



# IS CRM DEAD?

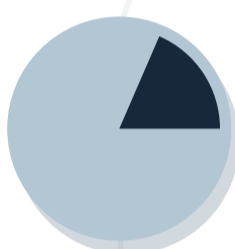
## HOW AI AND BUYER INTELLIGENCE CHANGE THE FUTURE OF SALES

CRM, the foundational system for sales teams, has reached a tipping point. New research shows that sales reps spend **very little time selling** and a lot of time in spreadsheets managing CRM-related tasks.



Salespeople rate Customer Relationship Management software as the **lowest** in terms of useful sales technologies.

They explicitly call out CRM as the **most frustrating** system, or **not directly valuable** to their objectives.

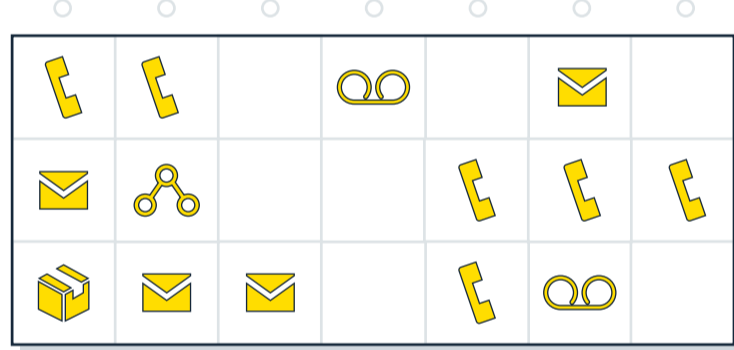
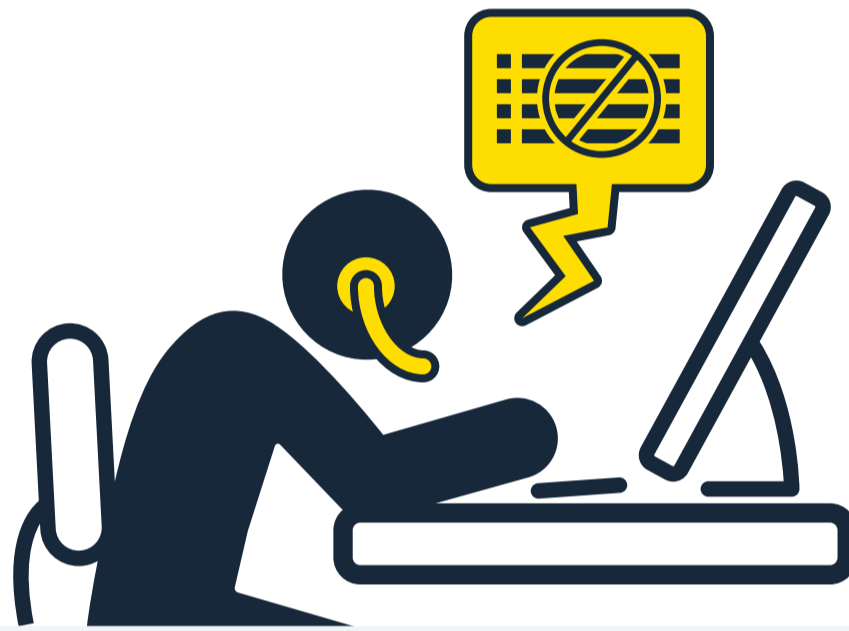


Sales reps spend only **18% of their time** in CRM.

The majority of sales reps' time is spent in sales technology (**61.7%**) with email for sales related purposes taking the most time (**33.2%**) and tools to gather sales intelligence taking the least. (**0.4%**)



**Because of the inefficiency of CRM,** sales reps report that **9.7% of their time (over half the amount of time spent in CRM)** is spent in spreadsheets trying to more effectively manage CRM related tasks.



Sales Engagement technologies that provide **sales cadence capabilities** are one of the **most effective** technologies (**80.0% effective**) but they are also one of the most **underutilized** (only used **1.9% of time**).

### CRM is not dead... but it is a dead end.

Sales engagement technologies that use **AI and Buyer Intelligence** enhance the functionality of CRM by offering:

#### PRIORITIZATION

Set up custom prioritization sorts based on your data and rules, our scores, or a combination of both to keep reps focused on critical sales activities

#### AUTOMATION

Auto sync activity to CRM to track and analyze rep activity; auto enroll leads with triggers to prompt rep action; auto route inbound calls to the right reps

#### NATIVE CRM REPORTING

See real-time rep performance and activity, know which actions lead to the best outcomes so you can optimize what works

#### SMART SEND

Send emails when prospects are most likely to open and respond to them; schedule automated emails which work while you sleep

#### DATA APPEND

Receive real-time updates to job titles, phone numbers, email addresses, and more, helping you stay up to date with changing contact information.

#### BUYER MAP

Enroll additional people at an account even if they're not in CRM based on the collective data insights of other buyers selling into those accounts

## PLAYBOOKS

XANT PLAYBOOKS DOES EVERYTHING ABOVE, AND MORE.

Check out a demo of Playbooks, the #1 sales engagement platform for the enterprise.

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