

accenture

salesforce

B2B Sales of the Future

Reinventing B2B sales



The “new” new of **B2B** sellers

In post-pandemic markets, despite all of the issues and distractions many sellers have learned to sell virtually and have adapted.



Sales Productivity

35%

of B2B seller time is spent on non-selling activities¹



Seller Relevance

22%

of B2B sellers are their customer’s #1 source to help solve their business problems²



Diversity Drives Performance

30%

of B2B sellers are women, yet they outperform men by ~11%³

¹Korn Ferry, 2020-21 Sales Performance Study, ²Sales Mastery, 2021 Buyer Preference Study; ³Xactly Corporation, 2019 State of Gender Equality in Sales



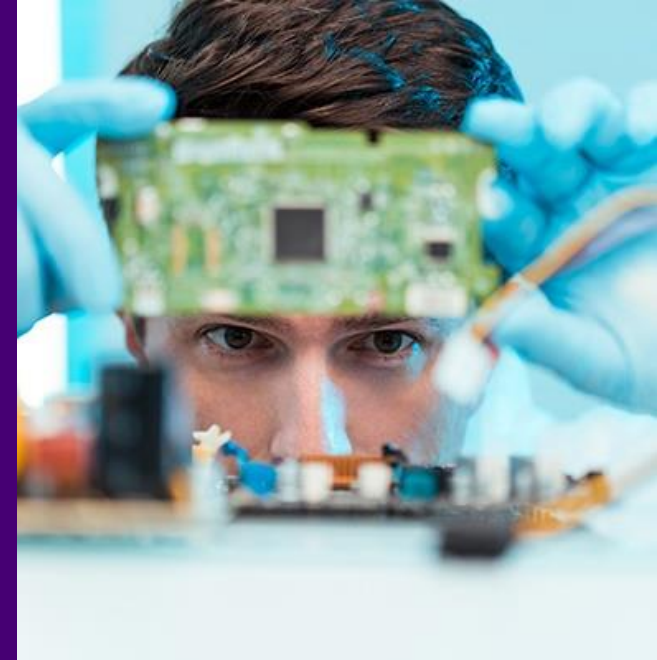
The “new” new of **B2B** customers

New buyer expectations emphasizing digital, self-service experiences have forced companies to change how they think about sales.

Market Disruption

72%

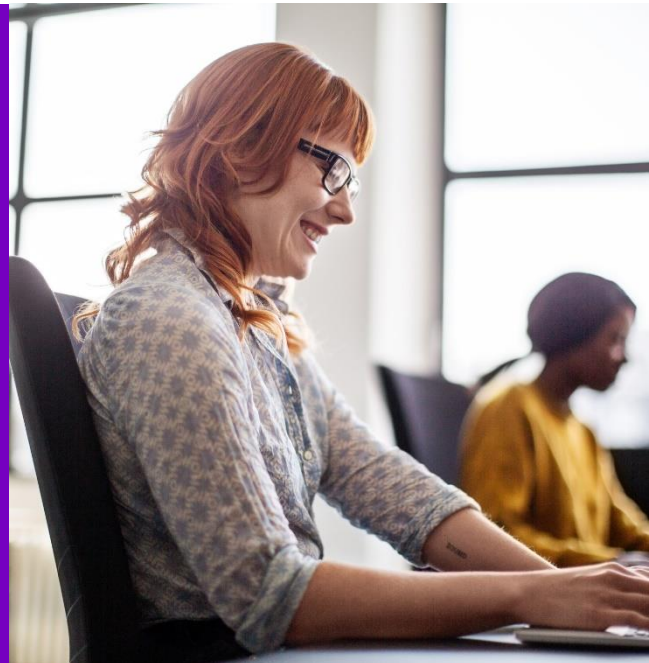
of B2B customers are open to doing business with new entrants¹



Digital Native Buyers

70%

of B2B buyers have defined their solution needs before engaging sales; almost **half** have identified individual solutions first²



Digital Buying Comfort

15% of B2B buyers would make

\$1M+

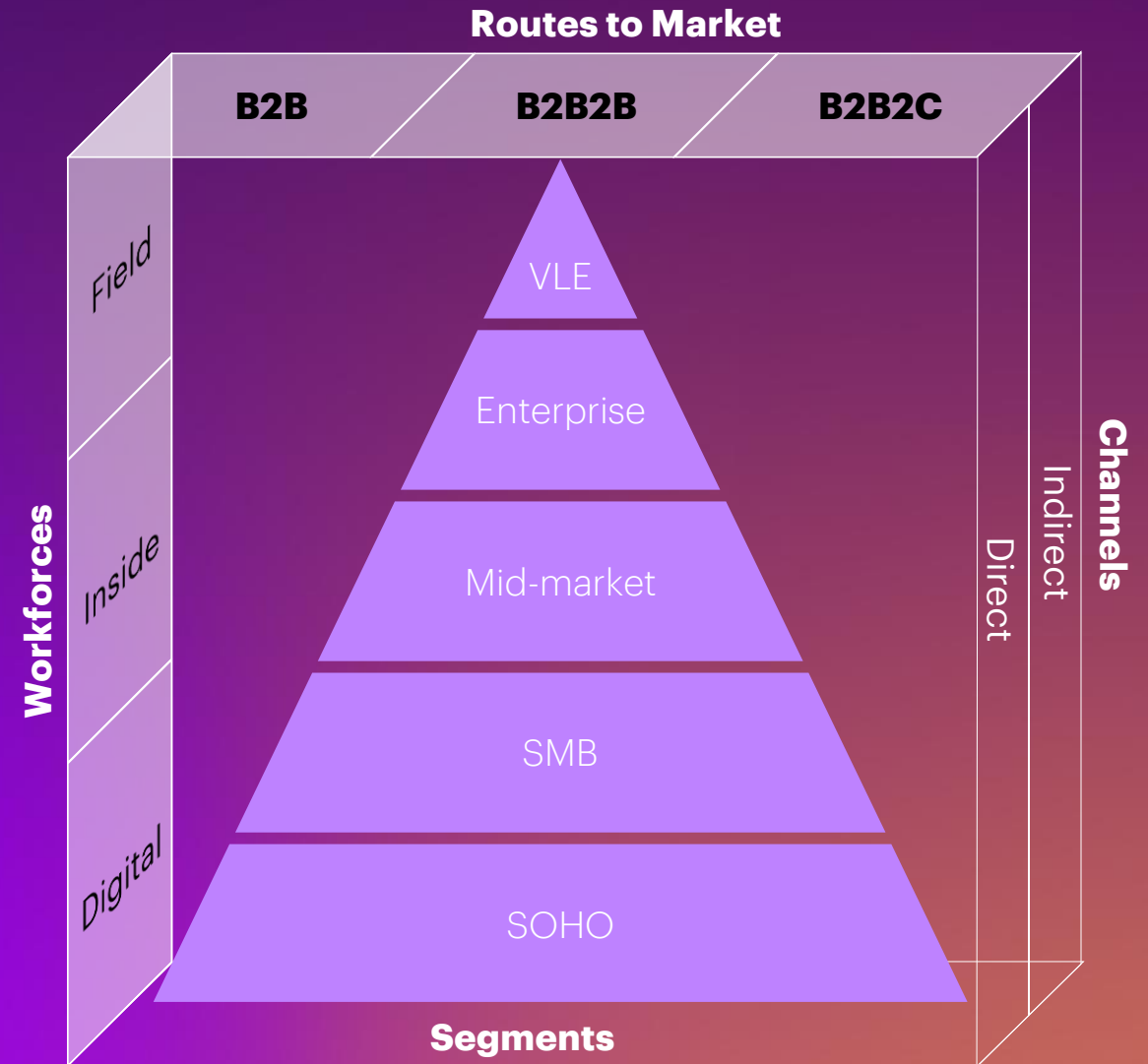
purchases online³



¹B2B Better to Best , Accenture Research; ²Buyer Preferences Study, Miller Heiman Group; ³Buyer Preferences Study, Miller Heiman Group



The b2b sales market is getting more and more complex



Accenture Multi-Dimensional B2B Sales Matrix ©

Companies must think **holistically** about **reinvention** to achieve **success**



**We believe AI will be
your secret weapon
for holistic execution**



The Future of Sales powered by AI



**Supercharged
Talent**

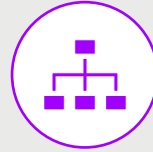


**Extraordinary
Productivity**



**Customer
Telepathy**

We created a best-in-class B2B sales solution starting with the brilliant basics...



Sales
Cockpits



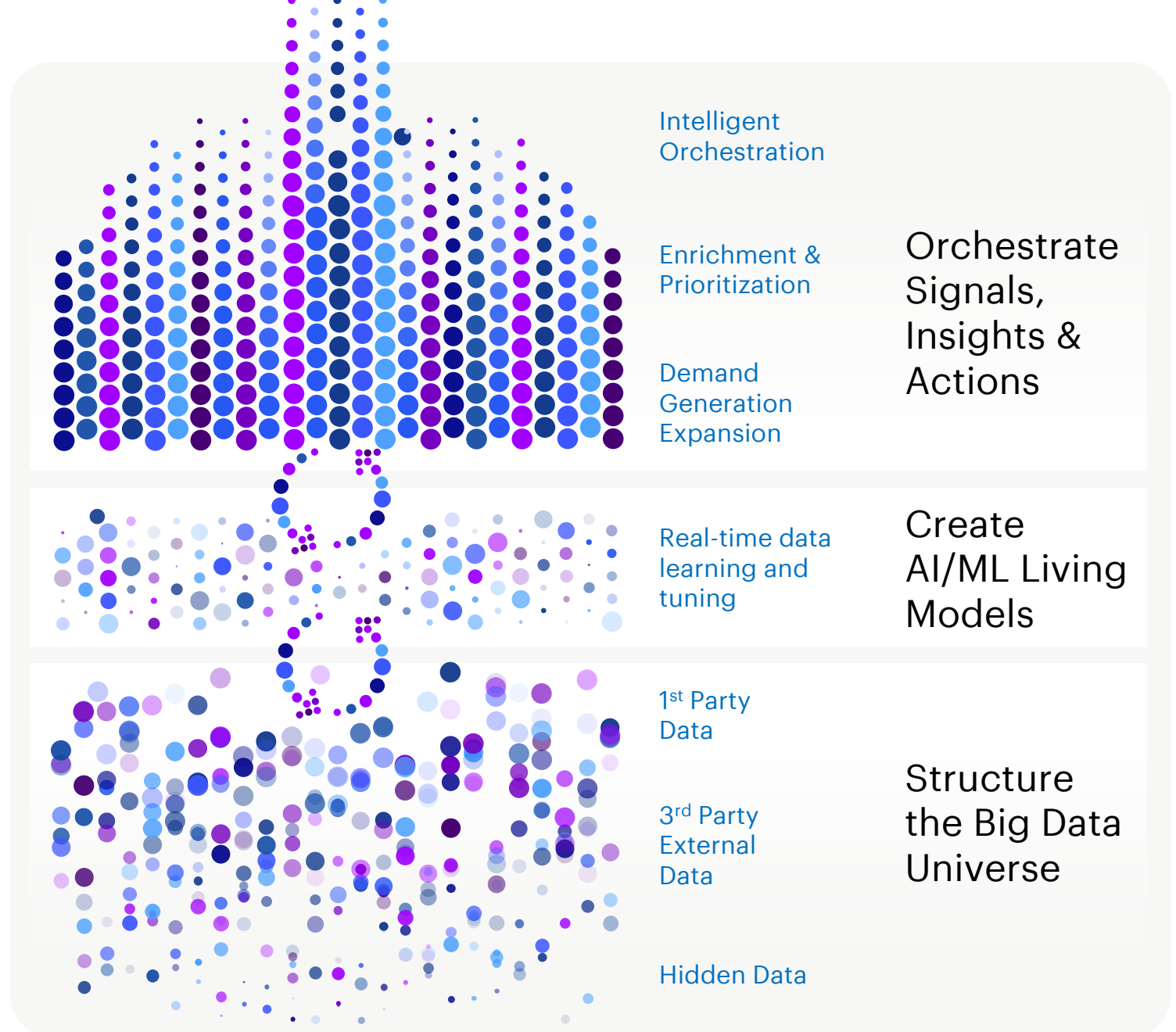
Intelligent
Sales
Experiences



Salesforce®
Suite of
Solutions

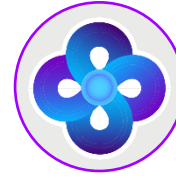


**...adding
Accenture
Solutions.AI to
expand the
digital data
universe and
unlock
intelligence...**



...complemented by world-class intelligent operations to extend your capability

Accenture
SynOps



Digital Inside
Sales



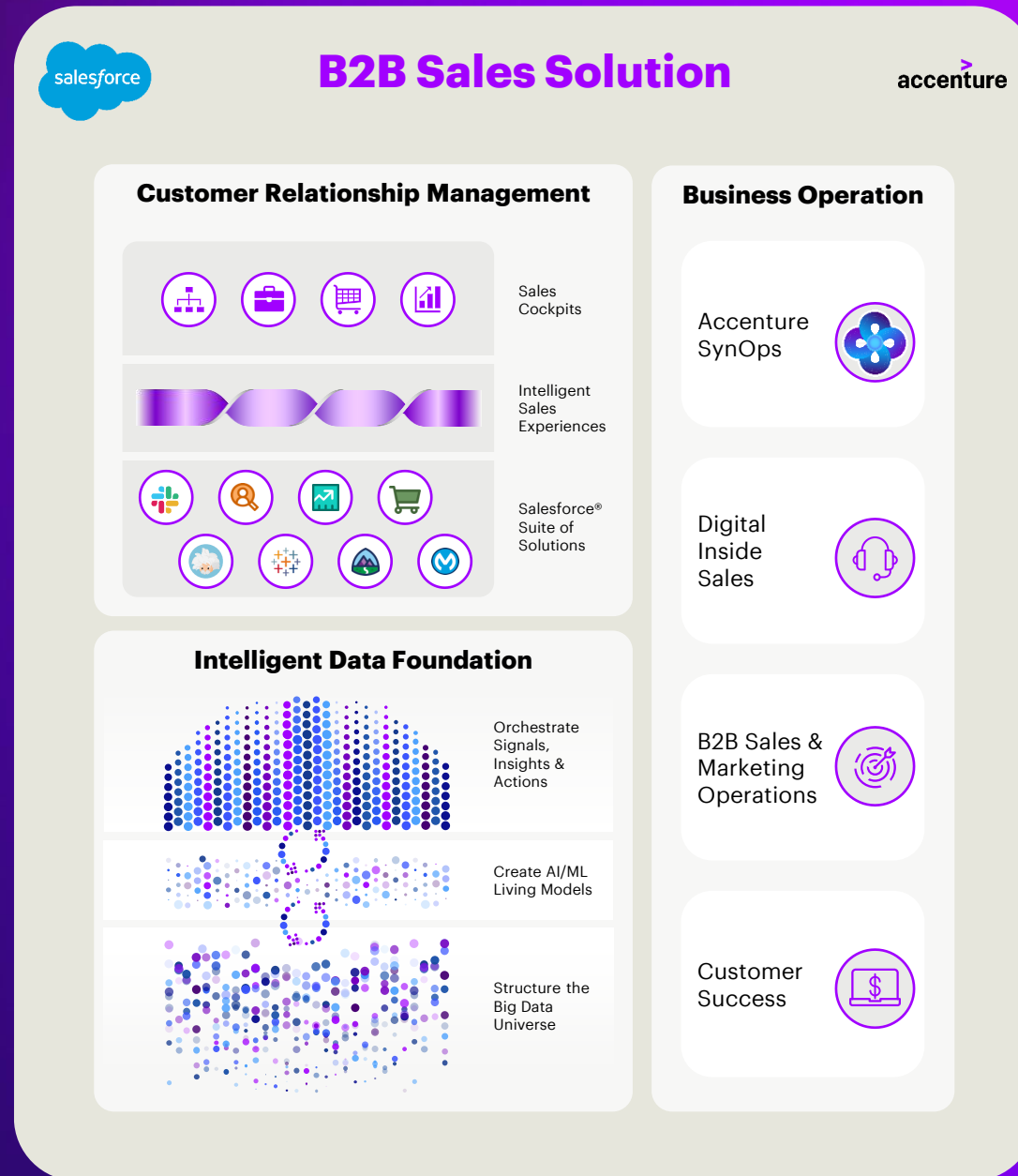
B2B Sales &
Marketing
Operations



Customer
Success



Transforming the Future Potential of B2B sales



Transforming the Future Potential of B2B sales



Results

Accenture

250%
Increase in sales team engagement

20%
Improvement in Win Rate when leveraging analytics

97%
Accuracy using the Win Probability Predictor



Transforming the Future Potential of B2B sales



Results

Global Social Media Company

75%

Improvement in Lead Qualification Productivity

57%

Lead Conversion Rate improvement for IRG leads vs. Non-IRG enhanced leads

3-5x+

Program ROI



Transforming the Future Potential of B2B sales



Multi-national software company

Results

115%+

Performance against Qualified Opportunity goal

120%

Performance against opportunity conversion goal

“N3 (Accenture) not only delivered real revenue results, but they also helped us create lasting, disciplined pipeline management processes that ensure qualified opportunities get closed, quickly.” *

Director, Global Partner Operations

- N3 is part of Accenture
- Source: <https://n3results.com/customer-stories/global-sales-dna-2021-cooperation-multi-national-software-company/>

Transforming the Future Potential of B2B sales



Your potential results

2-15%

Revenue Lift
(average)

15-30%

Op Ex Reduction
(average)

100%

Ready for the
Future



Are you ready to reinvent your sales organization?

Reach out to our experts and schedule a discovery session – see what Accenture's B2B Sales Solution could do for your business.

Bryan Berumen



John Carney



Kristen Tomlinson



Justin Bean



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