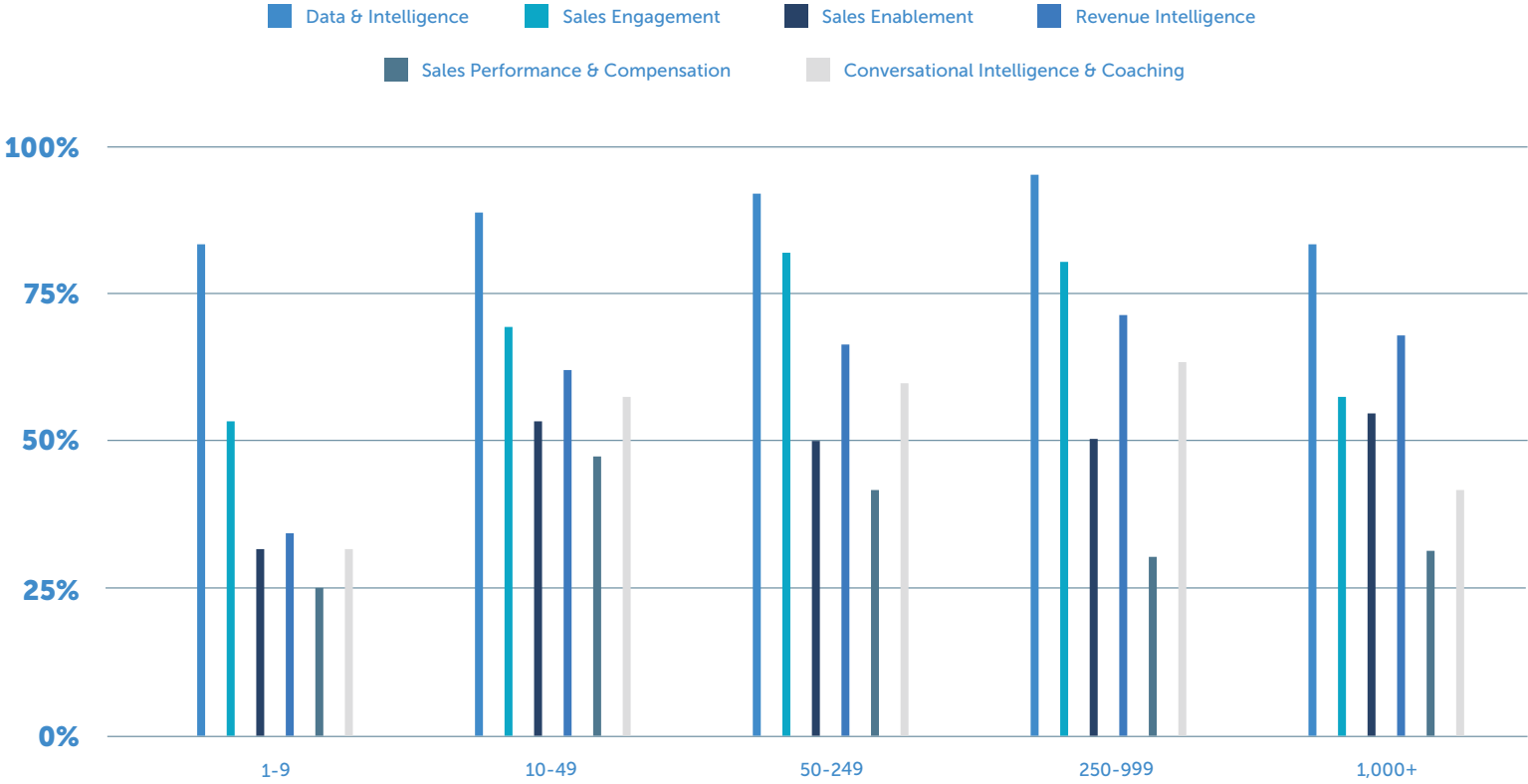
Category Breakdown

ROI, Adoption and Impact Across
7 Sales Tech Categories

CRM

Since a CRM is the foundation of nearly any sales motion, it's no surprise that 97% of respondents said that they have a CRM in place.

Outside of the high usage, two points stand out:

1. **Two-thirds of respondents use either Salesforce or HubSpot for their CRM solution.**

    Those using either of the two major CRMs were much more likely to report high or very high ROI from the solution.

    Salesforce and HubSpot stand out for ROI, but the picture is a little less clear for the adoption and impact of the CRM across the org.

2. **Revenue leaders struggle with organization-wide adoption.**

    Despite the vast majority of companies having a CRM in place, adoption is still a struggle. On average, only 20% of respondents reported full adoption across the organization. Even among those using Salesforce, which has both the highest ROI and widest usage, only 45% reported full adoption.

    This seems to spell out a case for Salesforce shops, CRM connectors and sales automation tools as revenue leaders drive toward more adoption.

What CRM do you use?

Freshworks 4.4%
Pipedrive 6.7%
Microsoft Dynamics 7.1%
Other 12.6%
Salesforce 52.9%
Hubspot 16.0%
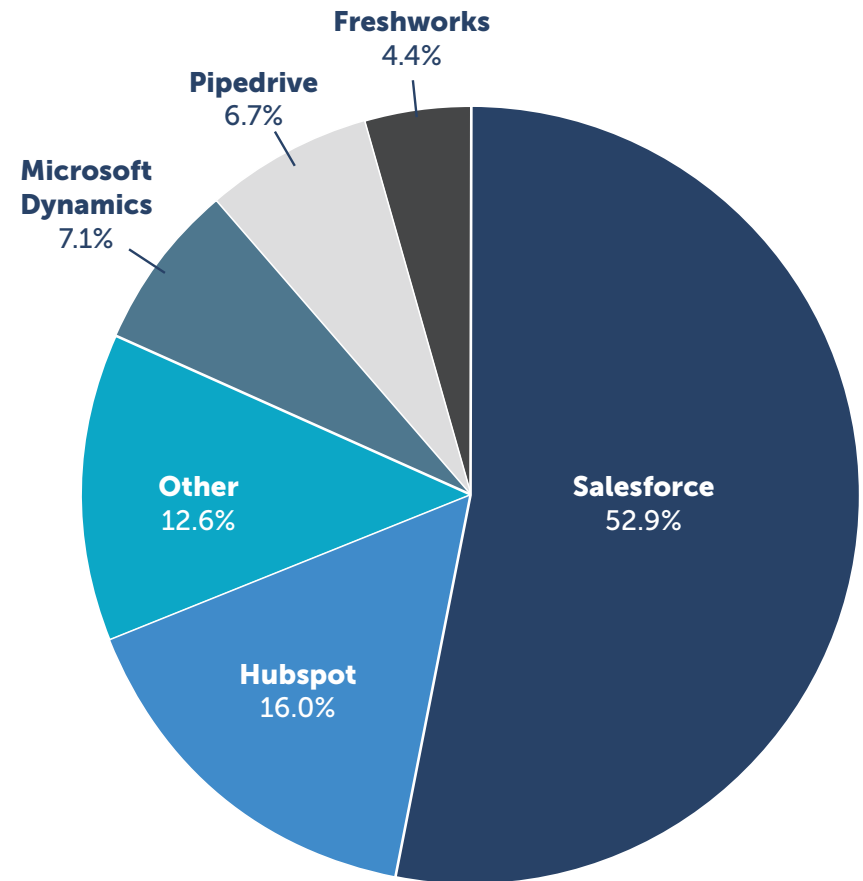
"Although 60% of respondents rated the ROI for CRM as high or very high, lack of seller adoption has caused significant information gaps and data inaccuracies in CRM systems leading to disjointed customer experiences, an inability to derive insights, and poor visibility into pipelines and forecasts."

Mary Shea
Global Innovation Evangelist
Outreach

CRM

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CRM ROI

■ Negative ROI   □ No ROI   ■ Some ROI   ■ High ROI   ■ Very High ROI

CRM	Negative ROI	No ROI	Some ROI	High ROI	Very High ROI
Salesforce	1%	4%	27%	36%	32%
Hubspot	2%	4%	26%	41%	27%
Pipedrive	3%	15%	33%	30%	19%
Microsoft Dynamics	4%	11%	35%	33%	17%
Nutshell	4%	26%	33%	26%	11%
Close.io	12%	12%	41%	29%	6%
Freshworks	2%	27%	52%	18%	

25.0%   50.0%   75.0%
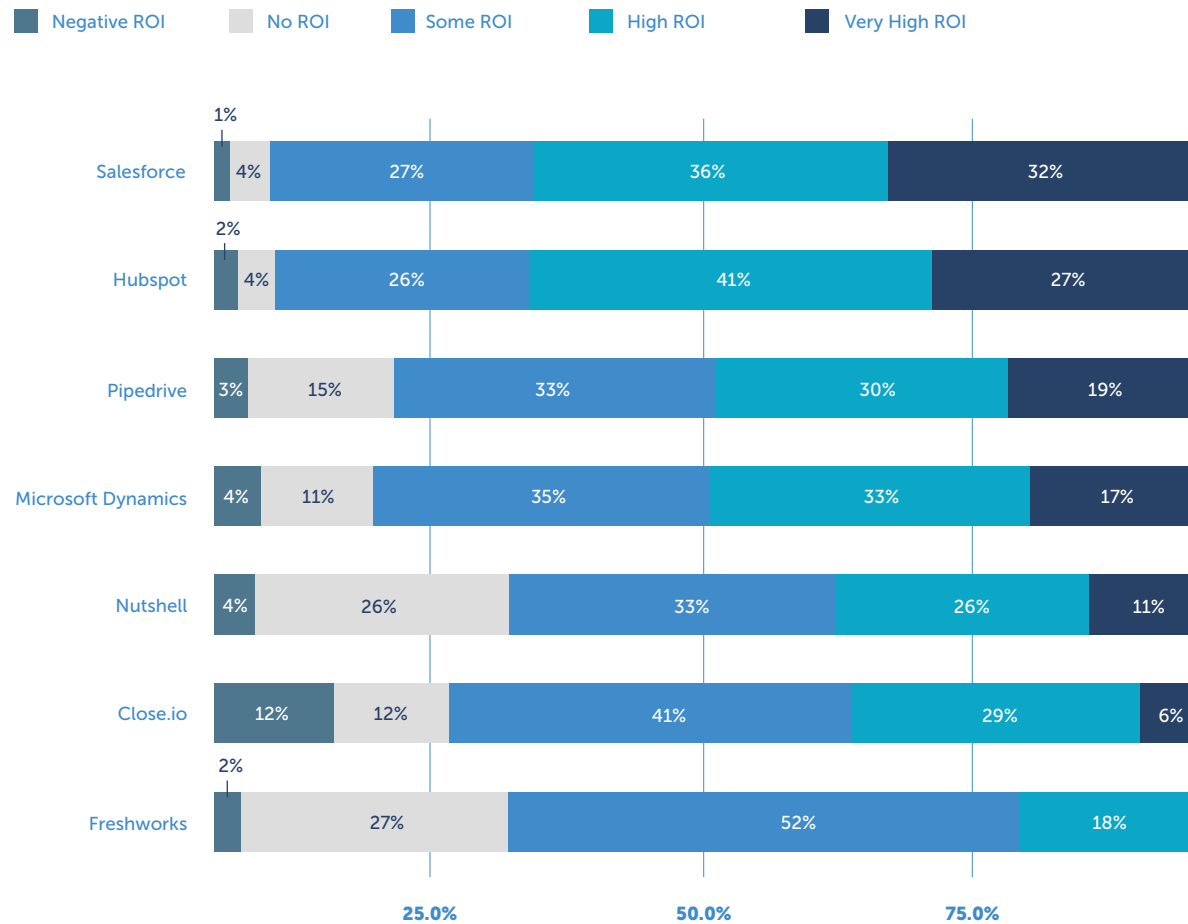
Salesforce and HubSpot show the highest ROI, followed by Microsoft Dynamics and Pipedrive. For a handful of less-established tools, respondents reported no ROI or *negative* ROI.

CRM

Impact by Tool

- Negative Impact
- No Impact
- Some Impact
- High Impact
- Very High Impact

Hubspot
1 | 4% | 22% | 42% | 31%

Salesforce
2 | 5% | 33% | 31% | 29%

Pipedrive
4% | 18% | 27% | 33% | 18%

Nutshell
30% | 37% | 22% | 11%

Microsoft Dynamics
14% | 49% | 27% | 10%

Close.io
24% | 12% | 59% | 6%

Freshworks
2 | 28% | 44% | 23% | 2

Copper
20% | 20% | 60%

25.0%   50.0%   75.0%

Adoption by Tool

- No Adoption Yet
- Negligible Adoption
- Some Adoption
- Good Adoption
- Full Adoption Across the Org

Salesforce
1 | 3% | 11% | 39% | 45%

Hubspot
1 | 3% | 9% | 43% | 43%

Copper
20% | 60% | 20%

Close.io
18% | 12% | 53% | 18%

Pipedrive
4% | 15% | 21% | 45% | 15%

Microsoft Dynamics
14% | 39% | 39% | 7%

Nutshell
19% | 48% | 26% | 7%

Freshworks
7% | 16% | 34% | 41% | 2

25.0%   50.0%   75.0%

Data & Intelligence

This one's a little different: it's not a direct comparison, since many organizations use multiple lead enrichment and data tools.

In terms of usage, LinkedIn Sales Navigator takes the cake—more than 50% of respondents use the tool. ZoomInfo, the second-most popular data & intelligence tool, has just under 40% usage from respondents.

Outside of those two tools, three other solutions are used by more than 10% of the respondents:

- LeadIQ
- Seamless.ai
- Lusha

Which of the following are currently in your Data & Intelligence tech stack?

1	LinkedIn Sales Navigator	65.2%
2	Zoominfo	44.3%
3	Other	30.3%
4	LeadIQ	16.9%
5	Seamless.ai	15.7%
6	Lusha	12.7%

Data & Intelligence

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Data & Intelligence ROI

■ Negative ROI   ■ No ROI   ■ Some ROI   ■ High ROI   ■ Very High ROI

	Negative ROI	No ROI	Some ROI	High ROI	Very High ROI
Clearbit	2%	6%	32%	35%	24%
LeadIQ	2%	10%	29%	35%	23%
Zoominfo	2%	8%	33%	36%	21%
D&B Hoovers	2%	12%	39%	26%	20%
Lusha	1%	15%	36%	29%	19%
LinkedIn Sales Navigator	1%	14%	33%	33%	18%
Seamless.ai	3%	19%	34%	26%	18%
Leadfeeder		6%	46%	37%	10%

25.0%   50.0%   75.0%
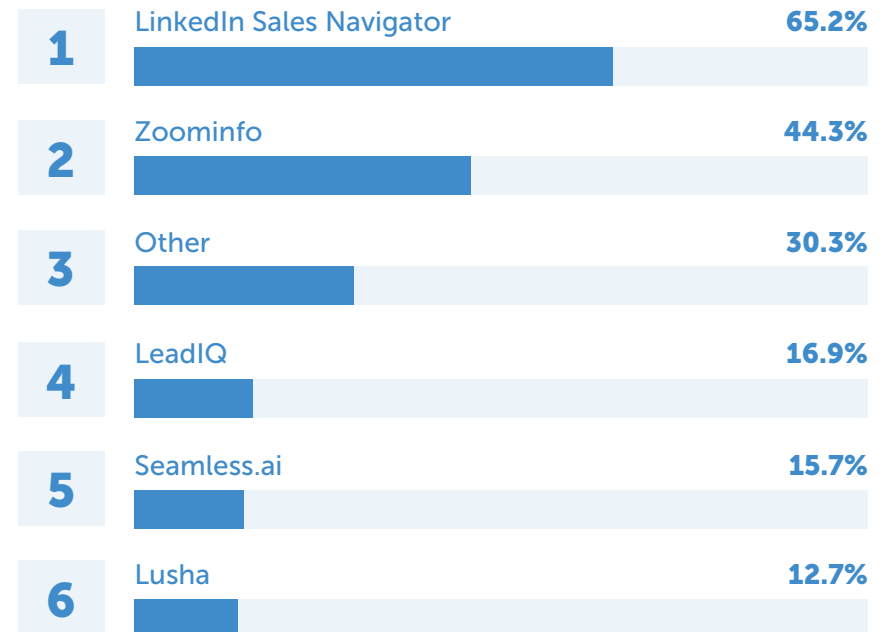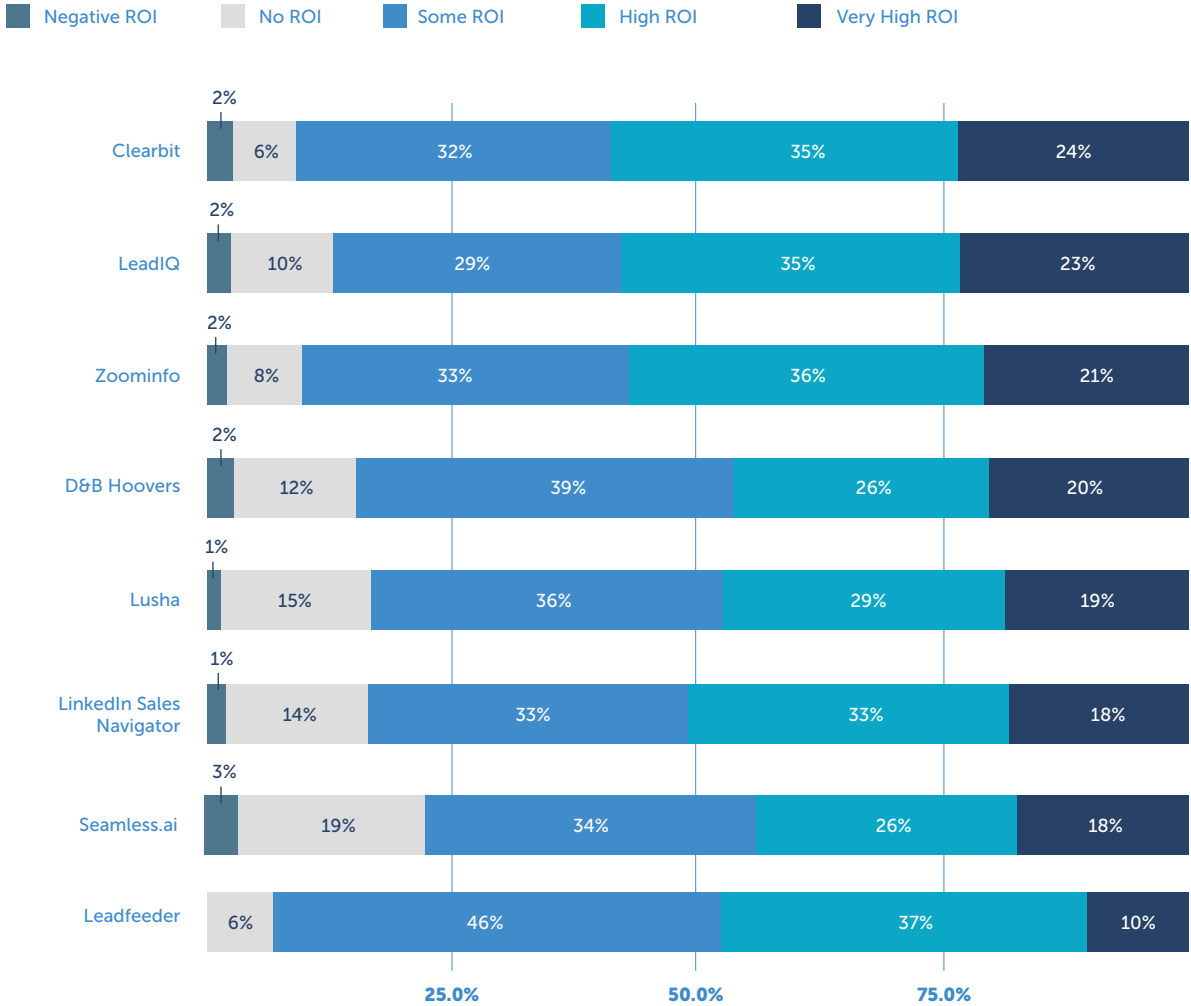
Popularity doesn't necessarily reflect ROI, adoption and impact. For example, LeadIQ shows a higher ROI than Sales Nav and is on par with ZoomInfo for both adoption and impact on rep performance.

Data & Intelligence

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Impact by Tool

- ■ Negative Impact
- ■ No Impact
- ■ Some Impact
- ■ High Impact
- ■ Very High Impact

LeadIQ
| 3% | 12% | 25% | 30% | 29% |

Clearbit
| 1 | 10% | 29% | 34% | 26% |

Zoominfo
| 1 | 9% | 31% | 35% | 24% |

LinkedIn Sales Navigator
| 1 | 13% | 30% | 32% | 23% |

Seamless.ai
| 1 | 17% | 30% | 30% | 21% |

D&B Hoovers
| 1 | 16% | 32% | 30% | 20% |

Lusha
| 1 | 13% | 35% | 35% | 16% |

Leadfeeder
| 6% | 37% | 42% | 14% |

25.0%   50.0%   75.0%

Adoption by Tool

- ■ No Adoption Yet
- ■ Negligible Adoption
- ■ Some Adoption
- ■ Good Adoption
- ■ Full Adoption Across the Org

LeadIQ
| 3% | 12% | 19% | 41% | 25% |

Zoominfo
| 4% | 5% | 26% | 41% | 24% |

LinkedIn Sales Navigator
| 7% | 10% | 27% | 36% | 20% |

Clearbit
| 2 | 10% | 24% | 46% | 18% |

Seamless.ai
| 3% | 20% | 26% | 34% | 17% |

Leadfeeder
| 2 | 6% | 35% | 42% | 15% |

D&B Hoovers
| 5% | 12% | 24% | 46% | 13% |

Lusha
| 5% | 13% | 30% | 40% | 12% |

25.0%   50.0%   75.0%

Sales Engagement

Sales Engagement may not have been around as long as the CRM or sales data, but it's quickly becoming a critical piece of the stack. 7 out of 10 of respondents already have a Sales Engagement tool in place, and 42% of those without one are planning adoption in the next 12 months.

Along with Data & Intelligence, the Sales Engagement category shows the biggest impact on performance and the best ROI.

Two-thirds of respondents use either Outreach (39%) or SalesLoft (27%). Another 30% or so use either Mixmax or Yesware.

Which of the following are currently in your Sales Engagement tech stack?

#	Tool	%
1	Outreach	39%
2	SalesLoft	27%
3	Other	22%
4	MixMax	15%
5	Yesware	15%
6	High Velocity Sales	10%

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Sales Engagement

Sales Engagement ROI

■ Negative ROI   ■ No ROI   ■ Some ROI   ■ High ROI   ■ Very High ROI

	Negative ROI	No ROI	Some ROI	High ROI	Very High ROI
High Velocity Sales		7%	33%	29%	31%
Outreach	1%	9%	27%	37%	26%
VanillaSoft		5%	33%	38%	23%
SalesLoft	1%	11%	30%	38%	20%
Yesware		17%	39%	27%	18%
MixMax	1%	16%	44%	28%	11%
Groove	4%	6%	37%	43%	10%
XANT		14%	44%	33%	8%

25.0%   50.0%   75.0%
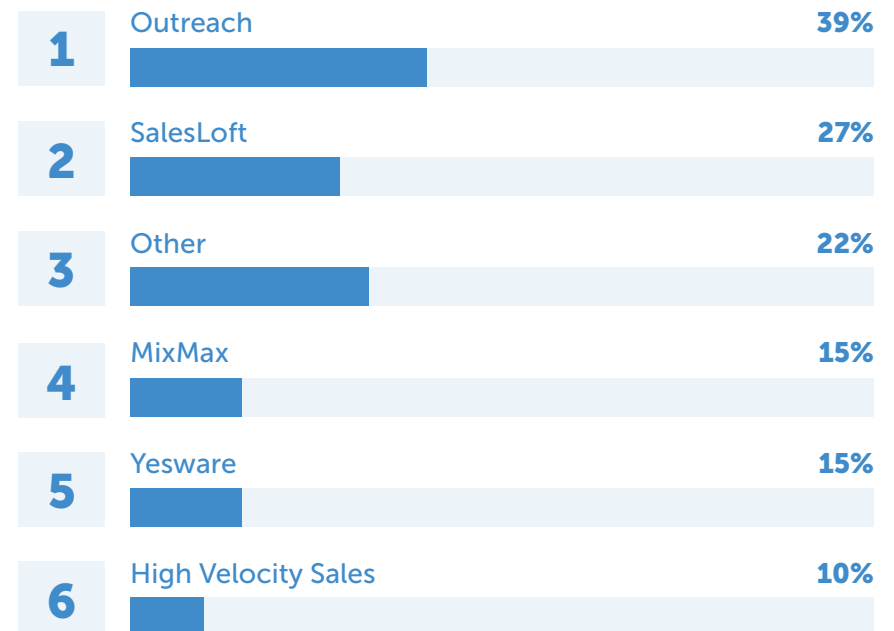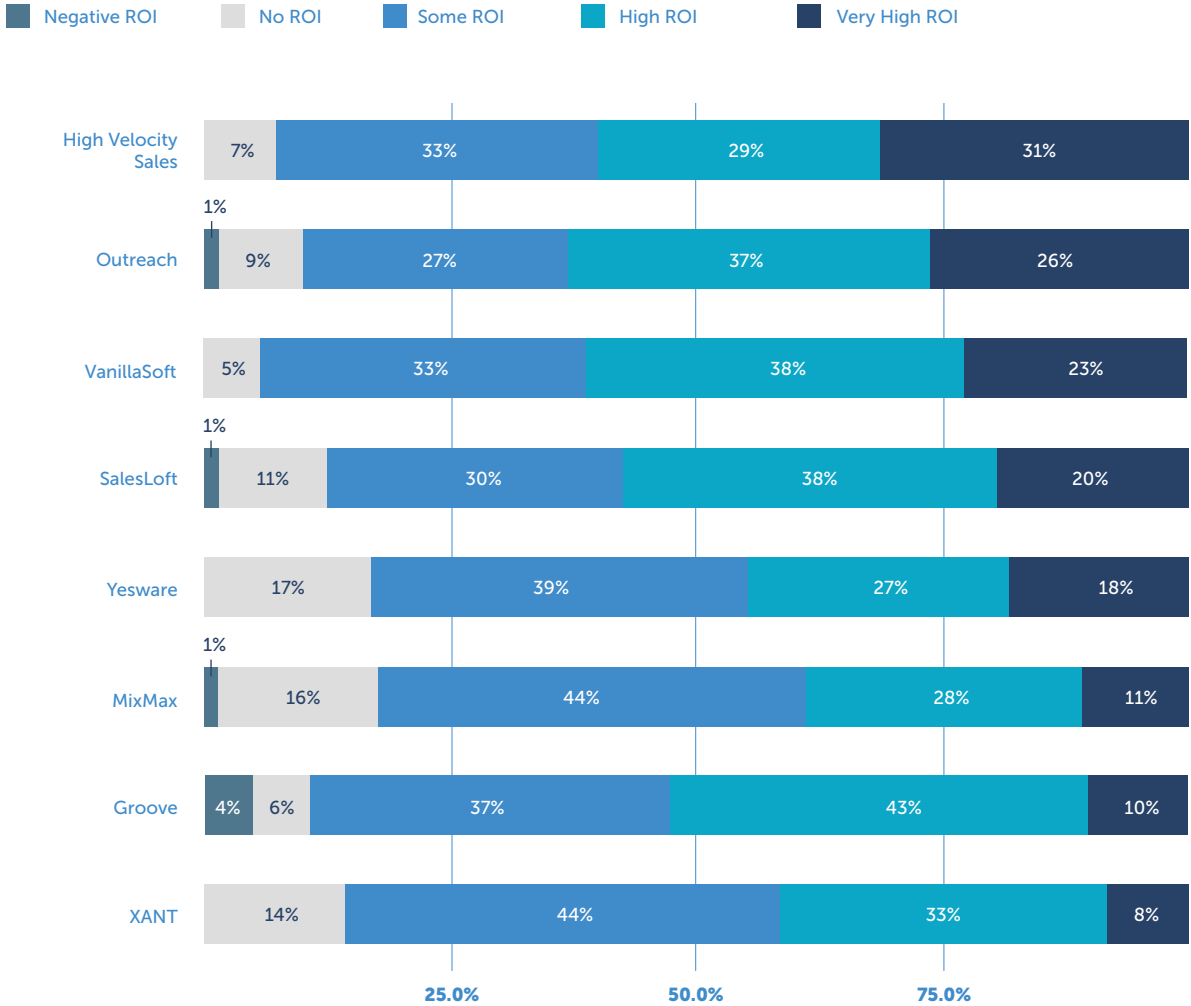
Respondents were most likely to say Outreach has the highest ROI, followed by VanillaSoft and High Velocity Sales.

Sales Engagement

Impact by Tool

- Negative Impact
- No Impact
- Some Impact
- High Impact
- Very High Impact

Outreach
| 1 | 4% | 28% | 35% | 32% |

SalesLoft
| 1 | 7% | 33% | 33% | 26% |

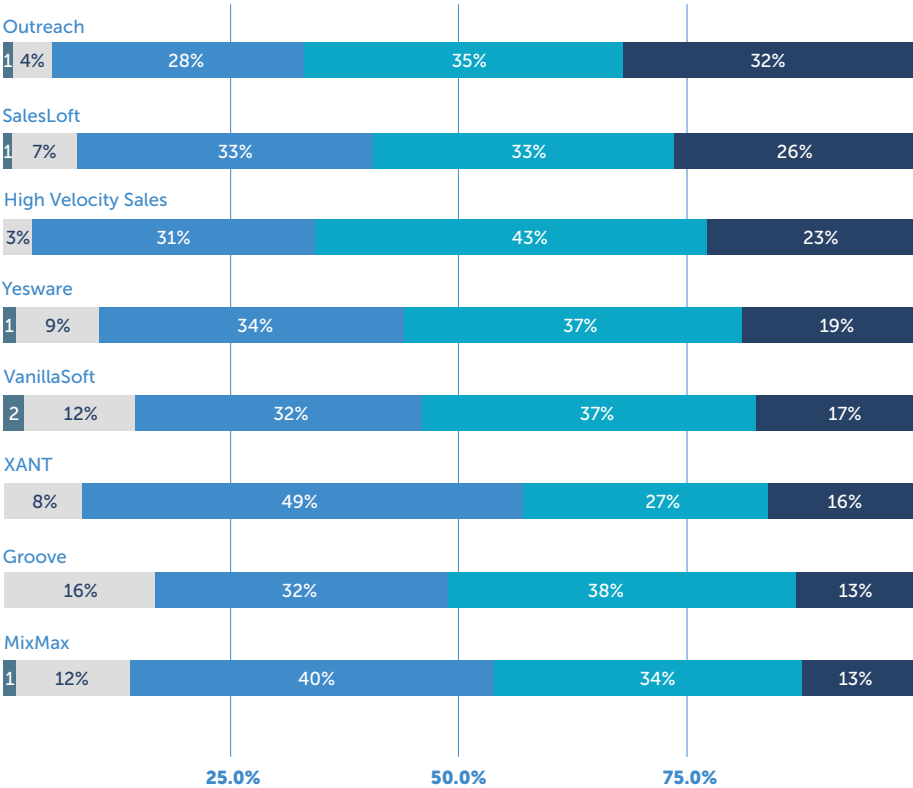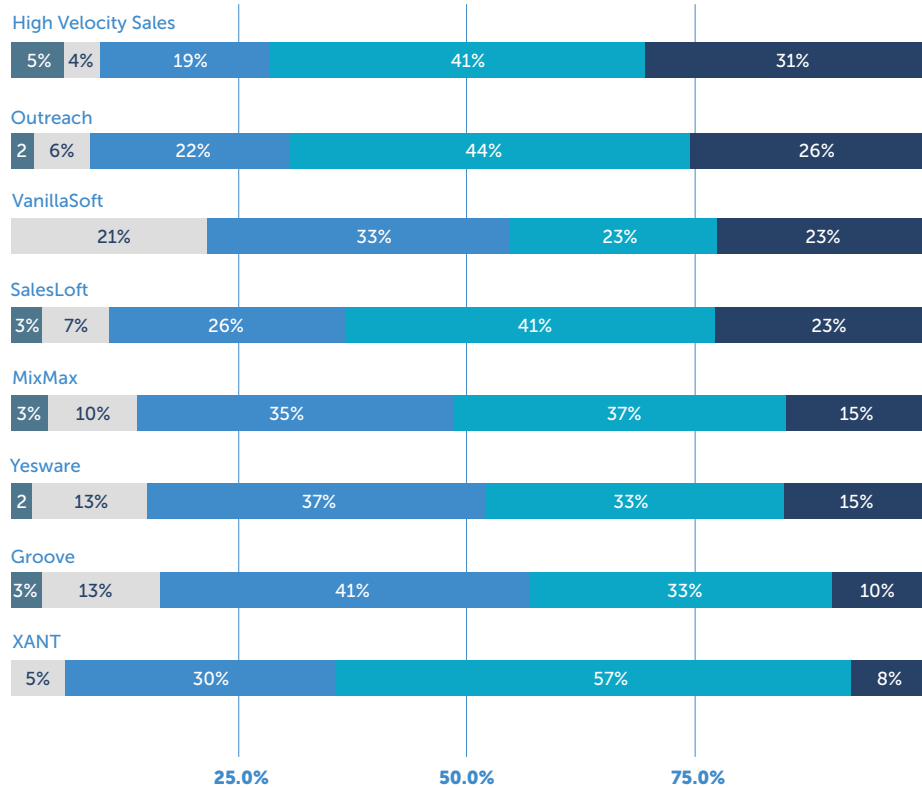**High Velocity Sales**
| 3% | 31% | 43% | 23% |

Yesware
| 1 | 9% | 34% | 37% | 19% |

VanillaSoft
| 2 | 12% | 32% | 37% | 17% |

XANT
| 8% | 49% | 27% | 16% |

Groove
| 16% | 32% | 38% | 13% |

MixMax
| 1 | 12% | 40% | 34% | 13% |

25.0%   50.0%   75.0%

Adoption by Tool

- No Adoption Yet
- Negligible Adoption
- Some Adoption
- Good Adoption
- Full Adoption Across the Org

High Velocity Sales
| 5% | 4% | 19% | 41% | 31% |

Outreach
| 2 | 6% | 22% | 44% | 26% |

VanillaSoft
| 21% | 33% | 23% | 23% |

SalesLoft
| 3% | 7% | 26% | 41% | 23% |

MixMax
| 3% | 10% | 35% | 37% | 15% |

Yesware
| 2 | 13% | 37% | 33% | 15% |

Groove
| 3% | 13% | 41% | 33% | 10% |

XANT
| 5% | 30% | 57% | 8% |

25.0%   50.0%   75.0%

Sales Enablement

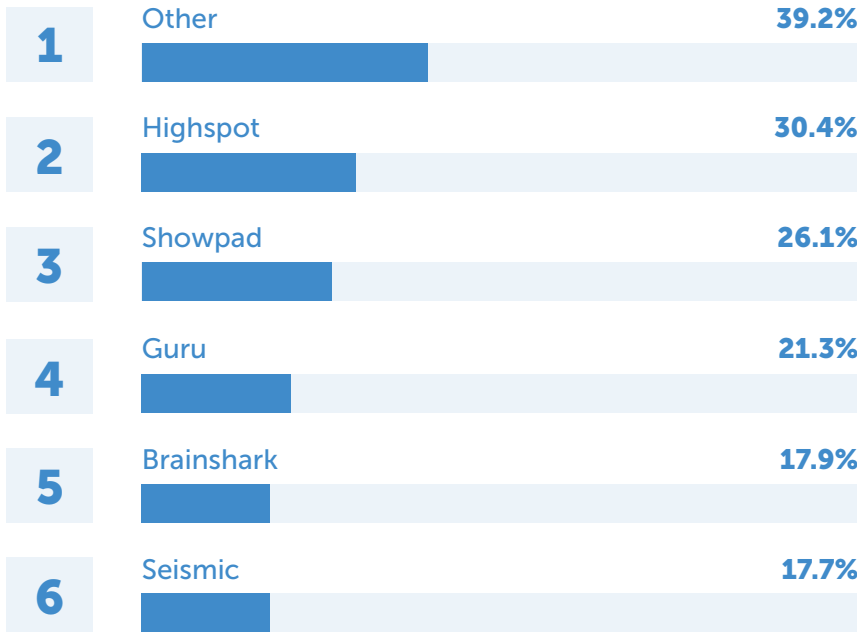Sales Enablement as a category has the second-lowest adoption across the board—just under half of revenue pros have an enablement platform in place at their company. The only category with less of a presence is Sales Performance & Compensation.

But remember: nearly a third are planning on implementing Sales Enablement in the next 12 months. And Sales Enablement shows both high Impact and ROI—above the Revenue Intelligence, Sales Performance and Conversational Intelligence categories.

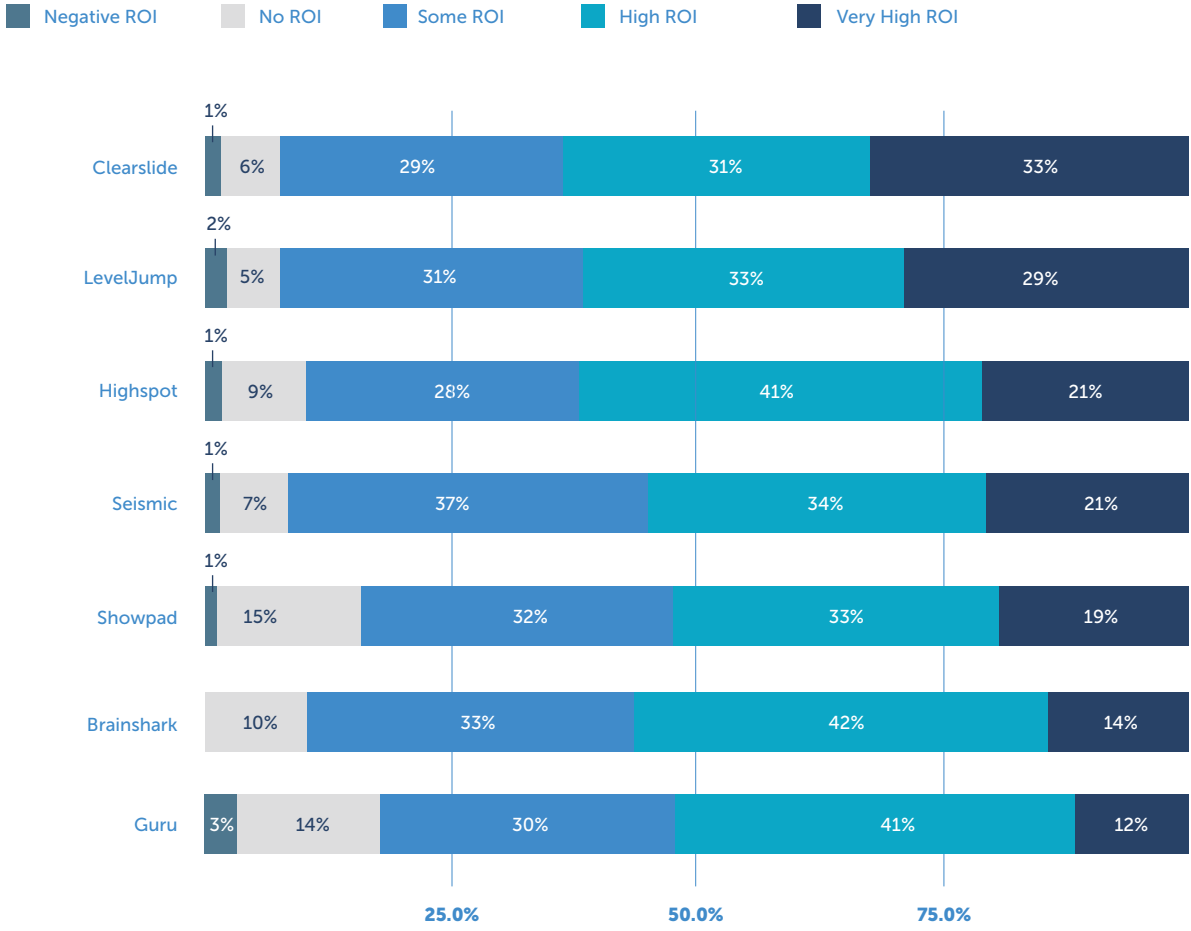For the ROI of specific tools, Clearslide takes the top spot (64%), followed by Highspot (62%). "Others" in this category include LevelJump and Mindtickle.

Which of the following are currently in your
Sales Enablement tech stack?

#	Tool	%
1	Other	39.2%
2	Highspot	30.4%
3	Showpad	26.1%
4	Guru	21.3%
5	Brainshark	17.9%
6	Seismic	17.7%

Sales Enablement

Sales Enablement ROI

■ Negative ROI   ■ No ROI   ■ Some ROI   ■ High ROI   ■ Very High ROI

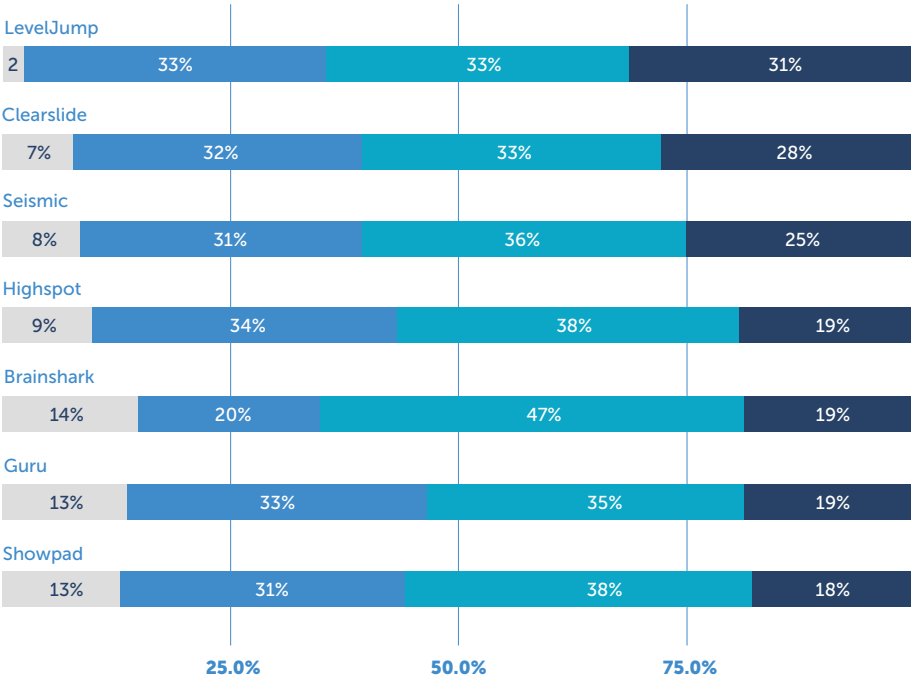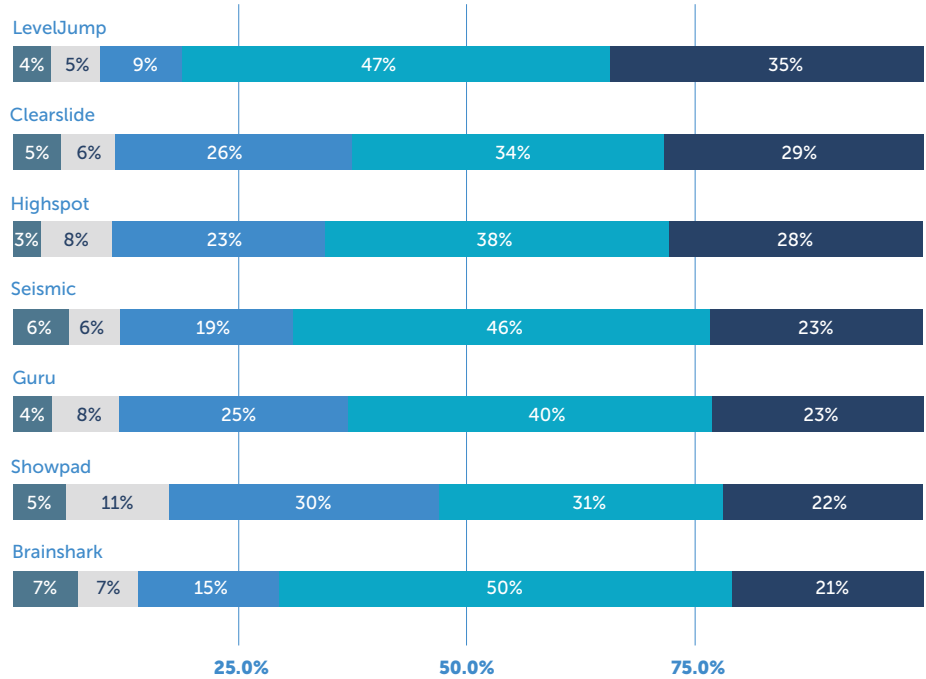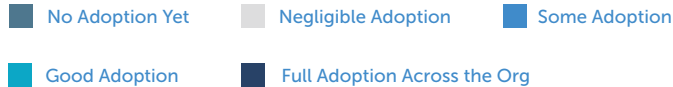|				
Clearslide	1% / 6%	29%	31%	33%
LevelJump	2% / 5%	31%	33%	29%
Highspot	1% / 9%	28%	41%	21%
Seismic	1% / 7%	37%	34%	21%
Showpad	1% / 15%	32%	33%	19%
Brainshark	10%	33%	42%	14%
Guru	3% / 14%	30%	41%	12%

25.0%   50.0%   75.0%

> Across the board, respondents see good ROI for Sales Enablement—more than half of users for every tool reported High or Very HIGH ROI.

Sales Enablement

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Impact by Tool

- Negative Impact
- No Impact
- Some Impact
- High Impact
- Very High Impact

LevelJump

| 2 | 33% | 33% | 31% |

Clearslide

| 7% | 32% | 33% | 28% |

Seismic

| 8% | 31% | 36% | 25% |

Highspot

| 9% | 34% | 38% | 19% |

Brainshark

| 14% | 20% | 47% | 19% |

Guru

| 13% | 33% | 35% | 19% |

Showpad

| 13% | 31% | 38% | 18% |

25.0% 50.0% 75.0%

Adoption by Tool

- No Adoption Yet
- Negligible Adoption
- Some Adoption
- Good Adoption
- Full Adoption Across the Org

LevelJump

| 4% | 5% | 9% | 47% | 35% |

Clearslide

| 5% | 6% | 26% | 34% | 29% |

Highspot

| 3% | 8% | 23% | 38% | 28% |

Seismic

| 6% | 6% | 19% | 46% | 23% |

Guru

| 4% | 8% | 25% | 40% | 23% |

Showpad

| 5% | 11% | 30% | 31% | 22% |

Brainshark

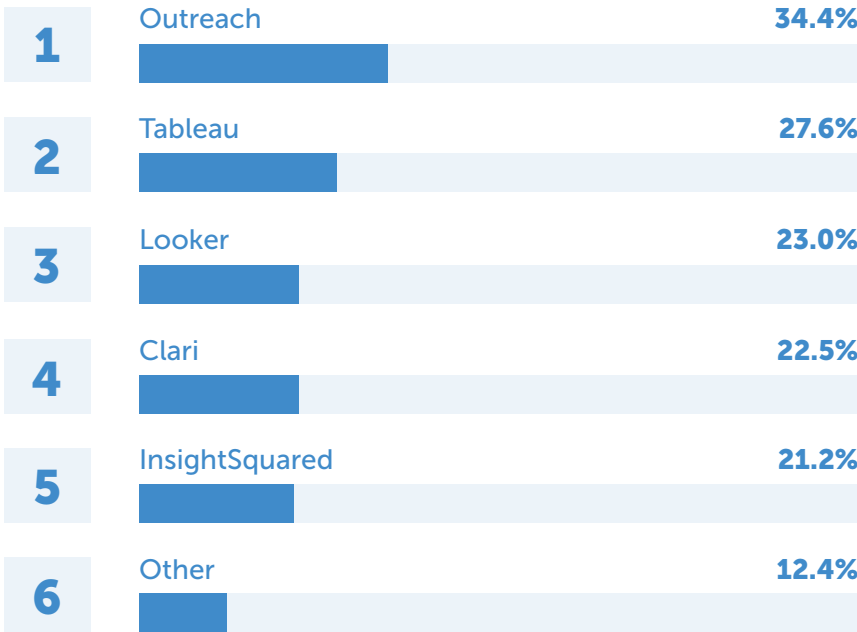| 7% | 7% | 15% | 50% | 21% |

25.0% 50.0% 75.0%

Revenue Intelligence

Roughly 6 in 10 respondents use Revenue Intelligence software, and 1 out of 10 plan on adopting the category in the next 12 months. This time next year, Revenue Intelligence should have the penetration that Sales Engagement has now.

While Outreach is typically boxed into the Sales Engagement category, 27% respondents said they use Outreach for Revenue Intelligence—compared to the 21% who use Tableau and the 18% who use either Looker or Clari.

Which of the following are currently in your Revenue Intelligence tech stack?

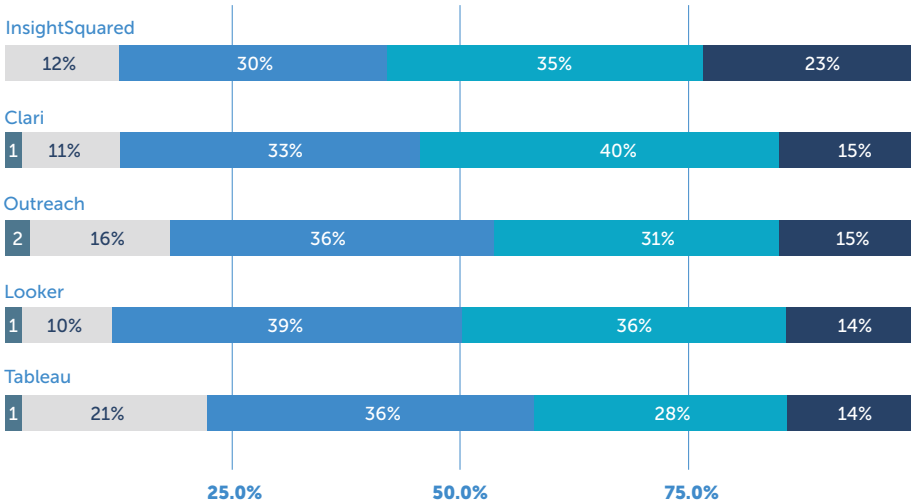|		
1	Outreach	34.4%
2	Tableau	27.6%
3	Looker	23.0%
4	Clari	22.5%
5	InsightSquared	21.2%
6	Other	12.4%

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Revenue Intelligence

Revenue Intelligence ROI

■ Negative ROI   ■ No ROI   ■ Some ROI   ■ High ROI   ■ Very High ROI

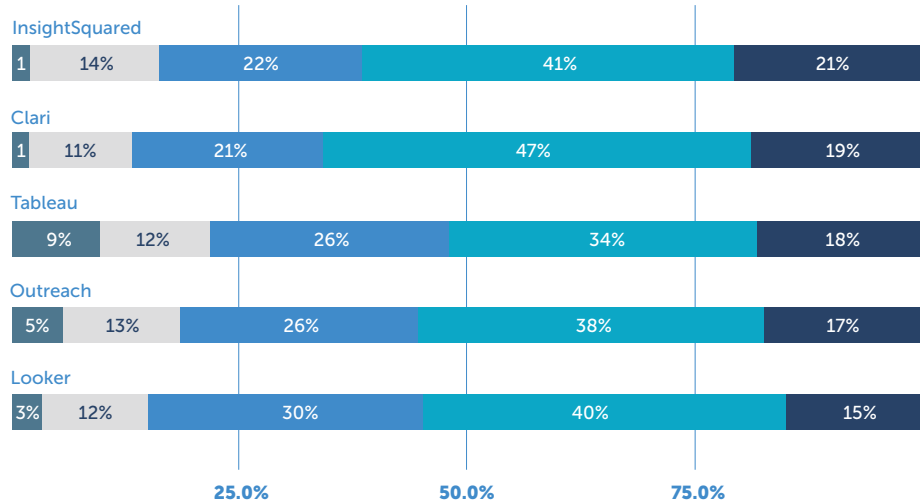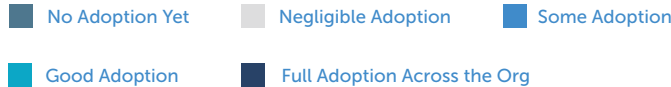|	Negative ROI	No ROI	Some ROI	High ROI	Very High ROI
Clari	1%	9%	33%	38%	19%
InsightSquared	1%	8%	30%	44%	18%
Looker	2%	9%	40%	34%	14%
Outreach	1%	17%	32%	36%	13%
Tableau	2%	15%	36%	34%	12%

25.0%   50.0%   75.0%
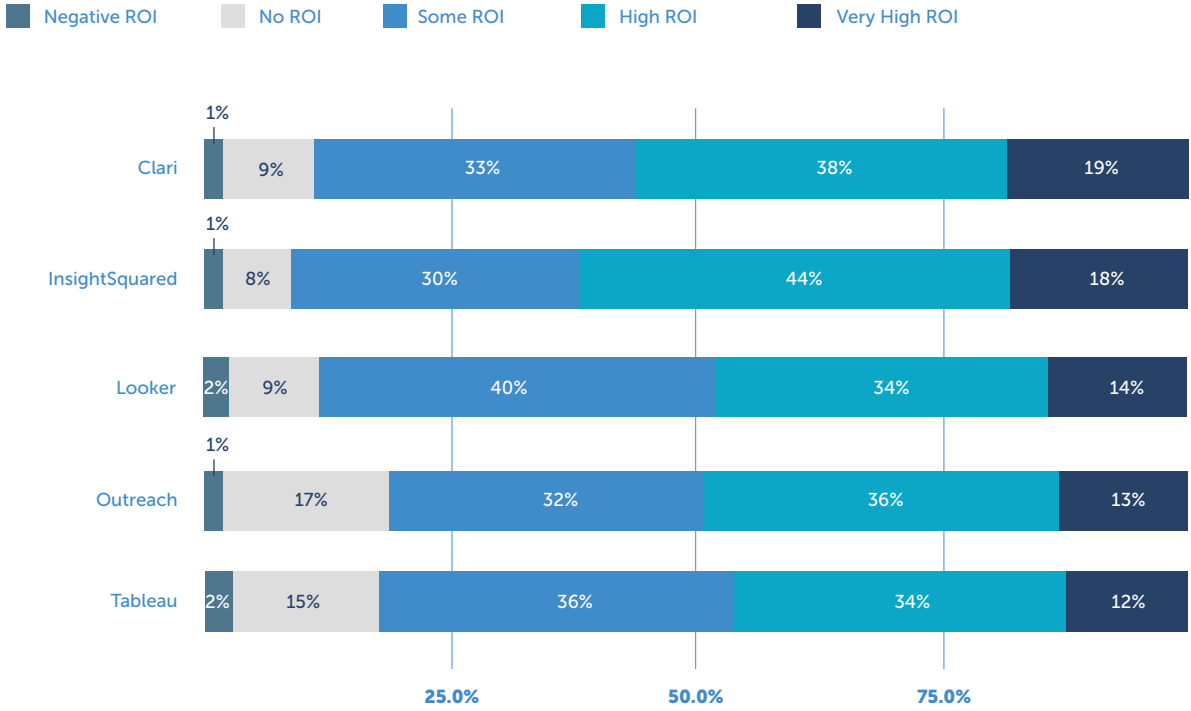
Usage aside, respondents were most likely to report high ROI for InsightSquared (62%) and Clari (57%).

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Revenue Intelligence

Impact by Tool

- ■ Negative Impact
- ■ No Impact
- ■ Some Impact
- ■ High Impact
- ■ Very High Impact

Tool	Negative	No Impact	Some Impact	High Impact	Very High
InsightSquared		12%	30%	35%	23%
Clari	1	11%	33%	40%	15%
Outreach	2	16%	36%	31%	15%
Looker	1	10%	39%	36%	14%
Tableau	1	21%	36%	28%	14%

25.0%   50.0%   75.0%

Adoption by Tool

- ■ No Adoption Yet
- ■ Negligible Adoption
- ■ Some Adoption
- ■ Good Adoption
- ■ Full Adoption Across the Org

Tool	No Adoption Yet	Negligible	Some Adoption	Good Adoption	Full Adoption
InsightSquared	1	14%	22%	41%	21%
Clari	1	11%	21%	47%	19%
Tableau	9%	12%	26%	34%	18%
Outreach	5%	13%	26%	38%	17%
Looker	3%	12%	30%	40%	15%

25.0%   50.0%   75.0%

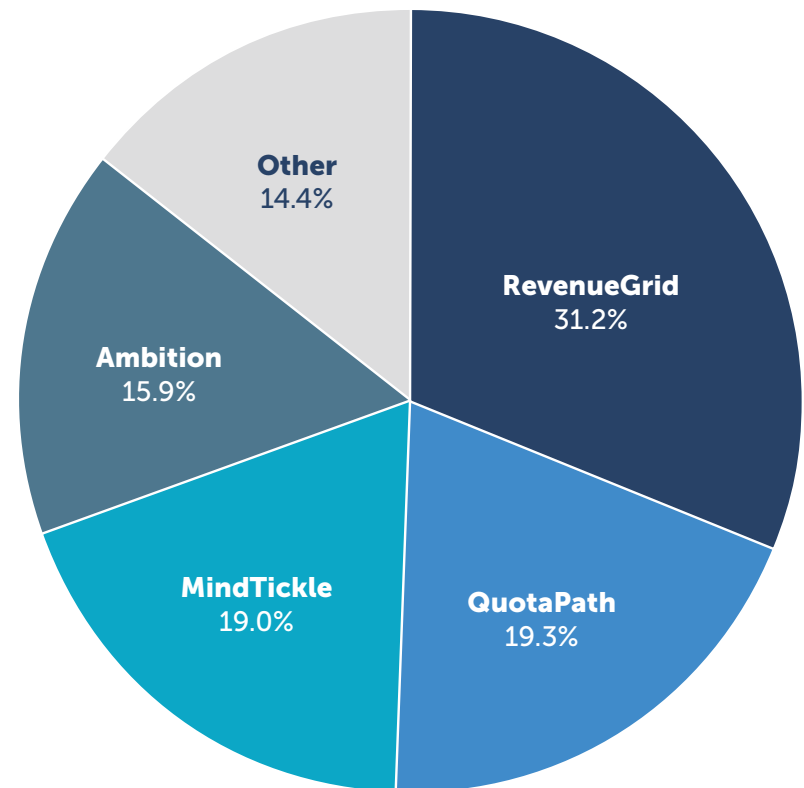# Sales Performance & Compensation

The big picture: this category has the lowest penetration in the sales industry and the lowest showing for planned implementation in the next 12 months.

So, the question now becomes: how do users feel about the category? Should other revenue leaders be thinking more about the impact of these tools?

With a third of respondents using Revenue Grid, it's by far the most popular tool in the category. Just under a quarter of respondents use either QuotaPath or MindTickle, and nearly 1 in 5 use Ambition.

The return is certainly there: two-thirds of QuotaPath users report a high or very high ROI, while roughly half of other respondents report the same.

Which of the following are currently in your
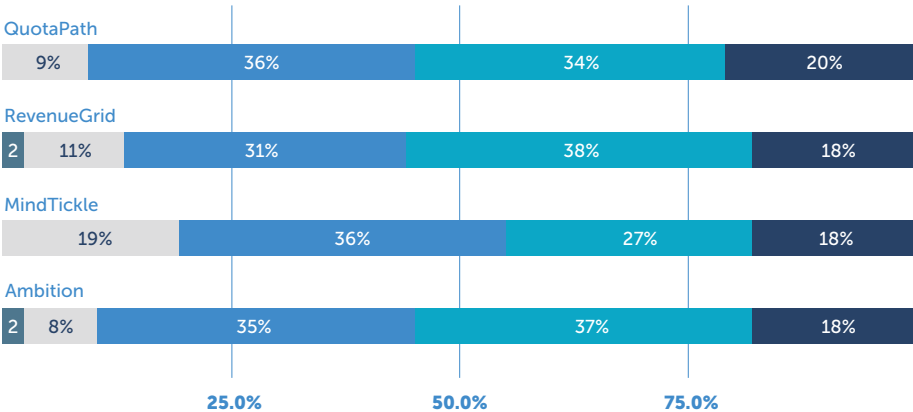**Sales Performance & Compensation Management tech stack?**

Other
14.4%

RevenueGrid
31.2%

Ambition
15.9%

QuotaPath
19.3%

MindTickle
19.0%

SALES HACKER

Sales Performance & Compensation

Sales Performance & Compensation ROI

■ Negative ROI   ■ No ROI   ■ Some ROI   ■ High ROI   ■ Very High ROI

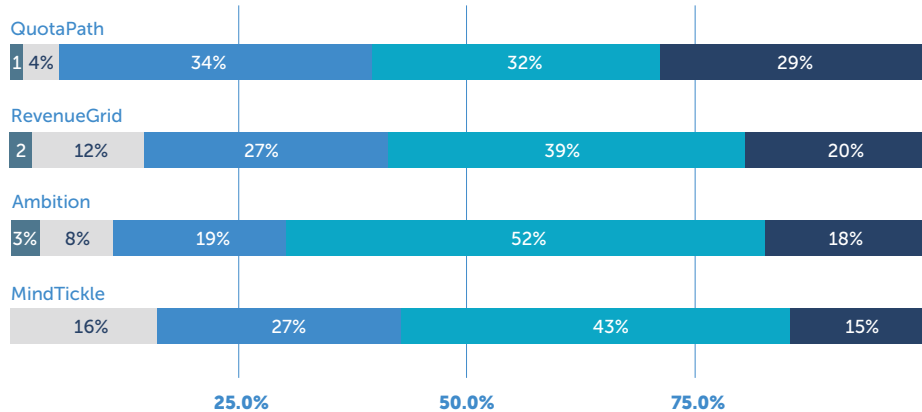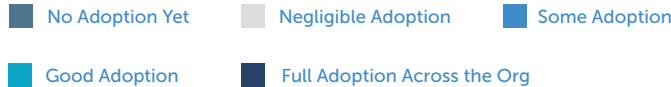|				
QuotaPath	8%	25%	39%	28%
MindTickle	16%	42%	23%	19%
RevenueGrid	4% / 14%	31%	39%	12%
Ambition	2% / 12%	37%	40%	10%

25.0%   50.0%   75.0%

The category shows a wide range of ROI—nearly 7 in 10 QuotaPath users report high or very ROI, while 4 out of 10 Mindtickle users would say the same.

Sales Performance & Compensation

Impact by Tool

- Negative Impact
- No Impact
- Some Impact
- High Impact
- Very High Impact

QuotaPath
| 9% | 36% | 34% | 20% |

RevenueGrid
| 2 | 11% | 31% | 38% | 18% |

MindTickle
| 19% | 36% | 27% | 18% |

Ambition
| 2 | 8% | 35% | 37% | 18% |

25.0%   50.0%   75.0%

Adoption by Tool

- No Adoption Yet
- Negligible Adoption
- Some Adoption
- Good Adoption
- Full Adoption Across the Org

QuotaPath
| 1 | 4% | 34% | 32% | 29% |

RevenueGrid
| 2 | 12% | 27% | 39% | 20% |

Ambition
| 3% | 8% | 19% | 52% | 18% |

MindTickle
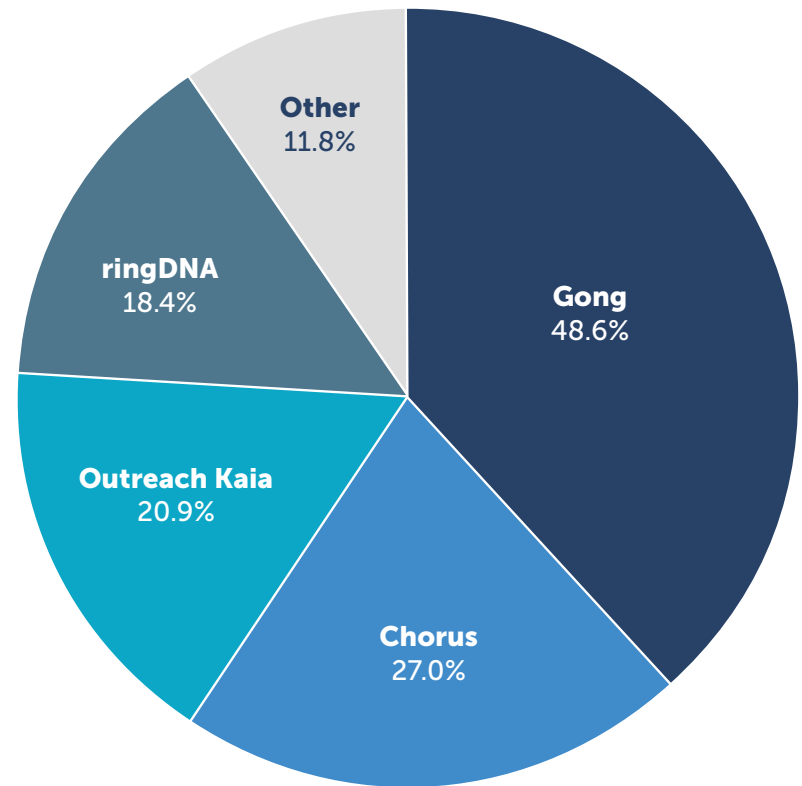| 16% | 27% | 43% | 15% |

25.0%   50.0%   75.0%

Conversational Intelligence & Coaching

This category is relatively uncrowded compared to some of the other categories in your tech stack, with four main players: Gong, Chorus, Outreach Kaia and ringDNA.

Gong has by far the most users (42%), followed by Chorus (24%). Outreach Kaia and ringDNA have 18% and 16% of users, respectively.
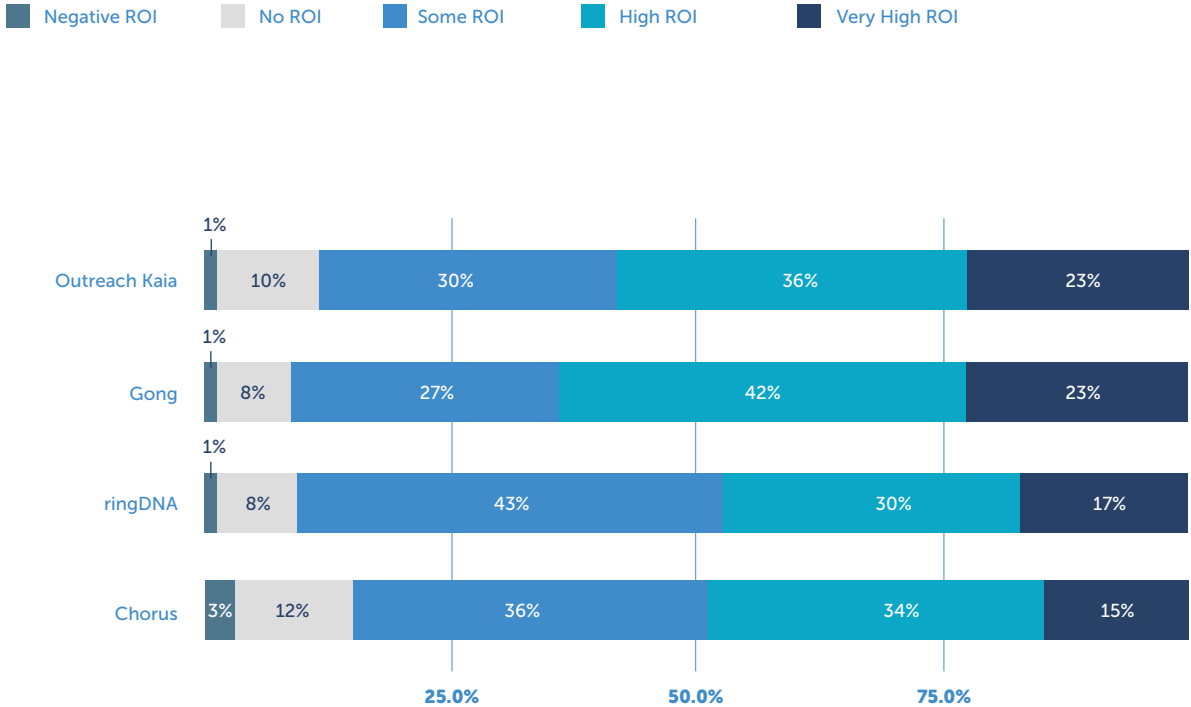
Despite the difference in user base, Gong and Outreach take the top spots for ROI, Adoption and Impact in the Conversational Intelligence & Coaching category.

Which of the following are currently in your
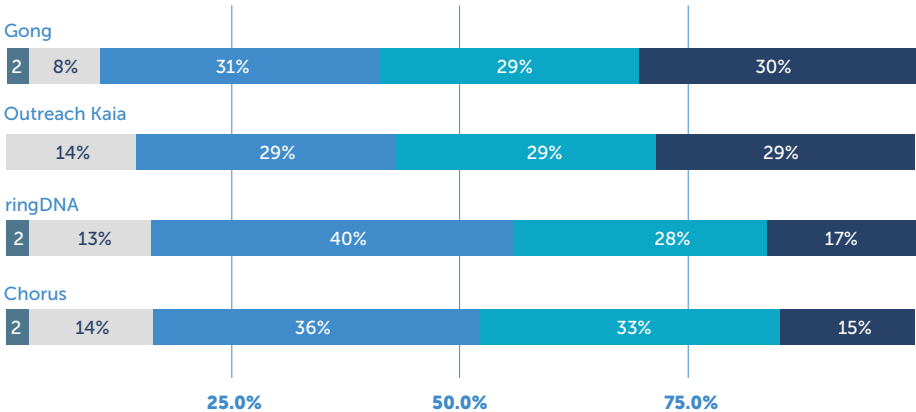**Conversational Intelligence & Coaching
tech stack?**

Other
11.8%

ringDNA
18.4%

Gong
48.6%

Outreach Kaia
20.9%

Chorus
27.0%

SALES HACKER

Conversational Intelligence & Coaching

Conversational Intelligence & Coaching ROI

■ Negative ROI ■ No ROI ■ Some ROI ■ High ROI ■ Very High ROI

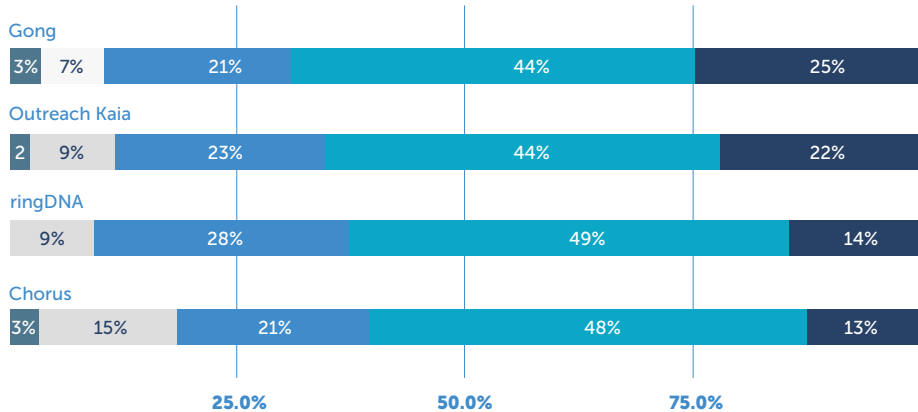|	Negative	No ROI	Some ROI	High ROI	Very High ROI
Outreach Kaia	1%	10%	30%	36%	23%
Gong	1%	8%	27%	42%	23%
ringDNA	1%	8%	43%	30%	17%
Chorus	3%	12%	36%	34%	15%

25.0%   50.0%   75.0%
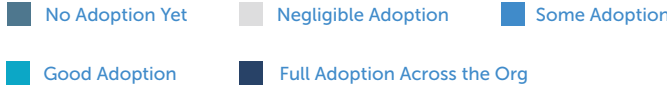
The vast majority of respondents using a Conversational Intelligence tool see at least some ROI—nearly 90% across the board.

SALES HACKER

Conversational Intelligence & Coaching

Impact by Tool

- Negative Impact
- No Impact
- Some Impact
- High Impact
- Very High Impact

Tool					
Gong	2	8%	31%	29%	30%
Outreach Kaia		14%	29%	29%	29%
ringDNA	2	13%	40%	28%	17%
Chorus	2	14%	36%	33%	15%

25.0% 50.0% 75.0%

Adoption by Tool

- No Adoption Yet
- Negligible Adoption
- Some Adoption
- Good Adoption
- Full Adoption Across the Org

Tool					
Gong	3%	7%	21%	44%	25%
Outreach Kaia	2	9%	23%	44%	22%
ringDNA		9%	28%	49%	14%
Chorus	3%	15%	21%	48%	13%

25.0% 50.0% 75.0%

What's Next for Sales Tech?

CONCLUSION

SALES HACKER

Perspective, meet action.

Remember our questions from the beginning:

How many sales tools have you considered this year?

How do you know which categories are worth investing in?

Now, armed with a bit more information about the ROI, performance and adoption of the 40+ tools we've covered here, you get to ask yourself another question: "how can I bring the best tools together for the biggest impact on revenue?"

Sales leaders who put buyers at the center of their strategies and over-index on data—who we're calling Revenue Innovators—will stop cobbling together a collection of point solutions and increasingly make bets on core platforms that serve all roles of the revenue generation organization.

So: what's next for *your* sales tech?

"Today, hundreds of point solutions make up a fragmented sales technology marketplace while leading providers extend capabilities and land multi-billion-dollar valuations.

Although CRM is still an important component of the sales tech stack, sellers now work from other more relevant layers... while sales leaders turn to revenue intelligence and operations solutions to better meet their strategic and execution needs.

As newer adjacent sales technologies mature and consolidate, expect CRM to play a different role in the modern sales tech stack."

Mary Shea
Global Innovation Evangelist
Outreach

STATE OF THE SALES STACK