Sales Has changed, So Must Sales Engagement Management

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We are almost there. I have now completed my 2022 Vendor Selection Matrix™ research on Sales Engagement Management, the survey has been analyzed, insights and trends have been written up and the vendor scorecards/profiles completed. The report is now with those vendors for fact checking and we expect to publish in October.

The need to automate elements of sales engagement management (SEM) was proposed many years ago (I would claim to be that analyst in question) but not readily adopted in all companies, especially those dominated by a Chief Sales Officer. But the COVID-19 pandemic has set off a period of head-spinning change in many companies, even industries. Digital transformations are being realized faster than ever thought possible. Firms go digital in a matter of days, not years, and offer new services almost overnight.

And one of the most drastic consequences of the move to digital marketing, selling, and buying, is on the role of that traditional salesperson (again, let me note that I co-wrote the Forrester report "Death of the B2B Salesman" back in 2015).

Our survey of 1500 business professionals on this topic shows the highest NEW interest in improving Guided Selling and Pipeline Management, followed by support for Video Selling.

The next two priorities are being able to provide data and analytics (including alerts and recommendations) to salespeople. SEM projects are mostly executed by more mature companies and based on our conversations with users and vendors, we estimate that 40-45% of companies have automated, or will be, their SEM process in 2022-23.

When we asked them about their 2022 SEM projects, nearly half of the companies were still focused on sales content management, the earliest implementation phase of SEM. Nearly a third say that integrating to other marketing asset systems is important, and a quarter value the opportunity to support social selling. However, these priorities vary across the regions which we explore in the report in more detail. The project drivers have also changed dramatically since our last survey in late 2020.

These are the 15 vendors that qualify for the Vendor Selection Matrix™ – Sales Engagement Management 2022 due to their scores in the survey and me (listed alphabetically):

ACCENT TECHNOLOGIES, APPAROUND, BIGTINCAN, BRAINSHARK, CLEARSLIDE, CLIENTPOINT, HIGHSPOT, MEDIAFLY, PITCHER, PROLIFIQ, SALESLOFT, SALESPHERE, SAP, SEISMIC, and SHOWPAD

Watch out for the final version of the report in full detail next month.

Always keeping you informed! Peter O'Neill