

A woman with blonde hair and glasses is looking down at a tablet computer she is holding. She is wearing a light blue blazer over a striped top. The background is a bright, out-of-focus office space with a window showing a view of a city. The lighting is warm and natural, suggesting a sunny day.

**50+ stats to prove
you need sales AI
now**

Productivity is the No. 1 challenge for **65%** of B2B sales organizations.

(Bridge Group)

If you're having trouble with productivity in your sales organization, you're not alone. Many sales teams fail to meet their business goals and fall short of quotas. The biggest problem is sales reps are expensive and much of their valuable time is spent on repetitive tasks and inefficient processes that take them away from developing customer relationships.

Only **52%** of companies had client data whose reliability rate was over **75%**. While only **23%** of companies believed that they had reliable lead data.

(CSO Insights)

On top of that, business leaders also face issues with data collection and maintenance and are unable to trust their sales data. Major company decisions rely on accurate and up-to-date information (annual budget and sales forecasts). If it's unreliable then companies are making crucial decisions with little-to-no insight.

Sales AI automation can solve both of these problems. It takes on repetitive tasks and improves business process efficiency.

The results are:

- Increased organizational productivity
- More efficient use of sales rep's time
- Responsible use of company capital
- Boosted in accuracy and consistency of sales data
- Revenue gains

Here are 50+ statistics to outline just how large these challenges are for sales organizations and how sales AI automation can help.

Sales teams are expensive

Companies spend between **15-50%** of their revenue on sales. Salesforce spent almost half of its revenue (**\$3.2 billion**) on sales and marketing last year.

(CMS connected)

Sales representatives for wholesalers and technology products make an average of **\$103,779** a year, not including commission -- high-performing reps can make over **\$250,000** per year.

(Indeed)

Salesforce example: Their average base salary for reps is **\$90,148**, in addition to **\$74,111** in commission = in total an average of **\$164,000** on each sales rep.

(Forbes)

Struggles with sales efficiency

Despite the motivation to perform with excellent commission rates, many sales reps still miss the mark when it comes to achieving their quota goals.

The top fifth of the sales org produces **2x** more than the bottom fifth.

(Bridge Group)

67% of sales reps miss annual quota.

(TAS Group)

A big factor in why they fall short of their quota goals is because the sales processes organizations have in place are inefficient; wasting employee time and company dollars.

Wasted time and inefficient processes - what experts call "organizational drag" - cost the U.S. economy a staggering **\$3 trillion** each year.

(Harvard Business Review)

Most sales reps spend the equivalent of at least **50 full days** away from core selling activities each year.

(Domo)

Revenue generating tasks make up **36.6%** of reps' activities, while **63.4%** of time is spent on non-revenue generating activities.

(InsideSales.com)

Sales reps are asked to perform an absurd amount of tasks each day. Nearly 2/3 of these tasks don't involve talking to prospects or customers at all and in fact, actually detract from selling.

The average SDR performs **94.4** activities a day, including social, call, voicemail, and email touches.

(Sales for Life)

Among sales teams who cite ineffective internal processes as their top challenge, they point to administrative tasks as the primary cause.

(Salesforce)

Salespeople spend just one-third of their day actually talking to prospects. They spend:

- a) **21%** of their day writing emails
- b) **17%** entering data
- c) **17%** prospecting and researching leads
- d) **12%** going to internal meetings
- e) **12%** scheduling calls

(Hubspot)

One major opportunity for sales automation is CRM tasks. Sales reps either waste hours in their CRM away from their customers or they fail to input their activities, resulting in inaccurate sales data. Sales AI automation can collect and input data without any legwork from the sales rep.

The average sales rep needs to update over **300** CRM records per week.

(Implicit)

Reps get **600** emails each week.

(Brevet Group)

CRM users spend **5.5 hours** each week on activities and contacts, costing companies **\$13,200** each year per user.

(Introhive)

Sales AI can also assist in researching and prospecting. These tools can research missing or update outdated contact and lead information. Additionally, by leveraging historical CRM data, it can find similar accounts to past won deals.

Reps spend **8.8 hours** each week searching for information.

(IDC Research)

50% of sales time is wasted on unproductive prospecting.

(The B2B Lead)

Sales reps spend **32%** of their time searching for missing data and manually entering it into the CRM.

(IKO System)

Only **25%** of leads are legitimate and should advance to sales.

(Gleanster Research)

It takes time for a sales rep to onboard, learn the processes, tools, and product and to become an expert in their industry. Ramp up time for sales reps to reach “full productivity” sets organizations back.

It takes **3 to 6 months** for a new sales rep to be fully productive. Average ramp (from hire to full productivity) sits at **3.2 months**.

(Bridge Group)

Only **6%** of newly hired sales reps exceed expectations while **48%** fail to succeed at selling.

(Bridge Group)

On the other hand, sales reps have short tenures, in that they often don't stay at a company very long. This means that the average time a company has a sales rep operating at full productivity is a relatively short window.

The average rep works for **15 months** at full productivity at a job.

(Bridge Group)

Average rep tenure now sits at **1.5 years**.

(Bridge Group)

Data collection dilemma

Clean, accurate data is essential for a smooth operational business. Organizations that rely on human data collection are often disappointed as the data is inaccurate, missing details and is inputted incorrectly and inconsistently.

79% of opportunity-related data that sales reps gather are never updated in the CRM system.

(ESNA)

88% of CRM users admit to entering incomplete contact information.

(IntroHive)

62% of users do not log all of their activities.

(IntroHive)

30% of B2B contacts are outdated within a year.

(IKO System)

At any time **20%** of CRM contacts are no longer valid:

- a) **57%** of sales reps log all the calls they make
- b) **14%** never log their calls in the CRM
- c) **22%** admit they withheld some contact information

(IKO System)

69% of users have outdated CRM data.

(IntroHive)

63% have duplicate contacts in their CRM.

(IntroHive)

Sales automation tools that collect customer and business data increase the accuracy and reliability of the data. Sales reps prefer automation tools that take on data collection since it wastes their selling time.

81% said that the accuracy of their data could be improved by capturing quality contact info from people they meet or email with.

(IntroHive)

75% said they could be more productive if they spent less time on data entry.

(IntroHive)

Why invest in AI for sales?

“AI promises to be the most disruptive class of technologies during the next **10 years ...**”

- John-David Lovelock, Research vice president at Gartner

The impact of AI on the world will be unmatched by any other technology to date. It will drive innovation across every sector and boost the economy.

AI could contribute up to **\$15.7 trillion** to the global economy in 2030, more than the current output of China and India combined.

(PWC)

AI-derived business value is projected to reach up to **\$3.9 trillion** by 2022.

(Juniper Research)

Of this, **\$6.6 trillion** is likely to come from increased productivity and **\$9.1 trillion** is likely to come from consumption-side effects.

(PWC)

Many business experts are hopeful about AI and its potential to drive growth. Those who have implemented report that they are already seeing rewards and have a leg up over their competitors. Those who have yet to implement have listed it as a top business priority.

85% of executives believe that AI will enable their companies to obtain or sustain a competitive advantage, but only about **20%** have incorporated AI in some way, and less than **39%** have an AI strategy in place.

(MIT)

88% indicated that their company already has, or has plans to, implement AI and ML technologies within their organization.

(MEMSQL)

By 2020, AI will be a top five investment priority for more than **30%** of CIOs.

(Gartner)

Business leaders believe AI is going to be a fundamental in the future. In fact, **72%** termed it a “business advantage.”

(PwC)

81% of Fortune 500 CEOs consider AI a crucial area to invest.

(Forbes)

83% of the most aggressive adopters of AI and cognitive technologies said their companies have already achieved either moderate (**53%**) or substantial (**30%**) benefits.

(Deloitte)

Why invest in AI for sales?

Sales is a critical area many business leaders are already looking to invest in as sales processes are inefficient and costly to companies. With AI companies can achieve a greater output from their sales teams without increasing the cost of the sales team itself.

46% of companies say that marketing and sales is the area where they are most investing in AI adoption systems.

(Forrester)

AI is the top growth area for sales teams – its adoption by sales teams is forecasted to grow **139%** over the next three years.

(Salesforce)

Sales reps will use their time on productive tasks that generate revenue as automation tools take over their repetitive busy work. They will also make smarter selling decisions as augmented tools give them guided “next-step” recommendations.

When automating lead nurturing activities such as email campaigns and follow-ups, users have shown a **14.5%** increase in sales productivity.

(Salesforce)

Triple-digit growth is expected in areas such as predictive intelligence (**118%**) and lead-to-cash process automation (**115%**) in the next three years.

(Salesforce)

High-performing sales teams are **2.3x** more likely than underperforming teams to currently use guided selling.

(Salesforce)

High-performing sales teams are **10.5x** more likely than underperformers to experience a major positive impact on forecast accuracy when using intelligent capabilities.

(Salesforce)

High-performing sales teams are **2.8x** more likely to be outstanding or very good at predictive intelligence.

(Salesforce)

Why now?

The current wave of technological innovation is moving fast. The stakes are high for companies to implement intelligent technologies into their business processes and there's a winner-takes-all situation here. Investing in the right opportunities early leads to outcompeting others in the market. Automation Hero predicts that this wave of AI implementation will be about **six years**.

56% of customers actively seek to buy from the most innovative companies.

(Salesforce)

By 2020, **30%** of all B2B companies will employ AI to augment at least one of their primary sales processes.

(Gartner)

By 2020, **75%** of business buyers expect companies that can anticipate their needs and make relevant suggestions before they initiate contact, while **73%** expect that products they purchase will self-diagnose issues and automatically order replacement parts or service.

(Salesforce)

Currently, **40%** of sales tasks can be automated, but by 2020, **85%** could be automated.

(McKinsey)

Automation Hero's automated sales AI platform is a solution for these crippling business problems by automating common customer requests, eliminating time intensive and repetitive tasks and augmenting sales rep intelligence.

We have three highly intelligent engines at work that make the “magic” happen.

1 Augments sales rep intelligence

- Provides cross-and-up-sell recommendations based on changes in customer behavior.
- Fills the pipeline with interesting leads by prospecting for accounts based on past closed-won deals in data source.
- Gives sales reps “next-step” recommendations.

2 Eliminates time-intensive tasks

- Mines for critical customer and opportunity-related information and updates it in the relevant system.
- Centralizes business data.

3 Automates common customer requests

- Identifying the intent of written communication with up to 95% accuracy.
- Automatically routes or responds to the message once intent is determined.

[Request a demo for our sales automation platform](#)