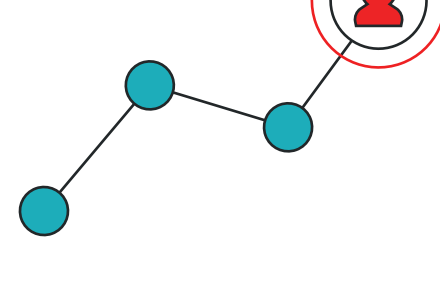




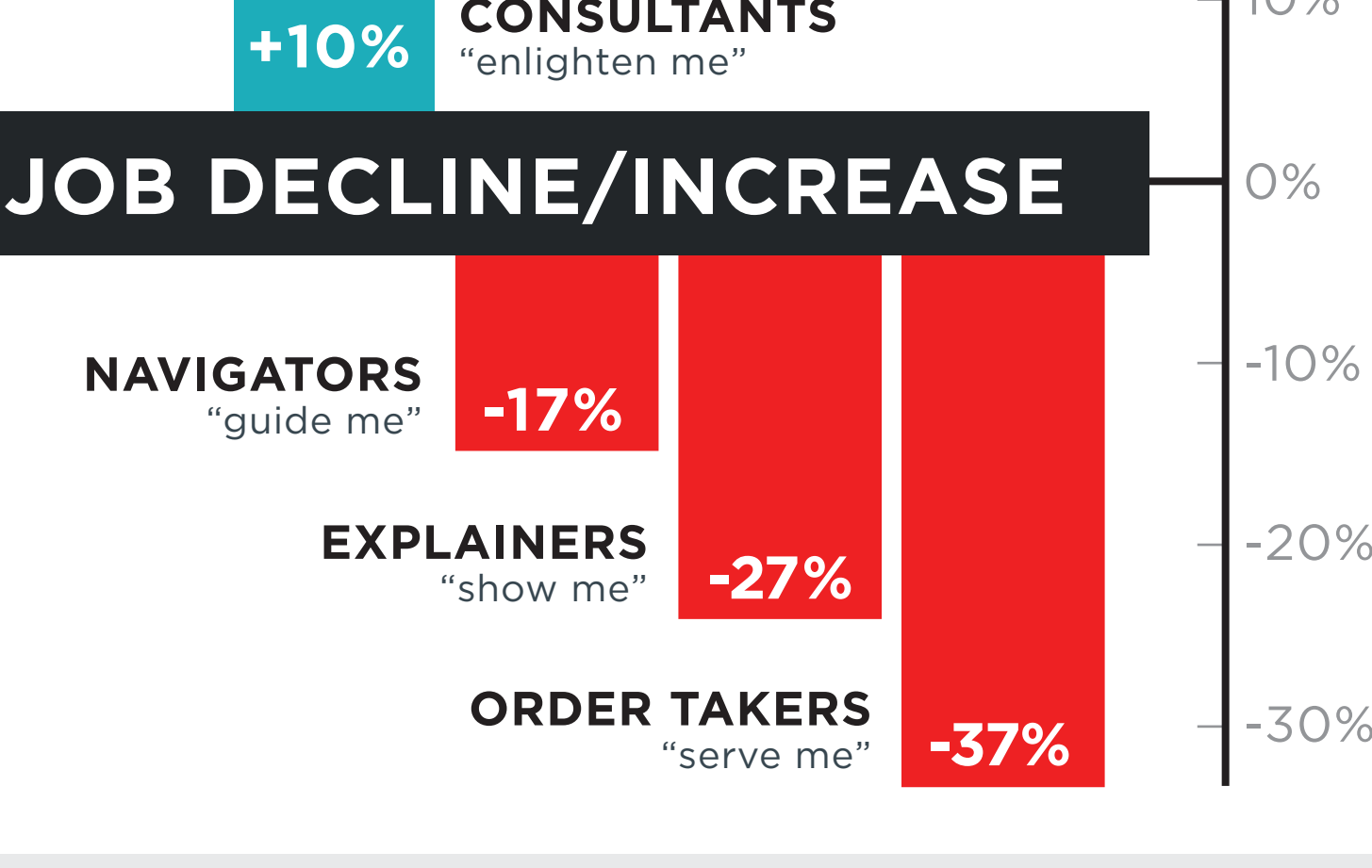
# TOP 5 PREDICTIONS FOR THE FUTURE OF SALES & MARKETING ALIGNMENT

WHAT 500+ SALES AND MARKETING INNOVATORS BELIEVE WILL HAPPEN IN THE NEXT YEAR

## 1 The Rise of the Consultative Seller



THE B2B SALESPERSON OF THE FUTURE (2020):<sup>1</sup>



### CHARACTERISTICS OF THE CONSULTATIVE SELLER:<sup>2</sup>

- ✓ Emphatic partner
- ✓ Digital adeptness
- ✓ Operational mindset
- ✓ Storytelling mastery
- ✓ Advocacy focus
- ✓ Flexible and adaptive behavior



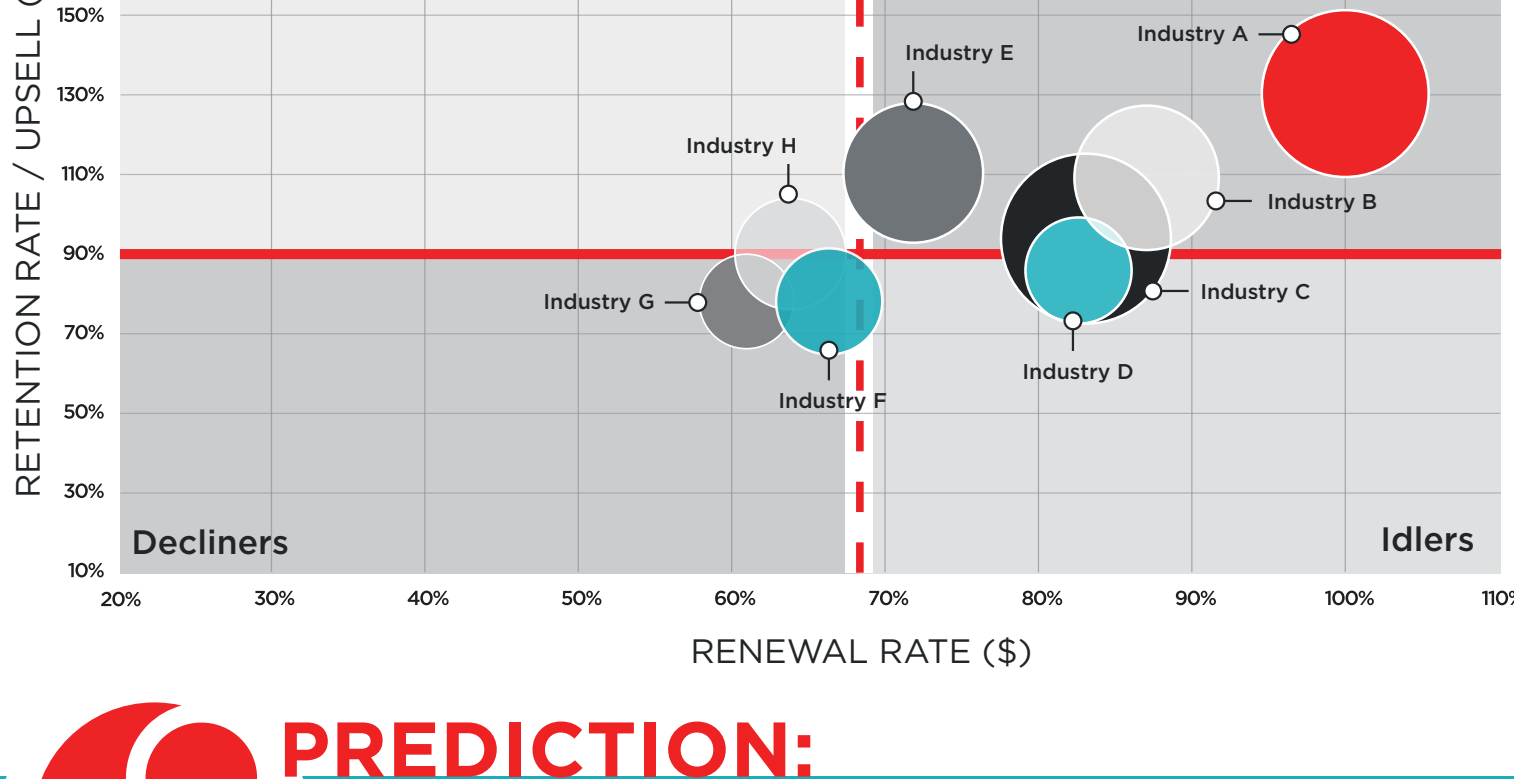
### PREDICTION:

Sellers will become more consultative and less transactional. The most successful sales people will be data and tech savvy. They'll be experts on their industry, buyer, products, and customer journey.

## 2 Focus on Best Customers and Prospects



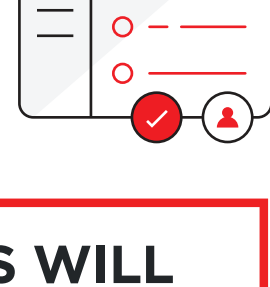
IDEAL CUSTOMER PROFILE MAPPING:<sup>3</sup>



### PREDICTION:

Think about the measures that make revenue "good revenue." The best customers renew at a high rate, and also buy more from you. Leading companies will invest in finding their ideal customer segments and align the entire organization to focus on business you can win.

## 3 AI & Machine Learning Fuel Decisions on Best Market Targets



BY 2020, **30%** OF ALL B2B COMPANIES WILL EMPLOY AI TO AUGMENT AT LEAST ONE OF THEIR PRIMARY SALES PROCESSES.<sup>4</sup>

AI applies more to the B2B space. **You can provide everything you know about your best customers and the machine will find clusters and segments.**

You have companies that are high lifetime value that look like this and you have companies that buy your lowest priced products only once.<sup>5</sup>

- Jim Sterne, Author, Artificial Intelligence for Marketing



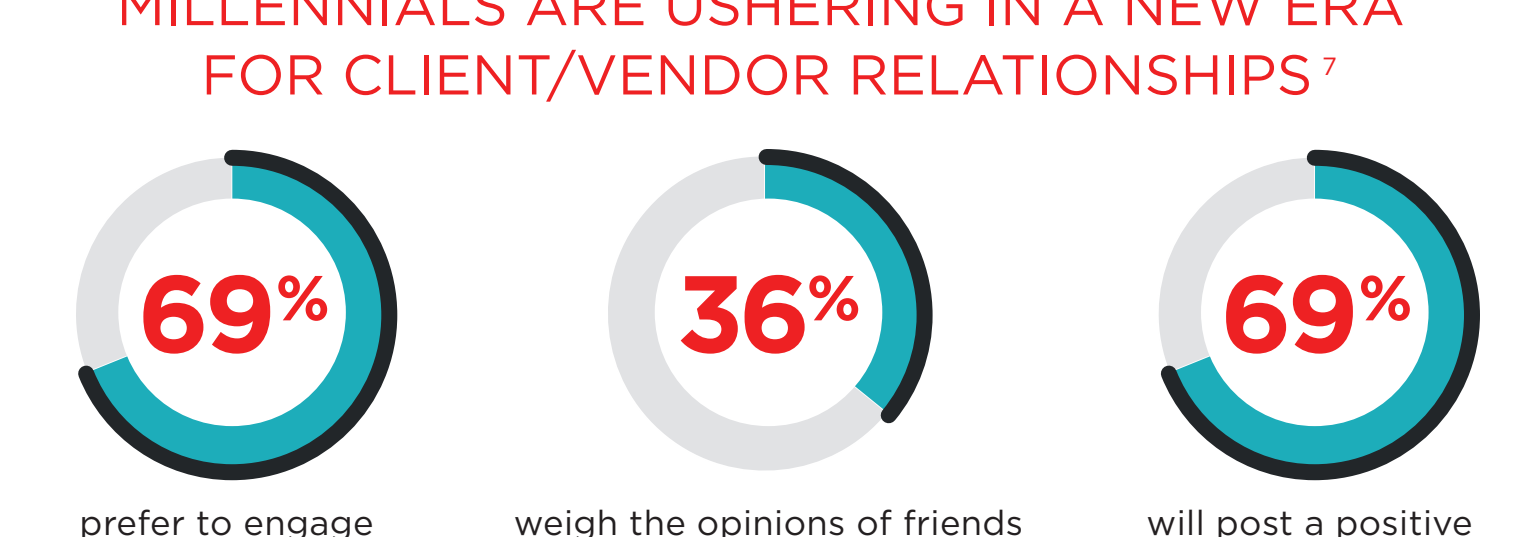
### PREDICTION:

This year will see the rise of 'Artificial Intelligence' in action. Leading companies will be open to embracing this new powerful technology to find, target and engage with the right audience to drive business productivity.

## 4 Millennials Have a Major Impact in B2B Buying & Selling

**44%** MILLENNIAL SHARE OF U.S. WORKFORCE BY 2025<sup>6</sup>

MILLENNIALS ARE USHERING IN A NEW ERA FOR CLIENT/VENDOR RELATIONSHIPS<sup>7</sup>



### PREDICTION:

Millennials have different expectations on making B2B purchasing decisions. **Successful companies will start adapting to a digital, social, mobile-first sales and marketing approach** to attract business from this generation's best talent.

## 5 Marketing & Sales Operations Merge into One Revenue Operations Team



With a single ops team, you can focus the collective resources, processes and tech investments around customer revenue and lifetime value. A strong, integrated ops team can connect the customer data dots and **assure technology is applied thoughtfully to automate processes and make the entire life cycle seamless.**

Competing priorities can be vetted as a single list to review and select on a regular basis. **KPIs can then be defined and delivered into a single dashboard, providing common priorities and focus** with a unified ops team.

- Scott Vaughan, CMO, Integrate



### PREDICTION:

Operations is a fast-moving role that's quickly becoming the heart of a company's go-to-market success. Sales operations and marketing operations are becoming the IT teams of the new millennium. With such responsibility and insight comes more power to read the data and influence the direction of the business.

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For more resources on sales and marketing best practices, visit [www.insideview.com/resources](http://www.insideview.com/resources)

Sources:  
<sup>1</sup> Forrester 2015, *The B2B Sales Force Digital Reboot*  
<sup>2</sup> Forrester 2017, *B2B Consultant Sellers Reign In The 21st Century*  
<sup>3</sup> Insideview, *Why Customer Obsession is the Next Revenue Engine*  
<sup>4</sup> Mobile Business Insights, *AI research statistics that map the future of business*, June 2017  
<sup>5</sup> BMA COLO, *Artificial Intelligence & Machine Learning in B2B Marketing: A Conversation with Jim Sterne*  
<sup>6</sup> Merit, *Millennial B2B Report*, March 2016  
<sup>7</sup> IBM, *To buy or not to buy? How Millennials are reshaping B2B marketing*, 2015  
<sup>8</sup> Martech, *The business case to how millennials and marketing ops*