

FORRESTER®

The Battle For The Future Of Sales Engagement

*How To Succeed In a COVID
and Beyond World*

Mary Shea, PhD - Principal Analyst

November 2020



B2B Selling and Buying Has Changed Forever

 **Leah Arnold** • 1st
Helping leaders transform customer & employee experiences

Leah Arnold

We're back!! After some needed time off, we are back with another [#VirtualCoffee](#) [#LeahrningTogether](#) ! This time, I met with the one and only [Mary Shea, PhD](#) who leads research for B2B sales and marketing leaders.

Mary discussed her observations from the social/physically distant world we are living in, and how we are having deeper and more meaningful connections as buyers & sellers.

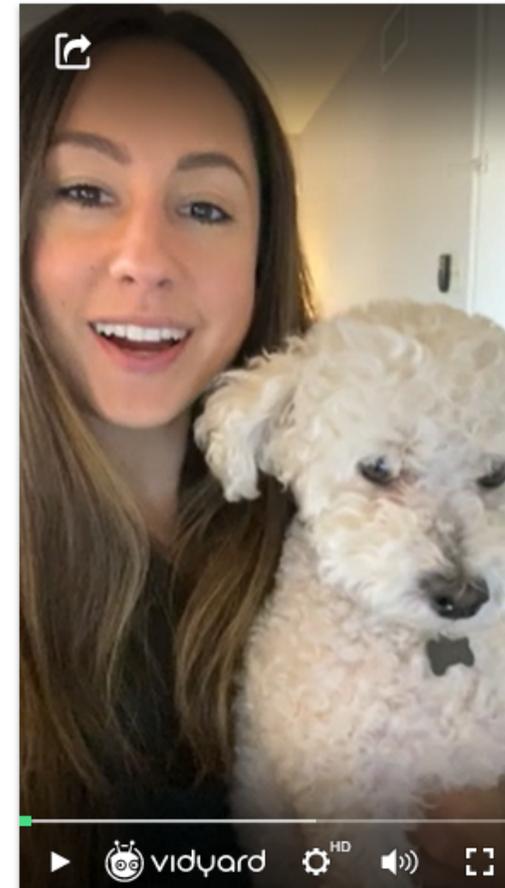
We also get a sneak into her 2021 Predictions research, and other research she is conducting including Women in Sales (can't wait for that)! Additionally, if you would like to participate in her upcoming research and qualify, there is a link to a survey you can take in the comments.

You don't want to miss this one!

[#b2bsales](#) [#b2bbuyer](#) [#salesenablement](#) [#predictions2021](#) [#forrester](#)

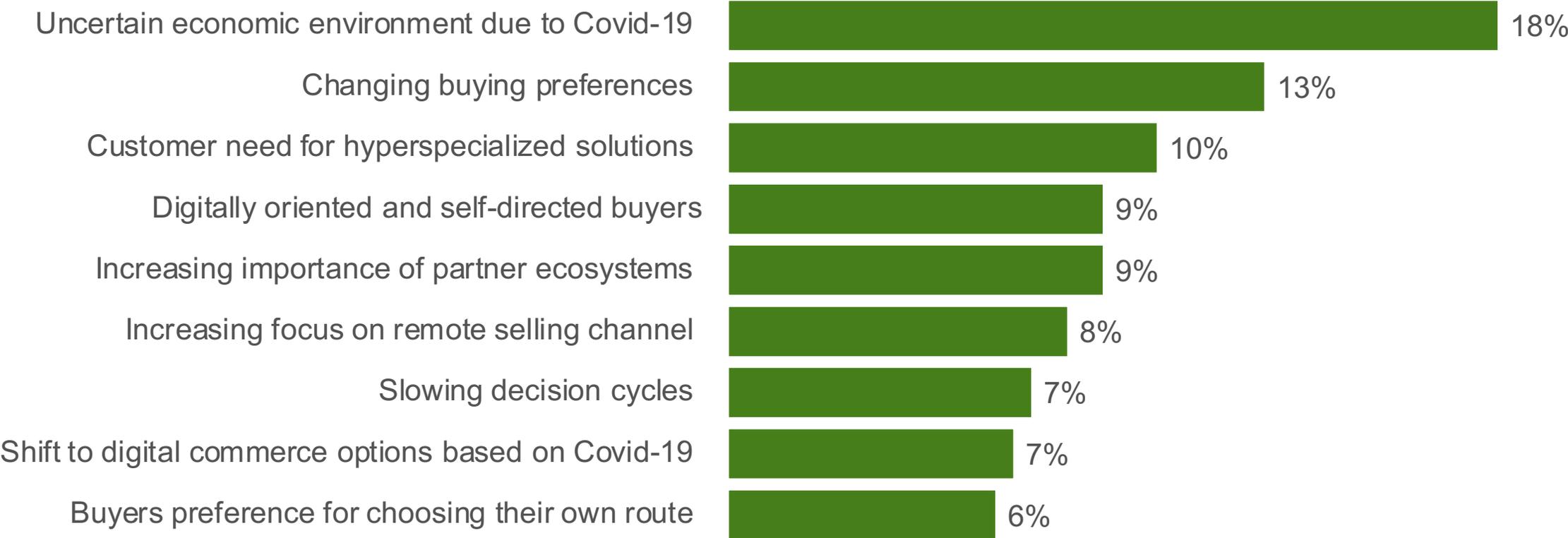


Hi Ron!



B2B Buyer Preferences And COVID Collide

How highly each factor will influence changes in your GTM strategy?



Note: Not all responses shown

Base: 240 responses from sales and channel professionals

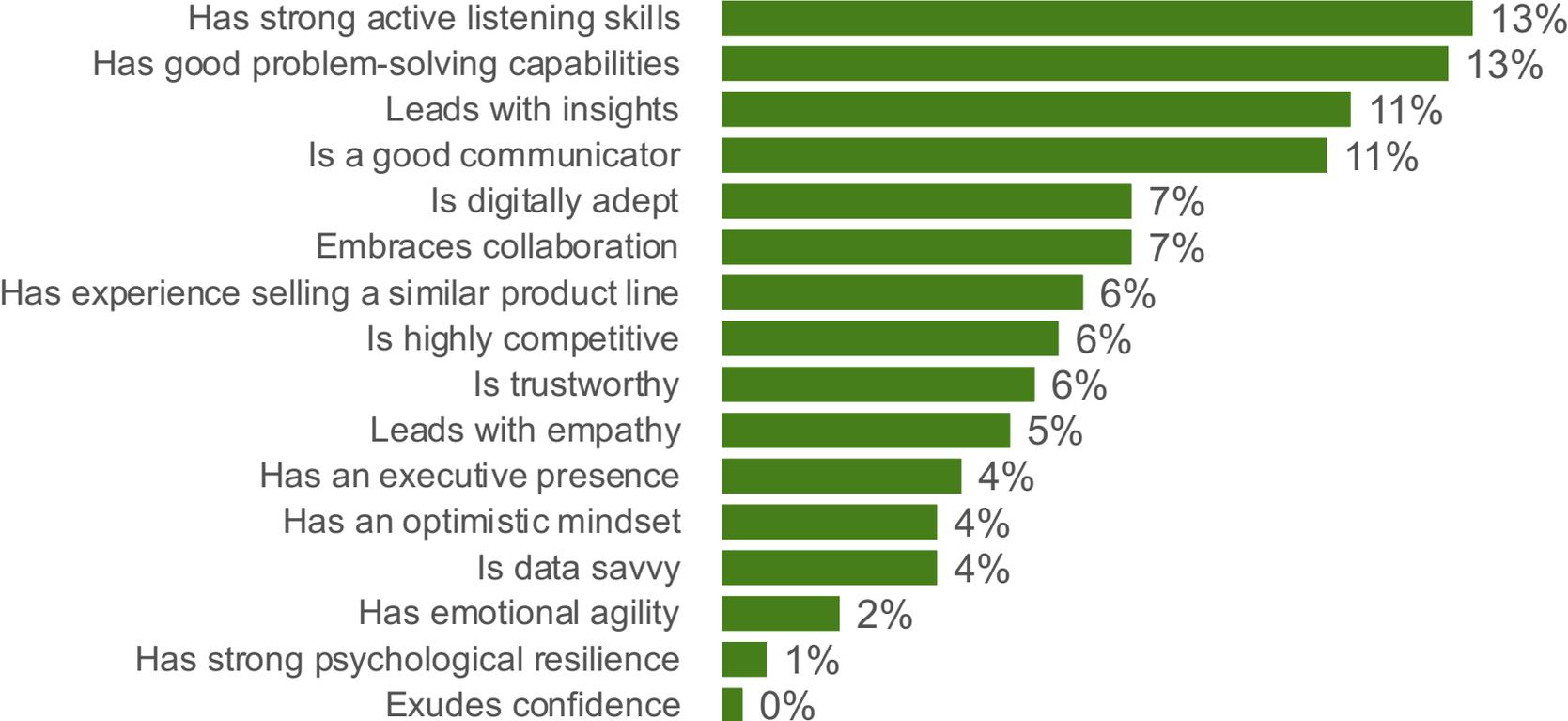
Source: Forrester's Q2 2020 B2B Channel and Sales Survey

Sellers Must Quickly Adapt



Let's Double Click Into Seller Attributes

What are the top three most important attributes you look for in a B2B seller?



Base: 236 responses from sales professionals

Source: Forrester's Q2 2020 B2B Channel and Sales Survey

Succeeding In a COVID And Beyond World

“Every organization will
need the ability to
remote everything at a
moments notice.”

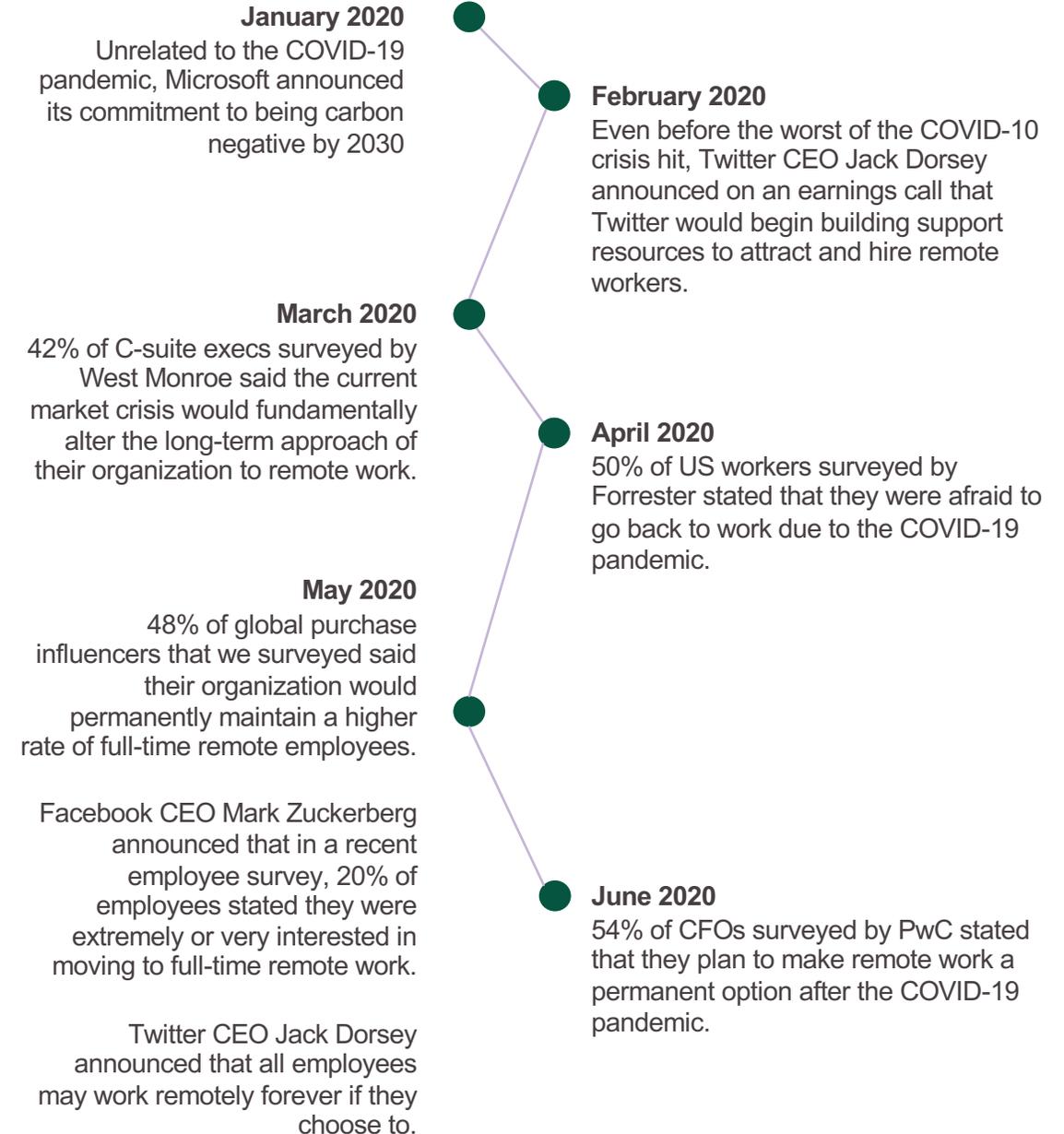
— Satya Nadella, CEO Microsoft

WFH Will Extend Indefinitely

53% of workers who are currently remote hope they will be able to continue to WFH more often even after the crisis is over.

Source: Forrester's Q2 2020 US PandemicEX Survey 2
[Future Onsite Sales Meetings Will Come At A Premium](#)

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Sales Leaders Prioritize Automation and AI

We plan to make deeper investments in tools with automation and AI that:

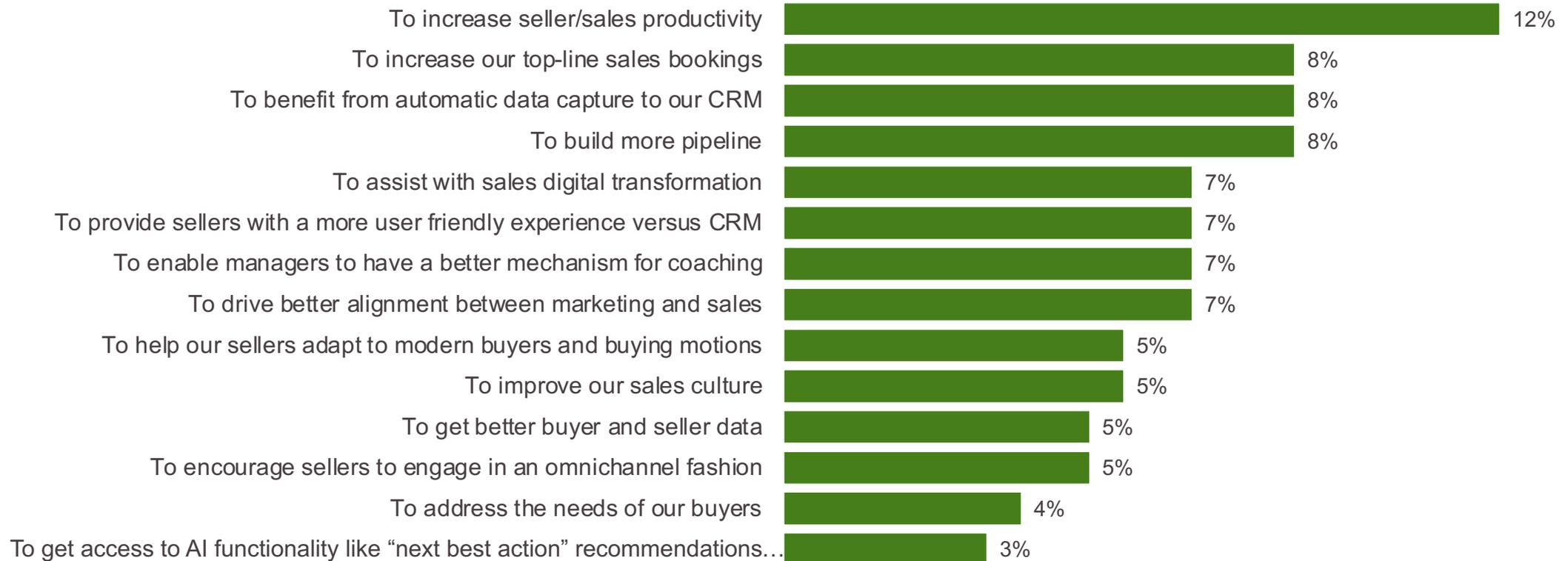


Base: 145 responses from sales professionals

Source: Forrester's Q2 2020 B2B Channel and Sales Survey

Sales Engagement Delivers Many Benefits

For which of the following reasons did you procure a Sales Engagement solution?



Note: Not all responses shown. Multiple responses accepted.

Base: 182 reference customer responses from 22 customer references

Source: Forrester Wave™: Sales Engagement, Q3 2020 Customer Reference Survey

Extend Sales Tech To The Entire Revenue Team

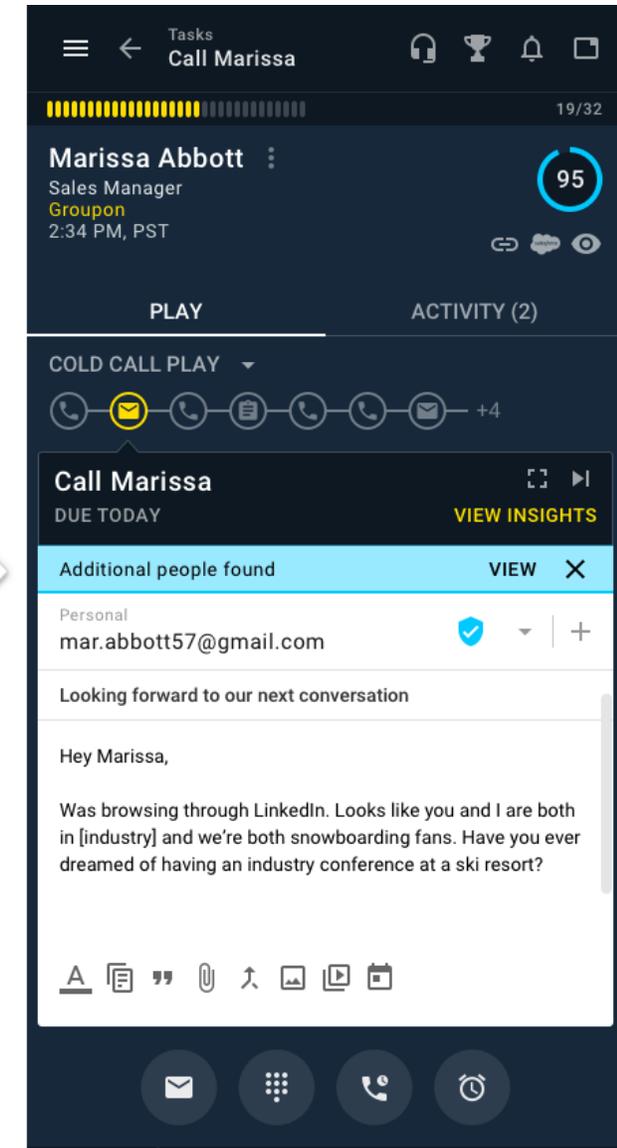
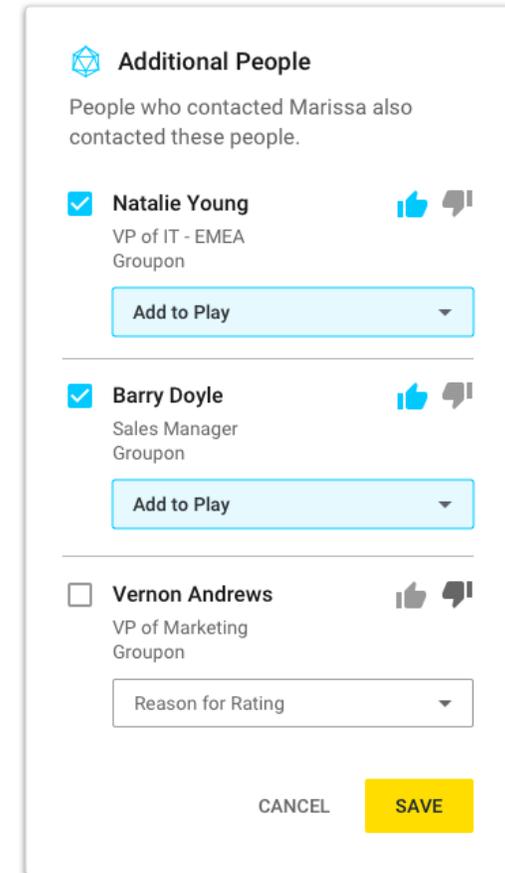
10% of B2B sales leaders have reinvested cost savings from reduced head in sales technologies.

1/3 of sales engagement customers plan to extend licenses to more revenue team members.

Base: 83 responses from B2B sales professionals and leaders
Source: Forrester's Q2 2020 B2B Channel and Sales Survey

Base: 22 customer references
Source: Forrester Wave™: Sales Engagement, Q3 2020 Customer Reference Survey

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Source: XANT



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