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The Digital Sales Report 2024

A snapshot of the digital sales landscape

Contents

From challenge to success: 80% of respondents have seen progress in their win rate in just six months.

At the start of 2024, we published the first edition of this report, exploring the goals, priorities, and challenges of 300 business leaders.

Now, nearing the end of the year, we share new data to provide a snapshot of what has happened in the digital sales landscape since then.

In January, we reported that **79%** of the business leaders we surveyed said they needed to improve their win rate.

6 months on, our new survey shows that **80%** of respondents have gone on to see an increase in theirs.

We also revisit the leading cause of lost deals, the constantly-changing nature of ICPs, and what's happening to reps' quotas in 2024.

In this report, we explore how so many might have turned their challenges into successes and share our best tips and strategies to help you do the same.

Start of 2024

The amount of businesses facing a win rate challenge
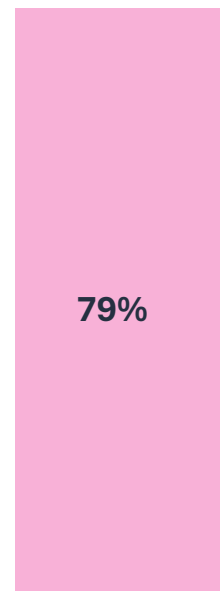
6 months later

The amount that saw their win rates increase

79%

80%

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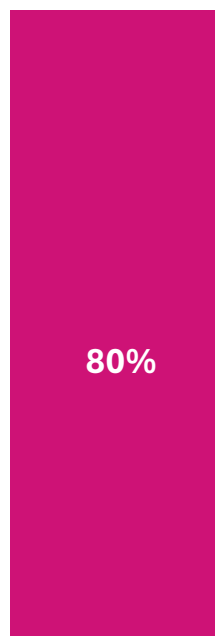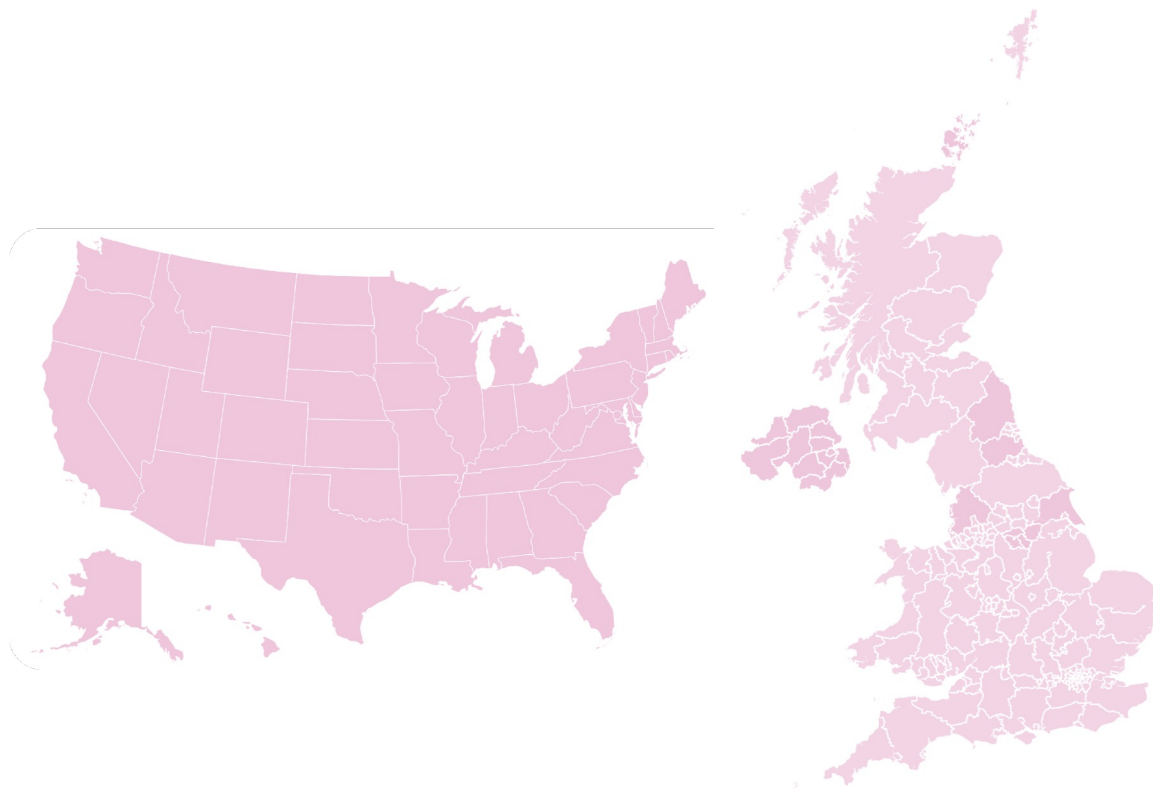
About the respondents

We surveyed 300 business leaders living in the United States and United Kingdom. They work across a large range of industries, including finance and insurance, construction, education, information services & data, and software services.

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80%

saw an increase in their H1 win rate, compared to 2023

65%

have invested in sales tools and tech since the beginning of 2024

71%

of those who report win rate increases in 2024 have also invested in tech

47%

of businesses have already made changes to their ICP in 2024

46%

of revenue leaders want to make changes to their sales process in 2024

41%

of companies are currently using Digital Sales Room software

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Trend 1

Maybe it's not all bad news for win rates.

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80%
saw an increase in their H1 win rate, compared to 2023

8%
saw no change in their win rate

12%
saw a decrease in their H1 win rate, compared to 2023

Heading into 2024, 79% of revenue leaders told us that they needed to increase their win rates. And our new data indicates an upwards trend in H1.

For **80%,** their company saw an increase in their win rate in the first half of the year, compared to 2023.

43% of those describe it as a 'slight' increase, and **37%** describe it as 'significant'.

Our new findings align closely with research carried out by Accenture in 2023, which showed that **68%** of revenue leaders expected revenue growth to accelerate in 2024.

And why might that be?

Significantly increased	Slightly increased	Remained the same	Slightly decreased	Significantly decreased
37%	43%	8%	10%	2%

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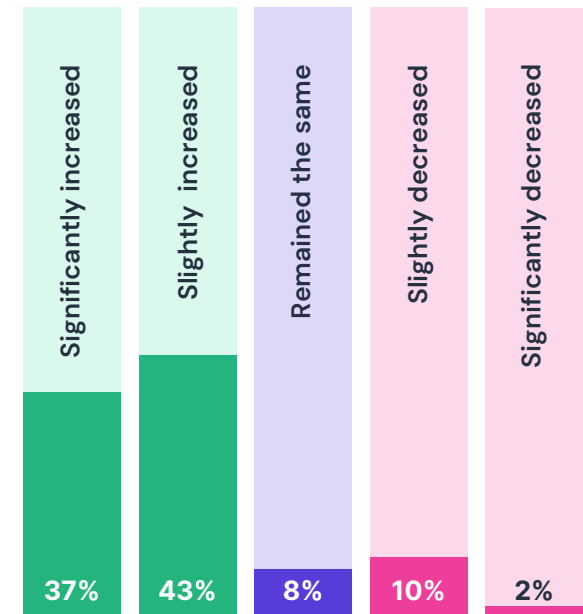
Technology: One of the macro factors that could be impacting win rates.

In 2023, Gartner updated their summary of the macro factors that will affect business over the next decade.

The six factors are: **1)** Threat of recession, **2)** Systemic mistrust, **3)** Poor economic productivity, **4)** Sustainability, **5)** Talent shortage, and **6)** Emerging technologies.

Where the economy is concerned, recent years have been economically volatile.

When it comes to the impact of emerging technologies, our data shows that **71%** of those companies that report an increase in their H1 win rates have invested in new sales tools and tech since the beginning of 2024. And a further **18%** plan to before the end of the year.

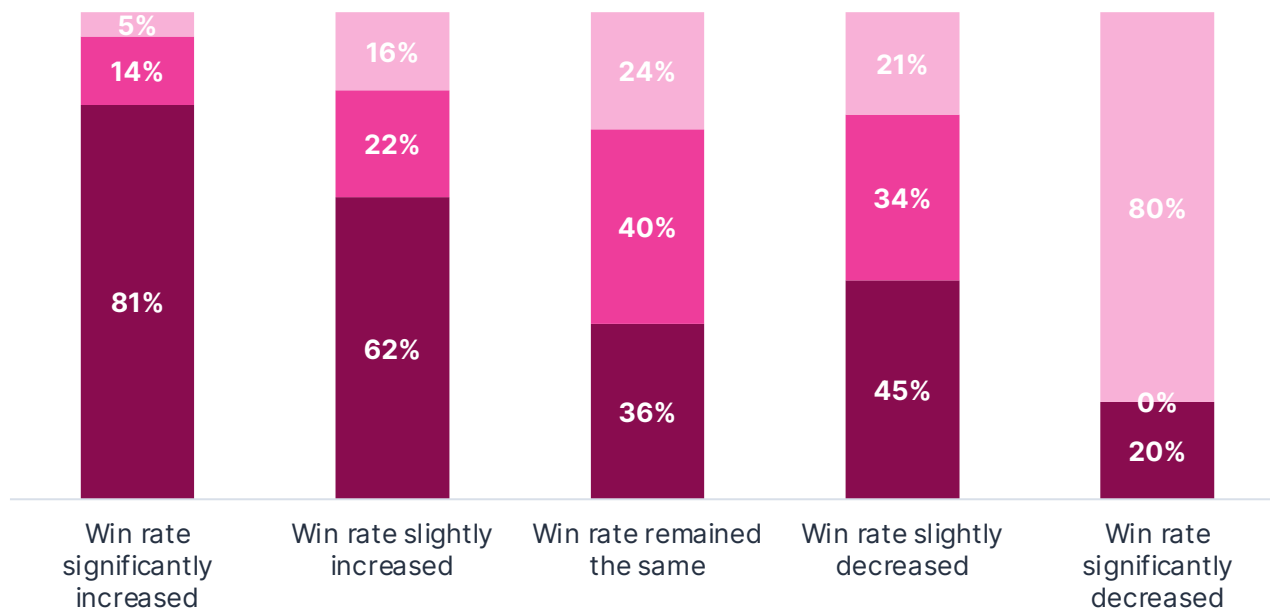On page 13, we consider how sales tools and technology could be positively impacting business outcomes.

"We believe that the companies that will succeed in the next decade are those that embrace a strategy of continuously reinventing every part of their business using technology."

Jack Azagury, Group Chief Executive - Strategy and Consulting, Accenture

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Companies that invest in sales tech appear to win more:

	Win rate significantly increased	Win rate slightly increased	Win rate remained the same	Win rate slightly decreased	Win rate significantly decreased
Have not, and will not, invest	5%	16%	24%	21%	80%
Have not invested yet, but plan to	14%	22%	40%	34%	0%
Have invested in new sales tech	81%	62%	36%	45%	20%

▶ Have invested in new sales tech   ▶ Have not invested yet, but plan to   ▶ Have not, and will not, invest

71%

of companies that reported an increase in their win rate in H1 of 2024 have also invested in new sales tools and tech since the beginning of the year.

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As you can see in the graph on page 9, there appears to be a partial correlation between a positive increase in win rates and having invested— or intending to invest— in sales tools and technology in 2024.

The trend is visible in all categories except for win rates that 'slightly decreased' in H1.

On page 15, we look at the kinds of technology revenue teams are using in 2024.

In top position is 'sales productivity' tools, which are designed to boost efficiency in the sales process and ultimately empower reps to close deals faster.

In third place is 'Digital Sales Room software', which brings speed, clarity, repeatability, and scalability to revenue teams.

Ultimately, it seems that all signs point towards revenue leaders making smart investments that allow their teams to do more with less.

"In hard times, you have the opportunity to overtake your competition, and you should try to do much more with less. Technology can help you and your reps to achieve that."

Samir Smajic, CEO at GetAccept ▲

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Find out how SalesScreen achieved a <u>100% increase in their win rate</u> with help from GetAccept.

<u>**Read the case study**</u>

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Trend 2

Revenue leaders have embraced sales tools & tech in 2024.

At the start of the year, we found that 60% of businesses had allocated budget to sales tools and tech in 2024.

We now know that **65%** of companies have invested in sales tools and tech in the first half (H1) of 2024.

This figure increases to **71%** if you look specifically at revenue leaders who have seen their win rate increase in H1.

The data reveals a correlation between investment in sales tech and improved performance.

This suggests that these tools play a pivotal role in driving better sales outcomes, likely by streamlining operations, improving customer engagement, and offering data-driven insights to refine strategies.

By optimizing the sales funnel, tech-enabled revenue teams can more effectively close deals, making these investments critical for sustained growth and competitive advantage.

65%

of companies have invested in new technology for their revenue team since the beginning of 2024. And 21% more are planning to before the end of the year.

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How are companies investing in sales tools and technology this year?

65%
have invested in new technology since the beginning of 2024

14%
have **not invested** in new technology since the start of 2024, and **don't plan to this year**

21%
have **not invested** in new technology since the start of 2024, **but plan to before year end**
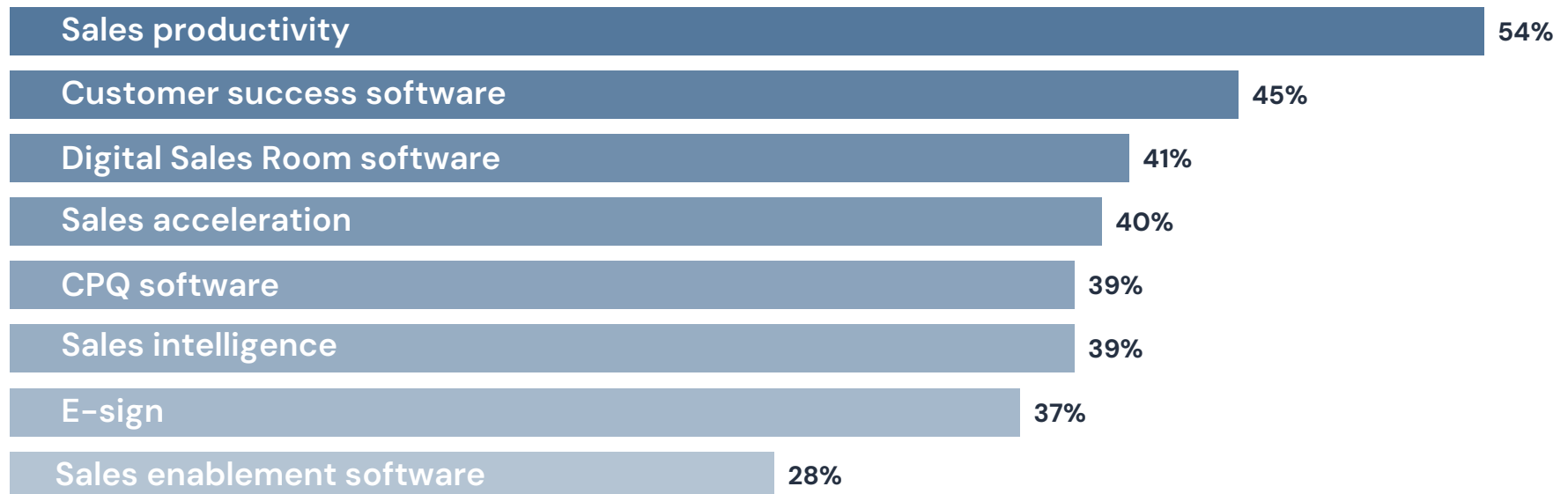
We wanted to know what kinds of sales tools and tech are most popular among revenue teams in 2024.

Coming in at top position was sales productivity software like Calendly and Salesloft, with **54%** of revenue teams currently using it.

In second place, we have customer success software, such as Planhat and Salesforce Service Cloud.

And coming in at third place is Digital Sales Room (DSR) software like **GetAccept**, which offers a one-stop-shop for revenue teams to manage the buying and selling process.

Learn more about DSRs here

Category	Percentage
Sales productivity	54%
Customer success software	45%
Digital Sales Room software	41%
Sales acceleration	40%
CPQ software	39%
Sales intelligence	39%
E-sign	37%
Sales enablement software	28%

What's motivating the spend on sales tools and technology?

Increased efficiency ▲

Sales technologies streamline processes, automate repetitive tasks, and provide valuable insights through analytics. This not only saves time but allows reps to focus on high-value activities, such as building relationships and closing deals.

Higher productivity ▲

Sales tech can enable better collaboration, communication, and knowledge sharing among team members. This collaborative environment makes for a more efficient and effective sales ecosystem.

Customer expectations ▲

Modern sales tools empower revenue teams to deliver personalized and seamless customer experiences. From AI-powered chatbots to customer

relationship management (CRM) systems and digital sales rooms, these technologies improve communication, responsiveness, and overall satisfaction.

Data-driven decision making ▲

Certain types of tech can provide valuable data and analytics, helping leaders make informed decisions based on real-time insights. This data-centric approach improves forecasting accuracy, identifies areas for improvement, stalled deals, and enhances overall sales strategy.

Choosing the right tools and technology will free up time and space for your reps to focus on building relationships.

When we asked revenue leaders about the most important elements of a good buying and selling experience in digital sales, 'positive working relationships' came in 2nd place after 'security and trust'.

Research shows that automating activities essential to the seller role, but viewed as 'administrative', can help to build trust in tech. This includes tasks like updating the CRM or 'low-value' work like data capture.

This allows reps to focus on the unique human elements of the role, like understanding the psychological and emotional parts of buying and selling.

"By treating tech as a teammate and re-focusing salespeople where they can add unique value, you stand to unlock a step change in seller productivity and achieve significant revenue growth."

Sellers Are Overwhelmed by New Technology, Gartner 2023 ▲

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Wondering how you can approach tech investment wisely and get the most out of your budget?

Here are 7 important questions to ask yourself and your team before parting with your cash:

✅ How does the tool align with our **overall business strategy** and objectives?

✅ Can the new tool seamlessly integrate with our existing sales and **CRM systems**?

Find out how a Digital Sales Room platform like GetAccept can level-up your CRM.

✅ What's the plan for **user adoption**, and how easy is it for our sales team to learn and use the new technology?

✅ How will the new tool **enhance** or impact the **productivity** of our sales team?

✅ Is the tool **scalable** to accommodate our business growth, both in terms of users and data volume?

✅ What is the **reputation of the vendor**, and what level of support and ongoing maintenance do they provide?

✅ Will the adoption of this tool provide us with a **competitive advantage** in the market?

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Competition is still the leading cause of lost deals.

We asked business leaders to tell us the main reason why they believe their revenue team is losing deals.

Competition came out on top, with **35%** of all respondents saying that it was the main reason. This was followed by product challenges with **20%**, and then difficultly getting the right stakeholder involvement for **14%**.

35%

20%

14%

14%

8%

7%
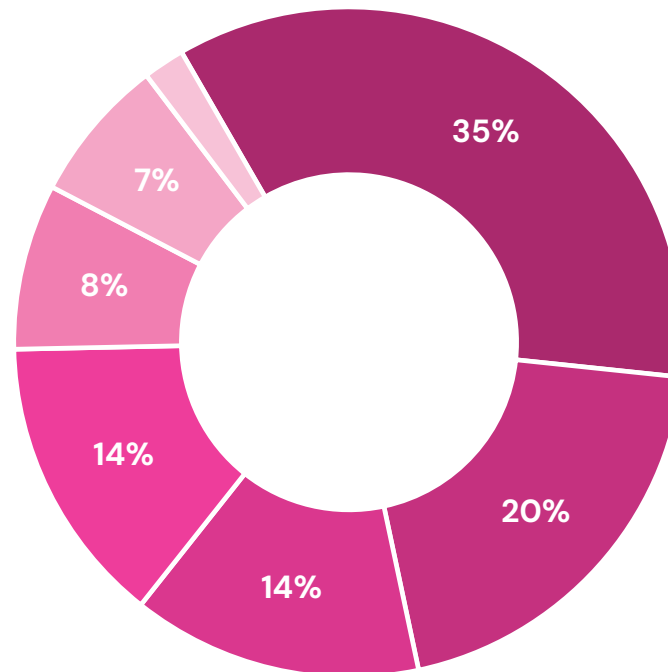
▶ Competition **(35%)**

▶ Product challenges **(20%)**

▶ Stakeholder involvement **(14%)**

▶ Pricing **(14%)**

▶ Poor follow-up **(8%)**

▶ Incorrect deal qualification **(7%)**

▶ Other **(2%)**

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The top 3 leading reasons for lost deals:

1. Competition

2. Product Challenges

3. Difficulty getting the right stakeholders involved

Why might competition be the leading cause of lost deals today?

Buyers are more informed than ever before, with over [90% of us doing research online](#) before making a purchase.

We can easily compare products, prices, and reviews, which means businesses need to do more than just offer a good deal — they need to stand out with better value, great customer experience, and personalized solutions.

Even small differences can make a huge impact when a competitor delivers just a bit more on these fronts.

On top of that, tech has made significant changes to the game.

Companies using automation tools, AI, and data analytics can move faster and be more precise in how they meet customer needs.

If a business is slow to adopt these tools, they're at a real risk of losing deals to competitors who are using technology to deliver a smoother, more tailored buying experience.

Buying committees are growing and it's hard to talk to the right people. For 14% of businesses, *this* is the top cause of lost deals.

As businesses face tighter budgets and the need for better ROI, involving more people ensures that investments are carefully vetted.

This shift creates a desire for more collaborative decision-making and minimizes the risk of poor choices, as each stakeholder brings their own expertise and perspective to the table.

For revenue teams, this growing trend means that closing deals is more challenging and requires a more strategic approach.

Instead of convincing one key decision-maker, sales teams must now navigate the priorities and concerns of multiple stakeholders, each with different objectives and pain points.

This involves more targeted messaging, longer sales cycles, and often multiple rounds of negotiation.

11-20

The average enterprise B2B buying group consists of five to 11 stakeholders—but can flex up to 20—who represent an average of five distinct business functions.

Gartner B2B Buying Report, 2023 ▲

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What are revenue leaders doing to tackle these challenges?

We wanted to know what revenue leaders are working to improve in a bid to outshine their competition and deal with increasing customer expectations.

For **46%**, sales process improvements are high on the agenda.

This makes sense, given that businesses are continuously grappling with aligning their sales strategies with rapidly changing customer needs and technological advancements—

all while keeping an eye on what the competition is doing.

There's also widespread discontent with sales methodologies. This is problematic, given that a well-implemented methodology is the beating heart of a successful, repeatable sales process that every rep can follow.

46%
of revenue leaders want to make changes to their sales processes

46%
of revenue leaders want to implement new sales methodologies

40%
of revenue leaders want to make improvements to their revenue operations

Trend 4

Ideal customer profiles are under the microscope.

You and your ICP:
A match made in heaven?

There's nothing better than finding — or creating — the perfect profile. And thankfully, there's no swiping involved when it comes to your ICP.

The perfect match in terms of solution provided, product fit, and relevancy, your ideal customer profile is your guiding light when it comes to knowing what kind of deals your sales team should spend their time on.

If you're doing it right, you'll have spent a lot of time and effort defining your ideal customer, using data, customer surveys, and research to shape the profile.

And yet, at the start of the year, we found that **98%** of revenue leaders were planning to make changes to their ICP in 2024.

So, what's changed since then?

Our new data shows that **47%** of companies have already made changes to their ICP this year, and **37%** plan to before the year is out.

47%

of revenue leaders made changes to their ICP in the first half of 2024. 37% more plan to before the year is over.

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Why are we falling out of love with our ideal customer profiles?

If what they say is 'nothing lasts forever', then what makes your ICP the exception?

Exactly. Your ideal customer profile is *supposed* to evolve.

From changes in your sales strategy to product or service developments that allow you to broaden your scope, it's impossible to expect that your ICP will remain static forever.

Here are some of the signs that you might be ready to take a closer look at yours:

1. Your business strategy changed.
2. Your reps are struggling to close and it's not for lack of trying.

3. You're facing some scaling challenges.
4. Something's not adding up with your Customer Acquisition Cost (CAC) and Lifetime Value (LV).
5. New competitors are appearing or existing ones are making big moves.
6. Your customers are complaining a lot or churning.

70%
are broadening their target market

52%
are targeting different personas

46%
are targeting companies of other sizes

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Reps' quotas are on the rise.

The surge in sales quotas continues into H2 of 2024.

75% of revenue leaders say their reps' quotas will increase in the second half of 2024, as a result of performance in H1.

It's common for sales reps' quotas to increase year over year, driven by factors like overall business growth targets, market expansion, competitive pressures, economic conditions, and productivity improvements.

This strategic approach allows companies to align sales targets with expanding business objectives, enter new markets, stay competitive, capitalize on economic opportunities, and reflect enhanced sales team efficiency.

However, a delicate balance is crucial to avoid negatively impacting sales reps' well-being and morale, emphasizing the importance of transparent communication and realistic goal-setting to maintain motivation and alignment with organizational objectives.

75%

of revenue leaders say that their reps' quotas will increase in H2 of 2024.

How to empower your reps to meet their goals

According to the the Salesforce State of Sales Report, **69%** of sales professionals agree that their job is more difficult now. And it's likely that increasing quotas in harder markets is impacting this figure.

Here, we want to present a few of the ways revenue leaders can start empowering their teams to achieve more — sustainably.

1. **Check your ICP:** Set your reps up for success by making sure they're selling to the right people.

2. **Qualify mercilessly:** Don't dilute the pipeline with bad deals. Help reps to focus on the right ones.

3. **Try Digital Sales Rooms (DSRs):** From dynamic proposals, e-signature, and in-document live chat, to interaction tracking and quick identification of key stakeholders, a DSR will make it infinitely easier for your reps to create seamless buying and selling experiences.

Curious about DSRs? **Take yourself on a tour of GetAccept**

4. **Get aligned with marketing.** After all, lots of your leads start with them.

5. **Level-up your CRM.** It's worth considering how you can boost your CRM to make it easier for reps to do their jobs. E.g. Integrating GetAccept into Salesforce allows you to set up automations that save reps a ton of admin time across the whole sales process.

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The top priorities for revenue leaders heading into 2025

1. Sales technology improvements **(23%)**

2. Rep training and development **(21%)**

3. Improving sales workflows **(18%)**

We asked revenue leaders what their top priority will be heading into 2025. For almost a quarter, the answer is sales technology improvements.

We already know that technology directly enhances productivity,

efficiency, and decision-making. With more customers buying digitally and expecting seamless online experiences, advanced sales tools are essential for meeting these demands.

They help teams streamline complex deal cycles and automate time-consuming tasks, allowing reps to focus on building relationships and closing deals.

These tools also provide deeper data insights, enabling more accurate forecasting and performance tracking.

As deals — and customers — become more complex, the right technology helps sales teams stay agile, drive consistent growth, and optimize workflows to meet evolving market needs.