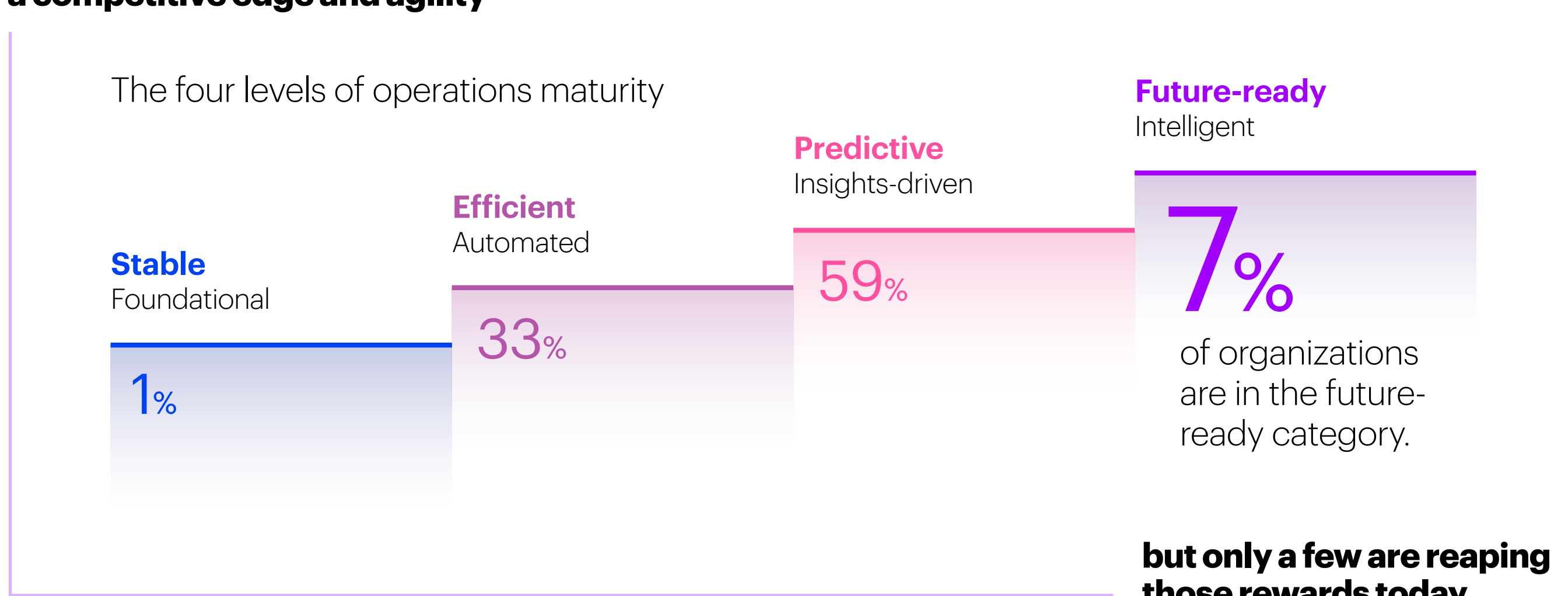accenture

Fast-Track to Future-Ready Digital Inside Sales

Future-readiness starts with sales

The sales dynamic is more complex than ever. Instead of a single buyer and seller connecting, there are now an average of five stakeholders involved in B2B discussions. To deliver an exceptional customer experience, sales must become future-ready.

Future-readiness brings organizations a competitive edge and agility

The four levels of operations maturity

Stable
Foundational
1%

Efficient
Automated
33%

Predictive
Insights-driven
59%

Future-ready
Intelligent
7%
of organizations are in the future-ready category.

but only a few are reaping those rewards today.

Selling smarter and faster demands digital operations

The sales function can only be as successful as its operational maturity, and the same goes for the enterprise as a whole. Since sales owns the customer relationships and drives revenue, this function should set an operational maturity paradigm that the rest of the organization can follow so the future is defined by accelerated growth.

1.7x
Higher efficiency for future-ready organizations.*

2.8x
Higher profitability for future-ready organizations.*

*Future-ready organizations exhibited 6.4 percentage points higher profitability and 13.1% greater efficiency, on average.

There are gains from moving up even one maturity level

$5.4T

in added global profitability has been left on the table due to insufficient operational maturity.

No one-size-fits-all, but there is a path to value

Future-ready organizations take advantage of transformational value.** They increase performance in efficiency and profitability, as well as improving innovation, strengthening ecosystems and delivering excellent customer and employee experiences.

**Transformational value is calculated using proprietary modeling and experience-based investigation to determine a scientific, holistic calculation of value.

What do future-ready sales organizations do differently?

There are three things sales must know to become future-ready.

01 Know the ultimate goal

Sales organizations should think big with sales strategy to turbocharge operational growth.

Currently, only **8%** of sales executives say business-tech collaboration is being used at scale.
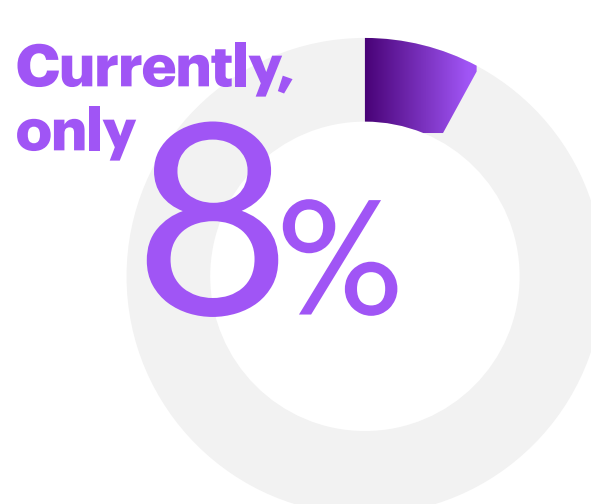
24% of sales executives say speed of product and service innovation has significantly improved; 49% say it's somewhat improved.

71% said customer experience has somewhat improved and significantly improved over the last three years.

02 Know the key steps

Sales organizations have been among the most successful at adopting automation techniques. But scaling is needed for other innovative drivers of operating model maturity, such as data.
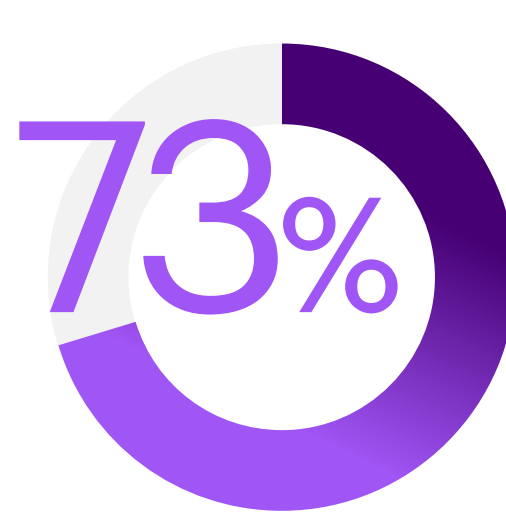
73%
Scale cloud investments
of sales executives report that they have applied cloud at scale—this lags significantly behind marketing, finance and supply chain.

Automate at scale
94% of sales executives report widespread or full-scale automation to digitize business processes and reduce costs—an increase of more than 3x over the past three years.

Commit to data-driven decision making
68% of sales executives organizations design their operating model based on data over executive experience and intuition.

03 Know how to leapfrog maturity levels

Build ecosystem relationships with complementary skill sets and technologies on demand.

44% of sales executives have seen their ecosystem partnerships improve over the past three years.

Outsmart, outperform, outpace

Now is the time to start developing a future-ready digital inside sales function.

• **Think** big and go beyond incremental change
• **Scale** automation and analytics, AI and integrated solutions with leading practices
• **Put** a cloud infrastructure at the heart
• **Enhance** the value of data with technologies that deliver better insights faster
• **Foster** a human + machine, specialized workforce
• **Build** complementary third-party and ecosystem relationships

Read the report to fast-track your journey to intelligent operations

Download report

accenture.com/futurereadyoperations