

Sales Leadership Top Challenges

How 587 Leaders Are Solving
the Pipeline Challenge Today



RECRUITING & HIRING

To solve recruiting and hiring challenges, sales leaders are looking to:

- Look for new sales people themselves
- Use external recruiters
- Solve internal processes

LEAD QUALITY & QUANTITY

To solve the challenge of building pipeline, sales leaders are looking to:

- Improve coordination with marketing
- Stronger research into lists
- Finding ways to get better data



ARTIFICIAL INTELLIGENCE

is a popular trend to solve leadership challenges.

Think AI will help solve their greatest sales challenges.

52.7%
of leaders in big companies

Are unsure about AI, mostly because they do not have access to it.

36.2%
of leaders

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