

Does your CRM leave money on the table?



Roughly one-third of sellers struggle with many parts of traditional selling, including closing deals and meeting quota. This degrades overall sales organization performance.



- 39%** spend too much time working in different technologies.
- 27%** say they have too many manual tasks that keep them from selling.
- +40%** over 40% of sellers rate their resources for lead generation, scoring, quantity, and quality as neutral, inadequate, or completely inadequate.

Market changes caused by COVID-19 and the Great Resignation exposed shortcomings with modern selling.



- 43%** say customers are pulling back on purchases.
- 39%** say customers are taking longer to make decisions.
- 25%** say their customer contacts keep changing.
- 37%** say churn has led to greater responsibilities, but no additional resources or pay.

- 16%** say it's the Wild, Wild West—they have no defined sales process.
- 38%** say they have a defined sales process, but it's not supported by technology.
- 46%** say they have a defined sales process supported by technology.

Sales processes can help guide sellers through a buyer's journey, but sellers admit that not all organizations use them.

Key findings

Traditional CRM tools help maintain customer data and track deal progress, but in today's volatile market they fall short for seller onboarding, transferring seller knowledge, and guiding the sales process.

- 59%** of sellers are involved in onboarding.
- 52%** of this group spend 4 to 5 hours a week training new sellers.
- 26%** of this group spend more than 5 hours a week training new sellers.

When sellers change jobs, more than half of sales organizations struggle with how to preserve and share detailed account knowledge.

- 29%** use spreadsheets/digital notes outside of CRM to pass knowledge.
- 12%** share deal knowledge via word of mouth.
- 12%** do nothing, deals fall through the cracks.



Sellers feel that their sales force automation technologies are helpful but falling short. They're keen for automation and AI to do more than just tracking deal progress and basic customer information.



1/3 of sellers feel SFA is great for data entry but not much else.

- 78%** want tools to automate data entry or generic tasks, such as sending follow-up letters.
- 73%** want tools to recommend next steps to progress opportunities.
- 74%** want tools to recommend content to share with a customer.
- 67%** want tools to automatically qualify leads.

Want more information?

Download "Fusion Sales Survey" ebook to find more.

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