Methodology
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CITE Research, on behalf of SugarCRM, conducted a survey among 400 business professionals, with 200 respondents in the U.S. and 200 respondents in the U.K.

Respondents were screened to:
- Be employed full-time
- Work in sales or business development
- Have a job title of Director-level or above
- Work at a company with 100 employees or more

Research was conducted online from June 20th – June 26th, 2017
Detailed Results
Technology & CRM

Which of the following technology tools does your organization utilize to increase the effectiveness of your sales team?

(Select all that apply)

The modern sales team utilizes a wide array of tools to be more effective, ranging from smart phones to collaboration tools to web meeting platforms. A CRM system is the most used and the most valuable tool, more often than smart phones or laptops.
Which of the following technology tools does your organization not use, but you would like to use in the future?

(Select all that apply)

- Data Enrichment Service: 28%
- Lead Development Applications: 25%
- Electronic Signature & Digital Transaction: 25%
- Online Meeting Scheduler: 25%
- Web Meeting Platform: 21%
- Internal Messaging Tools: 20%
- Collaboration or Productivity Tools: 18%
- Tablets: 17%
- Laptops: 12%
- Smart Phones: 10%
- CRM: 10%
- None of the Above: 5%
How valuable do you find each of the following tools in increasing the effectiveness of your sales team?

Building an effective sales team requires a great deal of investment in both hardware and software, the good news is that respondents said technology is helping their sales team be more effective. These days, sales professionals use a wide array of tools to be more effective. A majority of respondents rated 11 common tools, everything from smartphones to CRM to data enrichment services as valuable or extremely valuable.

<table>
<thead>
<tr>
<th><strong>Technology &amp; CRM</strong></th>
<th><strong>1</strong></th>
<th><strong>2</strong></th>
<th><strong>3</strong></th>
<th><strong>4</strong></th>
<th><strong>5</strong></th>
<th><strong>Mean</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customer Relationship Management (CRM) system</strong></td>
<td>0%</td>
<td>1%</td>
<td>7%</td>
<td>28%</td>
<td>64%</td>
<td>4.6</td>
</tr>
<tr>
<td><strong>Laptops</strong></td>
<td>0%</td>
<td>4%</td>
<td>6%</td>
<td>29%</td>
<td>61%</td>
<td>4.5</td>
</tr>
<tr>
<td><strong>Smartphones</strong></td>
<td>0%</td>
<td>3%</td>
<td>10%</td>
<td>28%</td>
<td>59%</td>
<td>4.4</td>
</tr>
<tr>
<td><strong>Lead development applications</strong> (such as LinkedIn Sales Navigator, ToutApp, YesWare, etc.)</td>
<td>0%</td>
<td>3%</td>
<td>16%</td>
<td>33%</td>
<td>49%</td>
<td>4.3</td>
</tr>
<tr>
<td><strong>Collaboration or Productivity tools</strong> (such as Dropbox, Google Drive, etc.)</td>
<td>1%</td>
<td>3%</td>
<td>11%</td>
<td>35%</td>
<td>49%</td>
<td>4.3</td>
</tr>
<tr>
<td><strong>Tablets</strong></td>
<td>0%</td>
<td>6%</td>
<td>16%</td>
<td>35%</td>
<td>43%</td>
<td>4.2</td>
</tr>
<tr>
<td><strong>Electronic Signature &amp; Digital Transaction management software</strong> (such as Docusign)</td>
<td>1%</td>
<td>2%</td>
<td>17%</td>
<td>31%</td>
<td>49%</td>
<td>4.2</td>
</tr>
<tr>
<td><strong>Online Meeting scheduler</strong> (such as Clara or Gennee)</td>
<td>1%</td>
<td>4%</td>
<td>19%</td>
<td>31%</td>
<td>45%</td>
<td>4.2</td>
</tr>
<tr>
<td><strong>Web Meeting Platform</strong> (such as WebEx, GoToMeeting, etc.)</td>
<td>0%</td>
<td>3%</td>
<td>17%</td>
<td>35%</td>
<td>45%</td>
<td>4.2</td>
</tr>
<tr>
<td><strong>Internal messaging tools</strong> (such as Slack, Jive, Skype, etc.)</td>
<td>1%</td>
<td>3%</td>
<td>18%</td>
<td>34%</td>
<td>44%</td>
<td>4.2</td>
</tr>
<tr>
<td><strong>Data enrichment service subscription</strong> (such as D&amp;B, Hoovers, Thomson Reuters, Data.com, etc.)</td>
<td>1%</td>
<td>4%</td>
<td>19%</td>
<td>38%</td>
<td>38%</td>
<td>4.1</td>
</tr>
</tbody>
</table>
Technology & CRM

Why are you not yet using new technologies for your sales team?

(Select all that apply)

As expected, cost is the top barrier to deploying new tools for sales team. Some also cite organizational resistance, complexity, no need, lack of awareness of benefits, security concerns and/or lack of senior level buy-in as reasons they do use more tech tools.
Thinking about the tools that your sales team uses regularly, how much money would you estimate you spend per team member per year to equip each team member to do their job most effectively?

80% of companies spend at least $1000 on technology annually, per sales rep to equip them with right tools to do their jobs effectively. Furthermore, nearly half (49%) of respondents said they spend at least $2000 per sales employee.
Building Business Relationships

How much time do you usually spend preparing for a meeting with a new customer or prospect?

72% of sales professionals spend 30 minutes or more preparing for a meeting with a new prospect, while nearly half (49%) spend at least 45 minutes preparing.

- 23% 46–60 minutes
- 34% 31–45 minutes
- 24% 16–30 minutes
- 4% 15 minutes or less
- 16% 1 hour or more
Building Business Relationships

When preparing for a meeting with a new customer or prospect, what websites do you visit to gather information about the person you will be meeting with?

**Sales people use a mix of social media sites and other internet sources (the company website, Google) to prepare for meetings with prospective clients.** However, this may be trending toward an increase in social media, as younger salespeople are more often using Facebook and Twitter to research clients.
Which of the following is the most important factor when choosing a Customer Relationship Management (CRM) system for your organization?

Considering the top reason for choosing a CRM system, the majority of respondents say it’s improving the customer experience.

This is especially true among those in a C-Level/President position (69%) compared to VP-level (46%) or director-level (56%).
AI in Business

Do you currently use Artificial Intelligence in your business or personal life?

More than half of participants use AI in some capacity, with more using it in their personal lives.

Those 55 and older are less likely to be using AI in business or personal lives (24% and 31% do not, respectively).
AI in Business

Do you plan to use Artificial Intelligence–related (AI–related) technologies in your organization in the next 2 years?

The majority plan to use AI in their organization in the future. However, almost a quarter are unsure they will. A minority definitively says they will not.

US participants are more likely to plan to use AI (69% will do so).

Additionally, younger participants are more likely to say their organization will use it in the future (70%).
AI in Business

How helpful would the following AI-related technologies be to your business?

US respondents are more likely than the UK respondents to rate Machine Learning and Voice Capable Intelligent Digital Assistants as more helpful.
Which of the following tasks would you like AI-related technologies to help you with at your organization?

At least 1/3 of respondents are interested in every type of AI tasks. US participants are more likely than UK participants to say they would want AI to help with communication with customers (54%) or planning their day (46%).
**AI in Business**

**What concerns do you have using AI-related technologies in your business?**

**People have concerns about AI.**

Top concerns about AI revolve around trusting the technology. More than half say they worry about data security, with a third saying it is their top concern.

Another 40% say they fear AI technology will make errors, and 41% fear losing control over the data.

### AI-related Technology Concerns

<table>
<thead>
<tr>
<th>Concern</th>
<th>Top concern</th>
<th>Concern</th>
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<tbody>
<tr>
<td>Data security</td>
<td></td>
<td></td>
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<tr>
<td>Fear of technology making errors</td>
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<tr>
<td>Fear of job loss</td>
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<tr>
<td>Losing control over data</td>
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<tr>
<td>Losing control over processes</td>
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<td></td>
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<tr>
<td>Making me or my team redundant</td>
<td></td>
<td></td>
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<tr>
<td>Being overwhelmed with features I do not need</td>
<td></td>
<td></td>
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<tr>
<td>Being overwhelmed with features I do not understand</td>
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<tr>
<td>Other (please specify)</td>
<td></td>
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<tr>
<td>None of the above</td>
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</tbody>
</table>
AI in Business

US more concerned with bloatware & errors, while UK more concerned with becoming redundant.

There are mixed perceptions about Artificial Intelligence in the workplace. AI is seen as potentially helpful, but there is also a lack of confidence in the technology.

More than half have security concerns and four in ten fear the technology will make errors. Those in the UK are less interested in using AI in the future and are more fearful about their team becoming redundant with the use of AI.

AI-related Technology Concerns: UK vs US
Appendix
Appendix

Demographics

Gender

46% Female
53% in the U.S.
39% in the U.K.

54% Male
47% in the U.S.
62% in the U.K.

D1 Please indicate your gender. (Select one)
D2 Into what age group does your age fall?
Appendix

Which CRM does your organization use?

![Bar chart showing the usage of various CRMs.](chart.png)
Appendix

Respondent Position

[Bar chart showing the distribution of respondent positions by Total, UK, and US]
Company Information – number of employees

**S4.** Approximately how many employees are there in the company you work at worldwide, including all offices and locations?
Appendix

Company Annual Revenue

**United States**

- $0-$5 M
- $5.1-$10 M
- $10.1-$25 M
- $25.1-$50 M
- $50.1-$100 M
- $100.1-$250 M
- $250.1-$500 M
- $500.1-$1 M-$1 B
- $1.1-$5 B
- $5.1-$10B
- $10.1 B+
- Don't Know

**United Kingdom**

- £0-£5 M
- £5.1-£10 M
- £10.1-£25 M
- £25.1-£50 M
- £50.1-£100 M
- £100.1-£250 M
- £250.1-£500 M
- £500.1-£1 M-£1 B
- £1.1-£5 B
- £5.1-£10B
- £10.1 B+
- Don't Know

D5 What was the annual revenue for your company last year? (Select one)