



# STATE OF SALES.

CHALLENGES IN SALES LEADERSHIP 2025

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# Introduction

Welcome to the final report of the research survey into the priorities and challenges of sales leadership in 2025. This report is the first of what will become an annual survey of sales leaders that will seek to chart the changing focus of sales professionals in the UK.

As interesting topics emerge, we will be looking to unpack what these really mean to sales professionals and the broader sales industry during the course of 2025. Hopefully the topics identified here will be familiar and relevant to our audience, while at the same time prompting discussion about how to meet these challenges and indeed use them to improve performance and sales success.

This survey, conducted over Q2 and Q3 of 2024, looks at a range of leadership challenges to help identify key issues of interest and concern to sales leaders, and that points to the opportunity for more in-depth discussion.

The survey, conducted online, includes data from 268 respondents across a wide range of industries and company sizes. All respondents manage significant sales teams so bring direct and relevant experience of the issues to our analysis.

The survey questions focus on four main topics relevant to sales leadership in 2025:

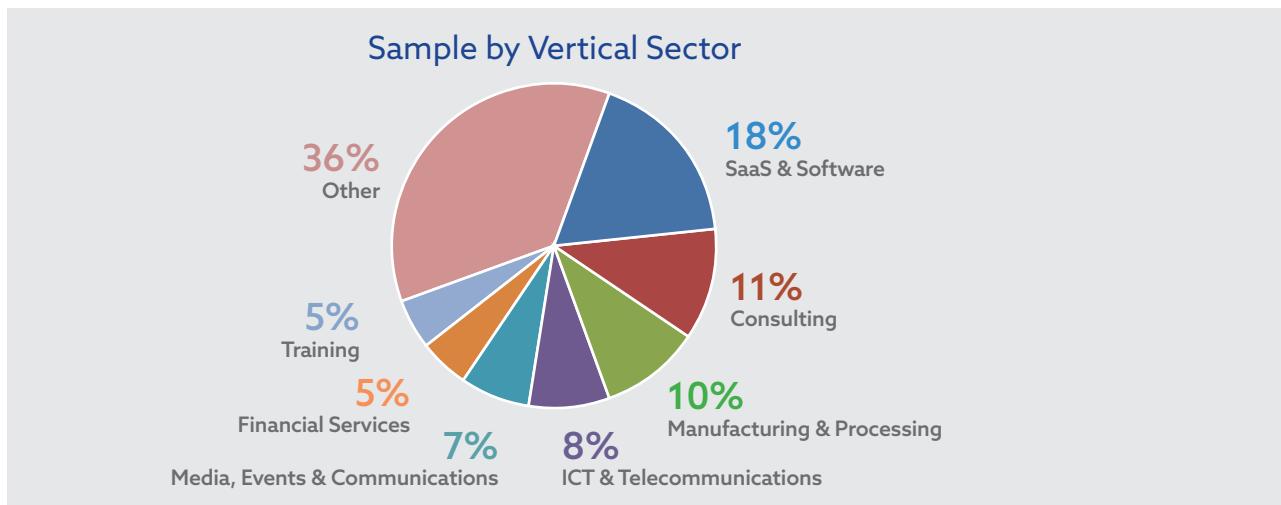
1. C-Suite & boardroom sales leadership priorities
2. Wider sales leadership challenges
3. Impact of AI on sales
4. Importance & experience of sales enablement

As well as analysing the data as a whole, we have also analysed by differences in company size and sector, where sample sizes allow.

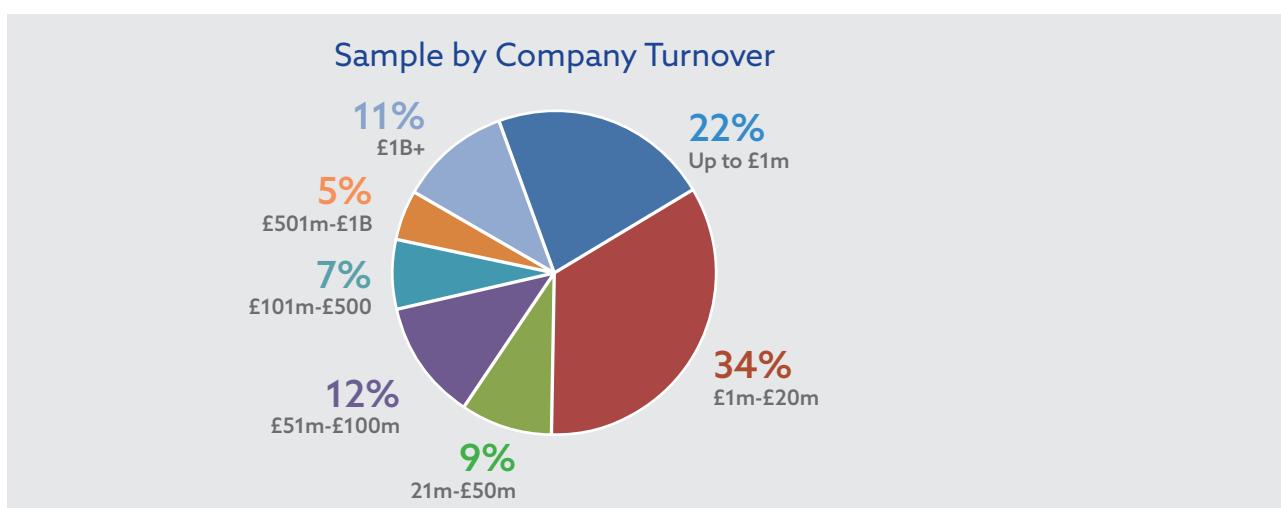
In addition to the survey, we have also completed a short series of 13 discussions during Q4 2024 with sales leaders to add more depth to our analysis of the leading issues for sales leaders in 2025. We have drawn out relevant verbatim quotes from these interviews to illustrate some of the data analysis.

## Survey demographics

- There is a wide spread of industries represented, with a heavier focus on companies broadly in different subsegments of IT. Consulting and manufacturing are also well represented, while 'Other' includes a broad cross section including transport, hospitality, automotive, education and engineering.



- Our sample included a cross section of company turnover, from under £1m to over £1B. As might be expected, our sample is more heavily geared to those companies up to £20m turnover.



Our analysis will usually combine those turnover segments with fewer respondents for ease of analysis.

In completing the survey, respondents were allowed to select sections they preferred to answer, and while many completed the entire survey our analysis is of course based on the subset of respondents who completed any given question. Hence, some question areas cannot be analysed by company size or by vertical sector.



## C-Suite & Boardroom Sales Priorities

We asked C-Suite and Boardroom sales leaders about their sales priorities for 2024/2025 across eleven core sales topics:

- Ensuring alignment of sales objectives and broader business goals
- Balancing short-term revenue targets with long-term strategic objectives
- Adapting to changes in direct competition position and wider market dynamics
- Understanding and implementation of up-to-date sales technology (CRM, AI, Enablement Tools)
- Creation and dissemination of cultural and value framework
- Regulatory compliance (GDPR)
- Maintenance of accurate, relevant value propositions and go-to-market strategies
- Future-proofing of revenue strategies
- Availability of accurate competitor r/ market intelligence
- Preparedness to be across challenges faced by other boardroom colleagues
- Recruitment issues (Retention, Language/Geographical barriers, Agency quality)

Across our entire sample of sales leaders, four areas of sales management and leadership emerge as a consistently high priority.

'Ensuring alignment of sales objectives and broader business goals' is the overall highest priority scoring a very consistent 4.3 out of 5.

One of the problems highlighted by sales leaders in relation to sales objectives is actual awareness of those sales objectives:

**"The company [sales] target is not always clear"**  
SVP Sales

### C-Suite Sales Priorities



Three other issues also score consistently high:

- 'Maintenance of accurate, relevant value propositions and go-to-market strategies' (4.2 out of 5)
- 'Future-proofing of revenue strategies' (scoring 4.1 / 5)
- 'Balancing short-term revenue targets with long-term strategic objectives' (also scoring 4.1 / 5)

These are all sales management topics rather than purely tactical or operational issues, suggesting a strong focus on performance and revenue numbers (perhaps as might be expected).

In our interviews, sales leaders noted that maintaining relevant propositions is increasingly difficult:

**"Consumers and the world we live in are both changing at a faster rate than it has in the past so trying to stay ahead of this is a big challenge."**

Program Development / Partnership Manage

At the other end of the scale, leaders ascribe the lowest priority to sales recruitment issues (3.0 / 5) followed by some rather more functional topics including:

- Accurate market intelligence (3.1 / 5)
- Being across other boardroom challenges (also 3.1 / 5)

This might suggest that sales leaders are highly focused on internal management and business growth issues – the only overtly 'external' issue (Adapting to changes in direct competition position and wider market dynamics) scored just 3.4.

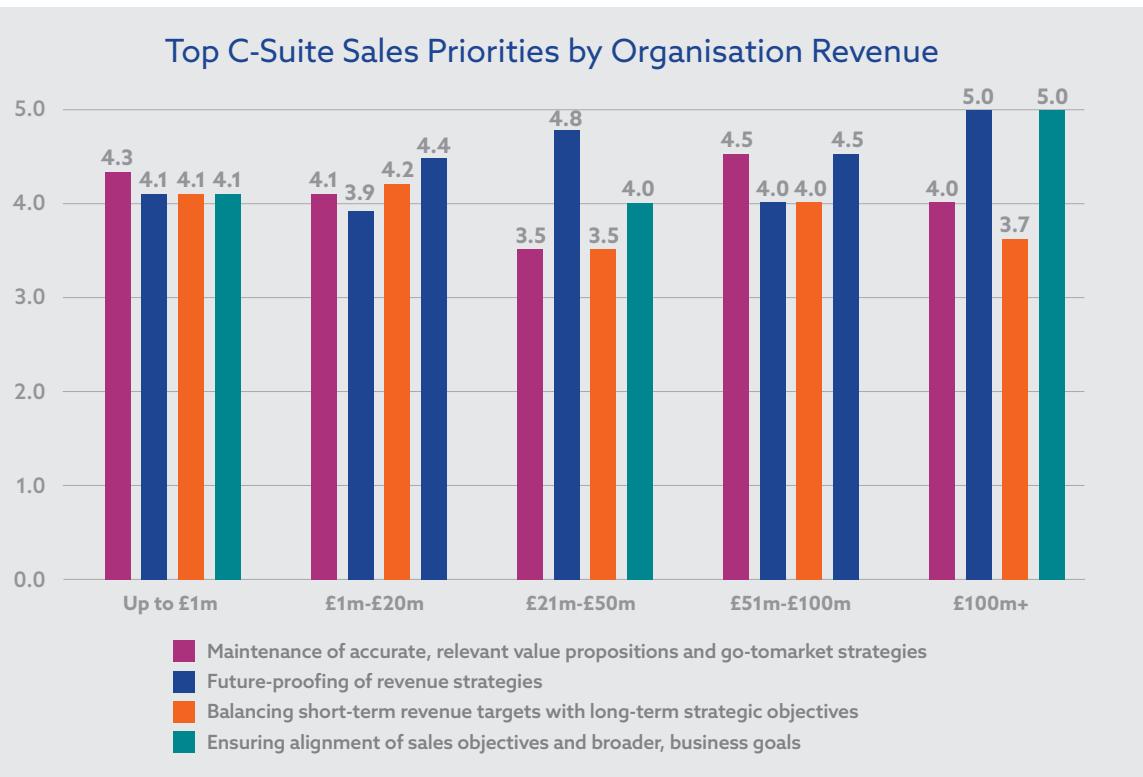
One other point worth highlighting is the lack of focus on the broader business challenges faced by boardroom colleagues. Scoring just 3.1 as a priority is not seen as especially important to sales leadership. However, it is generally true to say that 'being across challenges faced by other boardroom colleagues' is a valuable stepping stone in being able to contribute to the wider success of the business. This is part of the conversation about how sales leaders generally interact with the board and the CEO, and as well as how they progress within the business.

## Variation in Sales Priorities by Turnover

Across our sample of C-Suite respondents, we can see how sales leadership priority varies by company turnover. In higher turnover categories, we start to see more variation in sales priorities. Looking at the top four overall sales priorities we can note:

- For companies up to £1m turnover, their top four priorities closely follow the overall data, though they give a slightly higher priority to 'Maintenance of accurate, relevant value propositions and go-to-market strategies'
- For companies in the £1m to £20m category, they prioritise 'Ensuring alignment of sales objectives and broader, business goals' above others.

- For companies in the £21m to £50m category, we are starting to see much more variation against the overall data. 'Future-proofing of revenue strategies' is significantly more important than all the other issues, and we additionally see 'Creation and dissemination of cultural & value framework' as being of higher importance than in any other revenue category, with a score of 4.0 / 5.
- For companies in the £51 - £100m category, we also see the greater importance of 'Creation and dissemination of cultural & value framework' with a score of 4.5 / 5.
- For the largest companies by revenue (with a warning note that sample sizes here are low so quantitative measures here are more indicative), both 'Future-proofing of revenue strategies' and 'Ensuring alignment of sales objectives and broader, business goals' are both more of a priority than other issues.



Interesting topics for further discussion will be to understand the drivers of why larger companies have different sales priorities in some instances.

### Variation in Sales Priorities by Sector

Analysis by sector is limited to just the major sectors represented, and tends to be more indicative, but nevertheless we can see notable differences in the top sales leadership priorities.

Consulting, where the top priorities are

- 'Balancing short-term revenue targets with long-term strategic objectives' and
- 'Maintenance of accurate, relevant value propositions and go-to-market strategies'

ICT and Telecommunications, where the top priorities are

- 'Ensuring alignment of sales objectives and broader, business goals' and
- 'Creation and dissemination of cultural & value framework'

SaaS and Software, where the top priorities are

- 'Ensuring alignment of sales objectives and broader, business goals' and
- 'Maintenance of accurate, relevant value propositions and go-to-market strategies'

In all these sectors, it is broadly the same set of four or five priorities swapping in and out of the top positions.

## Other C-Suite Challenges

C-Suite and boardroom respondents mentioned several other challenges that they see as relevant to leading the sales activity of the company.





## Wider Sales Leadership Challenges

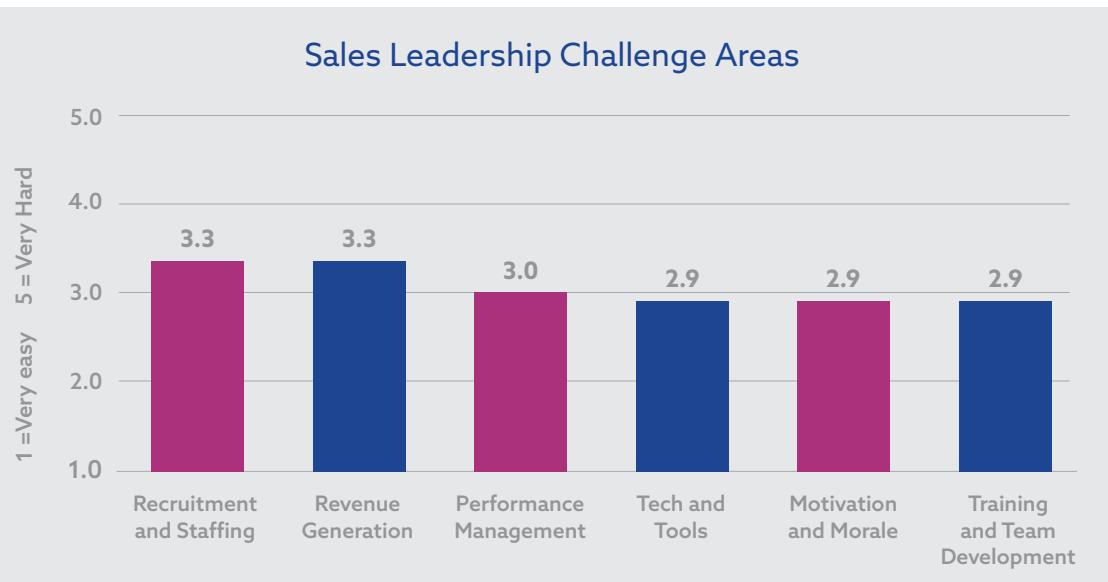
Beyond the priorities just relevant to C-Suite Sales Leaders, we asked all sales leaders about the challenges they face in their day-to-day roles as sales team leaders. These were grouped into six core areas:

- Recruitment and Staffing issues
- Training and Team Development Issues
- Performance Management Issues
- Motivation and [team] Morale Issues
- Technology and Tools Issues
- Revenue Generation Issues

To dig into these six areas, we asked sales leaders about the degree to which these areas represented difficult management issues. Each area has several subsidiary topics, leading to a total of 22 separate topics that were researched.

### Key Take-Aways

1. The two high level areas of Recruitment and Staffing, and Revenue Generation were the most challenging areas to manage, both being some way ahead of the other areas. However, it is also worth noting that in absolute terms none of these are seen as especially taxing in terms of management challenge.



2. No individual issue was found to be exceptionally difficult to manage, but the two most difficult issues (scoring 3.7 and 3.6 out of 5, where 5 = very hard to manage) were:

- In Recruitment and Staffing: Recruitment and retention of high-quality sales staff (3.7). Interestingly, recruitment issues were one of the lowest priorities for C-Suite Sales Leaders, suggesting a degree of mismatch between the concerns of C-Suite and sales team leaders who maybe see this issue more directly than their C-Suite colleagues.
- Speed of Deal Velocity (3.6). This is the highest scoring individual issue in the area of Revenue Generation and matches the concerns of C-Suite relating to revenue generation challenges.

3. One point worth mentioning is that the sales leaders interviewed consistently talked at length around the challenges of sales training amongst C-Suite and senior sales leadership – an issue not really touched on by C-Suite, and an issue that was not really recognised as a problem by sales leaders themselves.

What was noted was that C-Suite sales leaders often reach those positions via performance-based promotion, and they will often have areas where they may not bring extensive experience.

## Recruitment and Staffing Issues

Recruitment and Staffing was joint top for Sales Leadership Challenge areas, with an average of 3.3. In the area we asked how easy or hard three topics were:

- Recruitment and retention of high-quality sales staff
- Geographical and language-specific recruitment
- Recruitment agency relationships

Recruitment and retention of high-quality sales staff scored of 3.7 which was the highest scoring issue overall across all six areas.



Sales leaders recognised that sales is not necessarily a prominent chosen career choice and that work needs to be done to promote sales:

**"Recruitment is currently a big issue across our profession. Both from a fact that older more experienced professionals are retiring and there is a shortage of young people choosing our profession as a career"**

Program Development / Partnership Manager

We can also note that managing relationships with recruitment agencies is the least problematic area within Recruitment and Staffing.

## Training and Team Development Issues

In the area of Training and Team Development, we asked about five specific topics:

- Development of leadership skills within existing teams
- Access to budget for in-house training
- Access to effective on-boarding / training for new hires
- Access to sales training resources
- Engendering peer to peer collaboration within existing teams

Training and Team Development was one of the three easiest management areas of the six researched. With an average score of 2.9 (where 5 = very hard to manage), we can see that none of these topics were thought to be especially difficult to manage with most falling around or below the mid point of the 1 to 5 scale.

We can also note that Access to sales training resources scored just 2.6 out of five and was the least difficult areas to manage of all Training and Team Development topics.



## Performance Management Issues

In the area of Performance Management, we asked about three specific topics:

- Ensuring consistency in performance across the sales team
- Finding effective performance evaluation methods
- Setting and measuring sales targets

With an average score of 2.7 (where 5 = very hard to manage), this area falls in the middle of the six areas researched. But of all six areas, Performance Management has the greatest 'spread' of scores amongst its individual issues, ranging from Setting and Measuring sales targets at 2.4 (so thought of as relatively easy, and one of the lowest individual scores overall), to Ensuring Consistency of Performance at 3.5 (so thought of as relatively hard).



The fact that so many of these individual issues are in fact co-dependent was highlighted by sales leaders linking performance management to the accuracy of sales forecasts and data (which is a component of Revenue Generation in our survey).

**"There's consistency of performance, which is getting everybody to improve their results. And then there's consistency of behaviour, which drives consistency of performance, but also much more importantly, drives forecast accuracy."**

Program Development / Partnership Manager

**"What we recognised was that the sales teams were working without clear data and goals. Instead of identifying what to focus on they were spending times in areas that gave little or no return"**

Group Head, Training

## Motivation and Team Morale Issues

With an average score of 2.9 (where 5 = very hard to manage), this area is one of the joint lowest scoring areas so broadly not seen as a management challenge, and has the smallest 'spread' of score amongst its individual issues.

In the area Motivation and Team Morale, we asked about three specific topics:

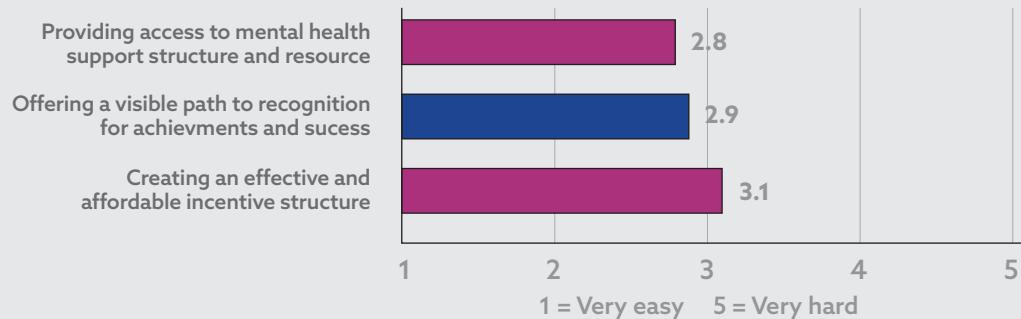
- Creating an effective and affordable incentive structure
- Offering a visible path to recognition for achievements and success
- Providing access to mental health support structure and resources

Amongst these three areas, creating effective incentive structures is the hardest to manage (and is more directly linked to revenue generation), which we have already seen is a notable challenge for C-Suite as well as sales leaders.

Sales leaders also highlighted compensation plans as key to creating strong performance and consistent behaviors:

**"Need alignment of compensation plans to drive similar behaviours across revenue organisation. When done well, everyone aligned and look united in front of a customer"**  
SVP Sales

### Sales Leadership Challenges: Motivation and Morale



## Technology and Tools Issues

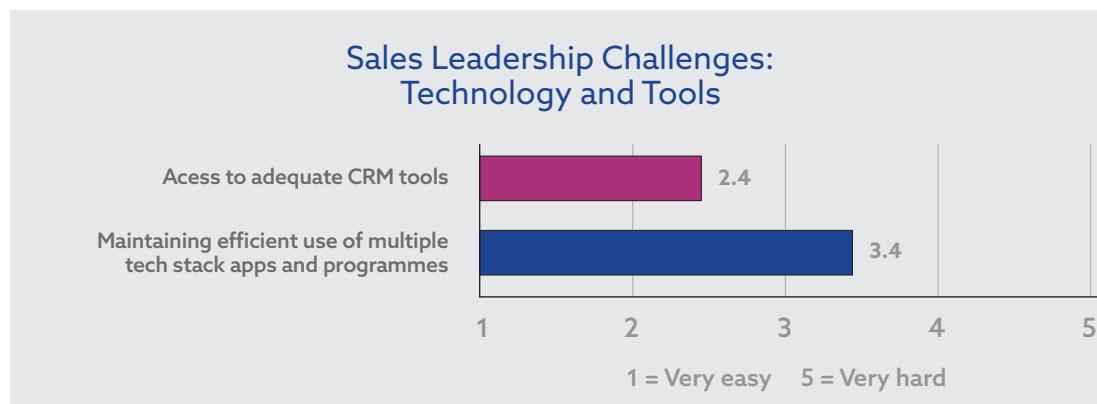
With an average score of 2.9 (where 5 = very hard to manage) this area is another of the joint lowest scoring areas so broadly not seen as a management challenge.

In the area Technology and Tools, we asked about two specific topics:

- Maintaining efficient use of multiple technology stack apps and programs
- Access to adequate CRM tools

It is notable that these two issues score significantly differently.

Access to CRM tools is seen as relatively easy to manage at 2.4 / 5. However, Maintaining efficient use of multiple technology stack apps and programs scored 3.4, so is clearly a more taxing area.



Interestingly, the whole area of sales technology is one of lower priority for C-Suite Sales Leaders – it is the 4th lowest of all the eleven C-Suite priority areas. Although clearly a major foundation of sales team efficiency, we may assume that C-Suite considers technology issues to be delegated to (probably) the IT department.

## Revenue Generation Issues

With an average score of 3.3 (where 5 = very hard to manage) this is the 2nd highest scoring area so broadly does represent a management challenge.

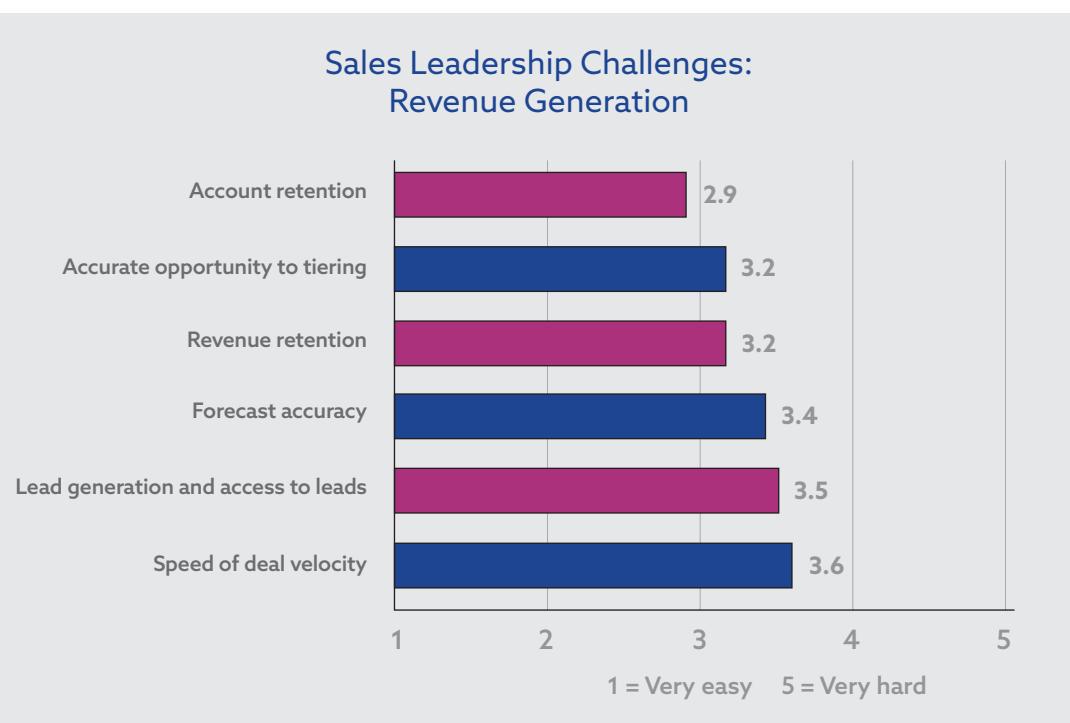
In the area Revenue Generation, we asked about six specific topics:

- Speed of deal velocity
- Lead generation and access to leads
- Accurate opportunity tiering
- Forecasting accuracy
- Revenue retention
- Account retention

We can see some clear difference between these six topics.

Least hard to manage is account retention, scoring below the mid point on our scale at 2.9 / 5. However, speed of deal velocity is more problematic at a score of 3.6 (one of the highest scoring topics of the 22 researched).

Revenue generation figures in several C-Suite priorities (Future-proofing of revenue strategies, and in Balancing short-term revenue targets with long-term strategic objectives) and in both these cases are quite high in terms of priority.



## Variation in Sales Leadership Challenges by Revenue

Looking at responses across some of the leading vertical sectors, we can see some clear differences in issues that are hard to manage.

### ***Under £1m turnover***

Just two issues dominate:

- Recruitment and Retention of high-quality sales staff
- Ensuring consistency in performance across the sales team

### ***£1m - £20m***

Three issues dominate:

- Recruitment and retention of high-quality sales staff
- Speed of deal velocity
- Forecasting accuracy

### ***£20m - £50m***

Two issues dominate:

- Recruitment and retention of high-quality sales staff
- Creating an effective and affordable incentive structure

### **£50m - £100m**

Six areas all compete for attention suggesting perhaps representing a generally broader set of challenges:

- Recruitment and retention of high-quality sales staff
- Accurate opportunity tiering
- Speed of deal velocity
- Access to budget for in-house training
- Maintaining efficient use of multiple tech stack apps and programs
- Lead generation and access to leads

### **£100m - £500m**

Three issues are most challenging:

- Lead generation and access to leads
- Speed of deal velocity
- Recruitment and retention of high-quality sales staff

### **£1Bn+**

Four issues are most challenging:

- Lead generation and access to leads
- Ensuring consistency in performance across the sales team
- Recruitment and retention of high-quality sales staff
- Revenue retention

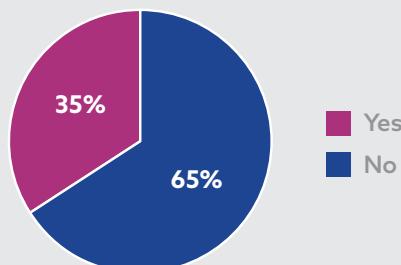


## Impact of AI on Sales

### Implementation of Sales Based AI Tools

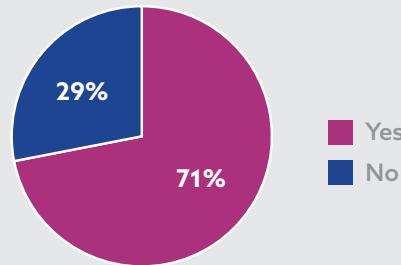
The penetration of sales-based AI tools into the organisations surveyed is at an early stage. Yet, spread over all size categories, some 35% of organisations surveyed are currently using sales specific AI tools. This does represent a notable early penetration of AI based sales tools – though we suggest that there is more to uncover in subsequent research into the exact functionality of the AI tools that companies are using.

Is your organisation currently using sales specific AI tools?



Amongst the 65% of firms not yet using AI tools, over 70% are actively planning to do so in the coming year.

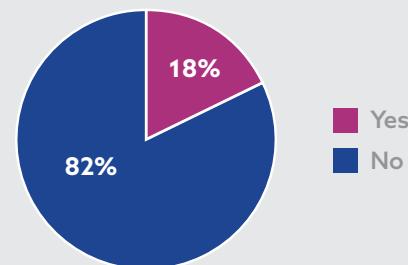
Is your organisation considering the implementation of AI sales tools or platforms?



By any standards, this is a very high proportion actively planning to implement these tools.

However, we can also see that amongst those sales leaders saying their organisation have plans to implement AI based sales tools, only 18% have actually started the procurement process so far. So there remains a lot of organisations who are 'on the runway' but need to yet take action.

Has the procurement process already started?



It will be interesting in further research to understand the challenges and barriers that firms are experiencing that are holding them back from moving ahead with AI tools.

## Sales Based AI Tools - Experience vs Expectation

Our survey examined eight functional areas where AI based sales tools can have (or are already having) an impact:

- Lead generation, analysis and conversion
- Personalisation of RFP response & proposal creation
- Customer intelligence (insight into preferences, interests etc)
- Optimisation of sales processes (time planning etc)
- Data-driven strategy creation (prospect insight, pricing, trend identification, tiering strategy)
- Customer engagement and client success/journey
- Deal velocity
- Forecast accuracy

We firstly asked those sales leaders who have implemented AI tools to rate the impact that the tools have had on a 1 to 5 scale where 5 = 'has achieved a highly positive impact' and 1 = 'has had no positive impact'.

AI tools have had a generally positive impact in all these seven areas, though not hugely so. All are reasonably positive, and the greatest positive impact has been in:

- Optimisation of sales processes (time planning etc), followed by
- Customer engagement and client success / journey

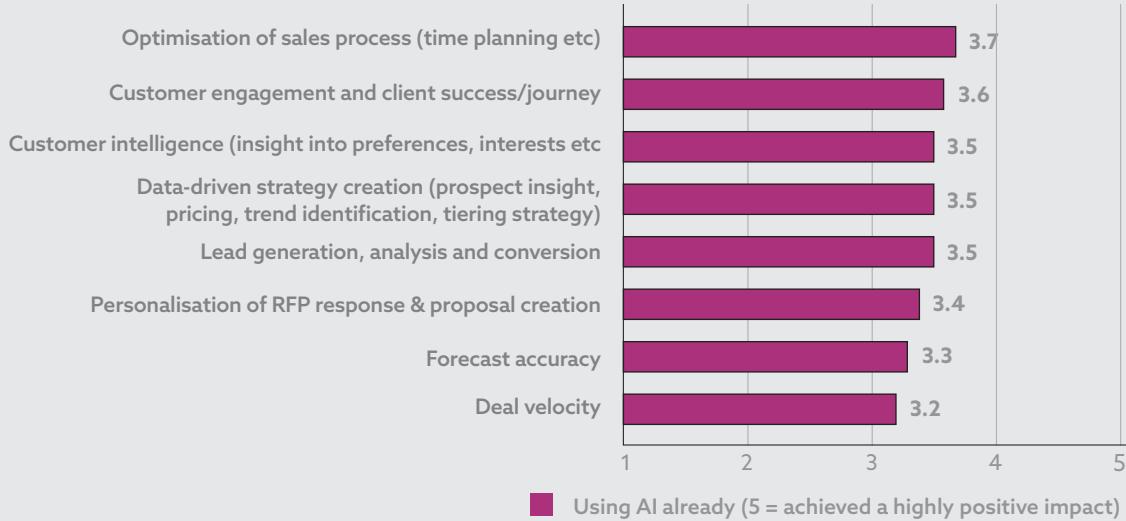
At the other end of the scale, we can also see that Deal Velocity is the least impacted by AI – which is unfortunate as we have already seen that this is a major challenge and issue for sales leaders and C-suite.

However, that is not to say AI has had no impact at all. The average impact score is 3.4 / 5 so just above the mid point, though as one interviewee mentioned:

**"It is hard to measure genuine impact [of AI]"**

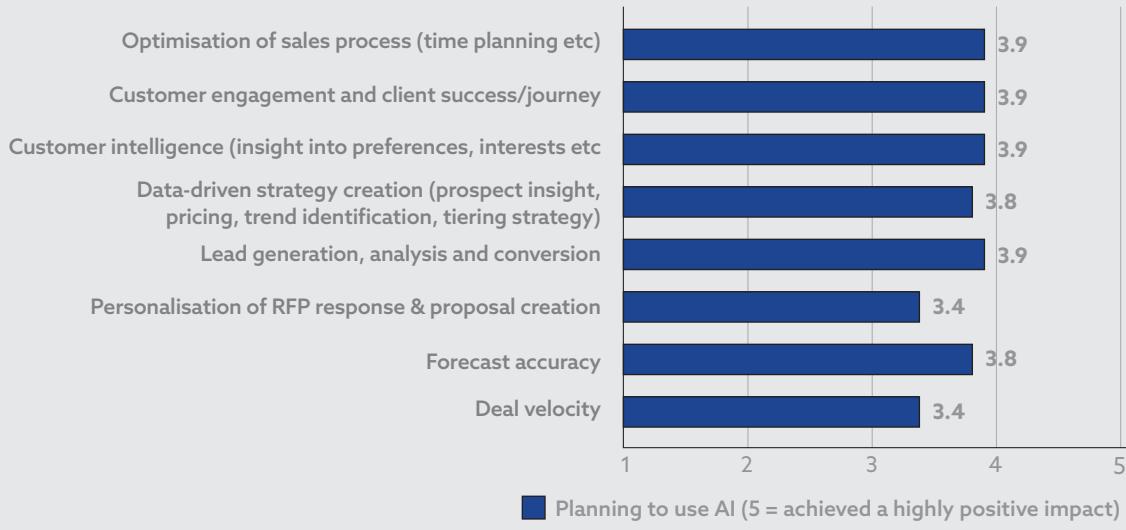
SVP Sales

### AI: Experience of Impact



Remembering that the majority of respondents are currently planning to implement AI (even if the actual procurement process is somewhat checkered), we also asked those currently planning to implement AI about how important it was to achieve a positive impact.

### AI: Importance of achieving a positive impact



We can see that across the board that respondents want to achieve a positive impact in most areas, the overall importance of achieving a positive outcome being 3.8 / 5 – though one might be forgiven for thinking this is a little low given the hype around AI.

Intriguingly

- There is less expectation of impact in the two areas of deal velocity and personalisation of RFPs both with a score of 3.4 / 5.

All the other areas carry a similar score for the importance of achieving a good outcome, at 3.8 or 3.9 / 5.

From a research perspective, it might be said that there are many companies who don't really know what to expect but are rather hoping for a positive outcome. Our interviewees gave some interesting insight into this:

**"I think the expectations were too large."**  
Head of Sales

**"Is it going to do everything that everyone says it's going to do? And, you know, ultimately, we said, no, it's not. Maybe eventually, but not right away"**  
Head of Sales

It is tempting to directly compare actual experience of AI implementation impact with the importance that those on the AI runway ascribe to achieving a good outcome. These are not directly comparable scales. Nevertheless, we might say that the importance for achieving a positive impact generally runs ahead of the actual experience, especially in the area such as forecast accuracy. This is actually one of the areas where AI tools have had the least positive impact.

The most we can say is that the research suggests that there is likely to be some re-alignment of expectation in many areas – although it is also true that as AI applications are still rapidly evolving, we might expect the impact that AI is having to increase. How that will affect those who are planning AI is yet to be seen.

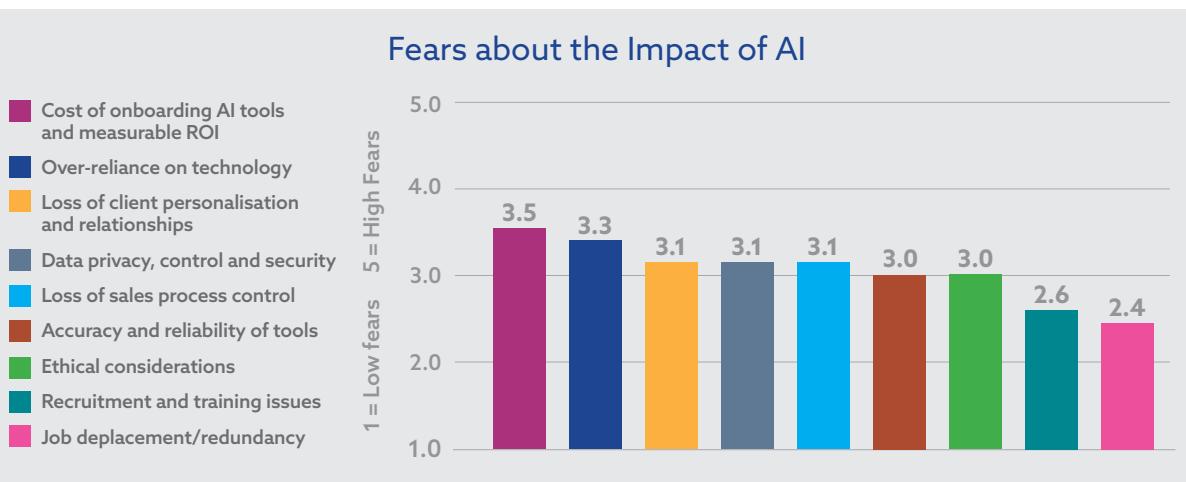
## Fears and Concerns about the Impact of AI Tools

Lastly, we asked sales leaders about their concerns regarding the impact of AI on sales operations. None of these appear as major concerns (which is a positive outcome).

Interestingly, the largest concern is less about the impact, and more about the cost. The greatest fear is around costs of AI tools and achieving a measurable ROI.

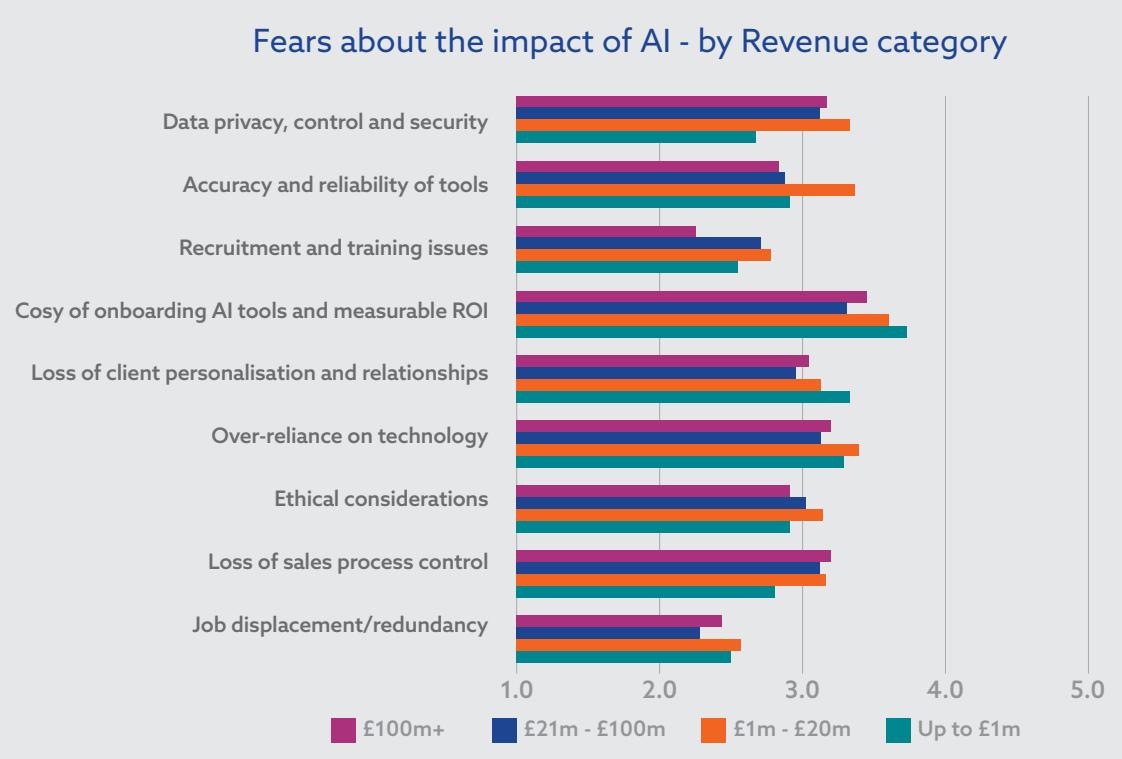
The lowest fears around AI are that AI will replace sales teams (so less worry about job displacement) and in parallel there are fewer fears about AI in recruitment and training. This either suggests that AI will have a limited impact (hence few worries) or that AI will have a big positive impact (again hence fewer worries).

This suggests generally (perhaps unsurprisingly) that sales leaders do not worry that AI systems will replace sales professionals yet or have a worrying impact.



If we analyse AI fears in terms of company revenue category, we can see some interesting differences starting to emerge.

- Smaller companies (under £1m by revenue) tend to be more concerned about costs, loss of personalisation, and over-reliance on technology
- Medium-sized companies (£1m to £20m) are concerned about nearly all these issues!
- Larger companies (£20m to £100m) are driven by concerns about costs, loss of personalisation, and an over-reliance on technology but also data privacy and data control
- The largest companies' (over £100m) concerns are led by costs, loss of control, data privacy, and concerns about costs, loss of personalisation, and an over-reliance on technology. Interestingly this size of company is least concerned about the impact on recruitment and training.

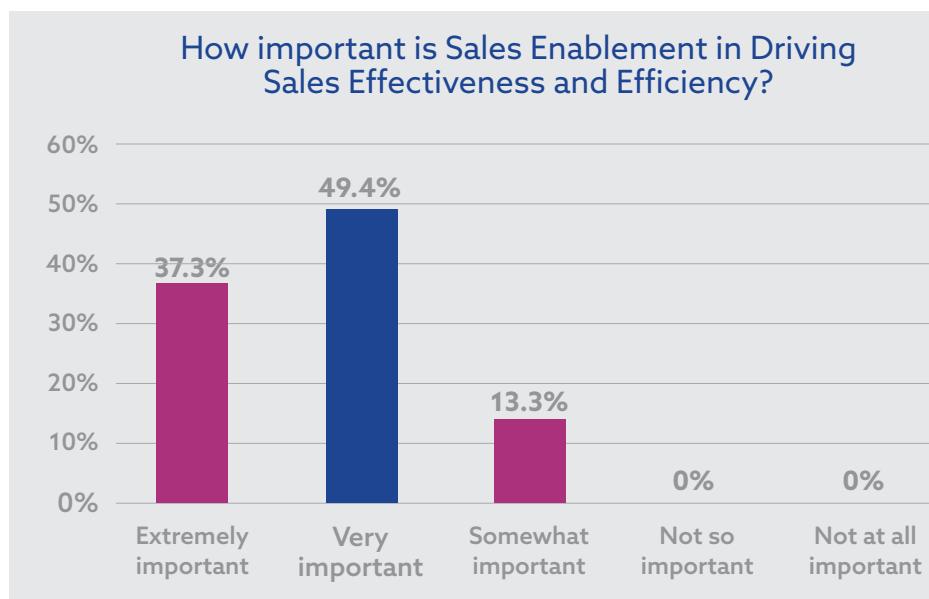




# Importance and Experience of Sales Enablement

## How Important is Sales Enablement?

87% of sales leaders saw that sales enablement as Extremely or Very Important to driving sales efficiency.



An aspect of sales enablement that emerged during our sales leader research interviews about how sales enablement is not all 'up-side':

**“... whilst sales leadership ... see value in the sales enablement function, I think they also sort of see sales enablement as being a potential cost centre as opposed to a profit centre.”**

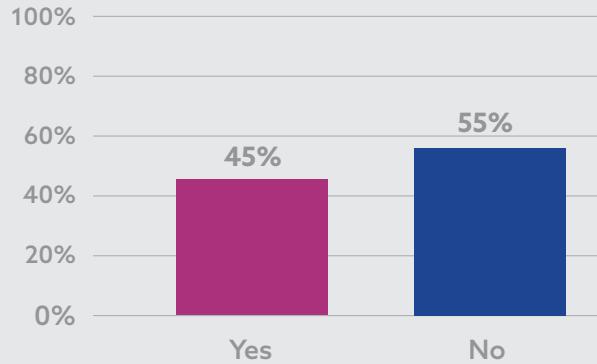
Head of Sales

**“There’s a kind of a divergence between what sales leadership see from [sales] enablement and the value that salespeople see from [sales] enablement.”**

Head of Sales

Despite a very high proportion of organisations seeing the importance of sales enablement, only just over half have actually implemented this capability.

Does your organisation have a Dedicated Sales Enablement Department or Technology Platform?



One interviewee noted:

**"Too much focus on large programs vs micro enablement programs"**

Lead Consultant

### Variation in Sales Enablement by Revenue

It is also worth noting that while all businesses recognise the importance of sales enablement, sales enablement as a capability appears to be much more prevalent in larger organisations.

- In the £1m to £20m revenue category, we can note that some 31% of our sample have a dedicated sales enablement platform.
- In the £52m to £100m revenue category, this has risen to 57%.
- And businesses with over £1Bn revenue, around 80% have a dedicated sales enablement platform.

### The Experience of Using Sales Enablement

Sales leaders were asked about their experience of actively using sales enablement tools and platforms across seven different areas:

- Training, onboarding and ever-boarding
- Access to relevant sales content
- Alignment with marketing and lead generation teams
- Access to sales tools and technology
- Sales process optimisation and efficiency
- Performance measurement and analysis
- Peer-to-peer collaboration

There is some variation in the quality of the experience of using sales enablement in these areas, however there is clearly good news in that the majority of sales leaders do not experience any significant difficulties in many of these sales enablement areas.

That said, it is not all plain sailing. It could be argued that if a quarter of sales professionals' experience significant difficulty with areas of sales enablement, then that is an issue that needs to be addressed.

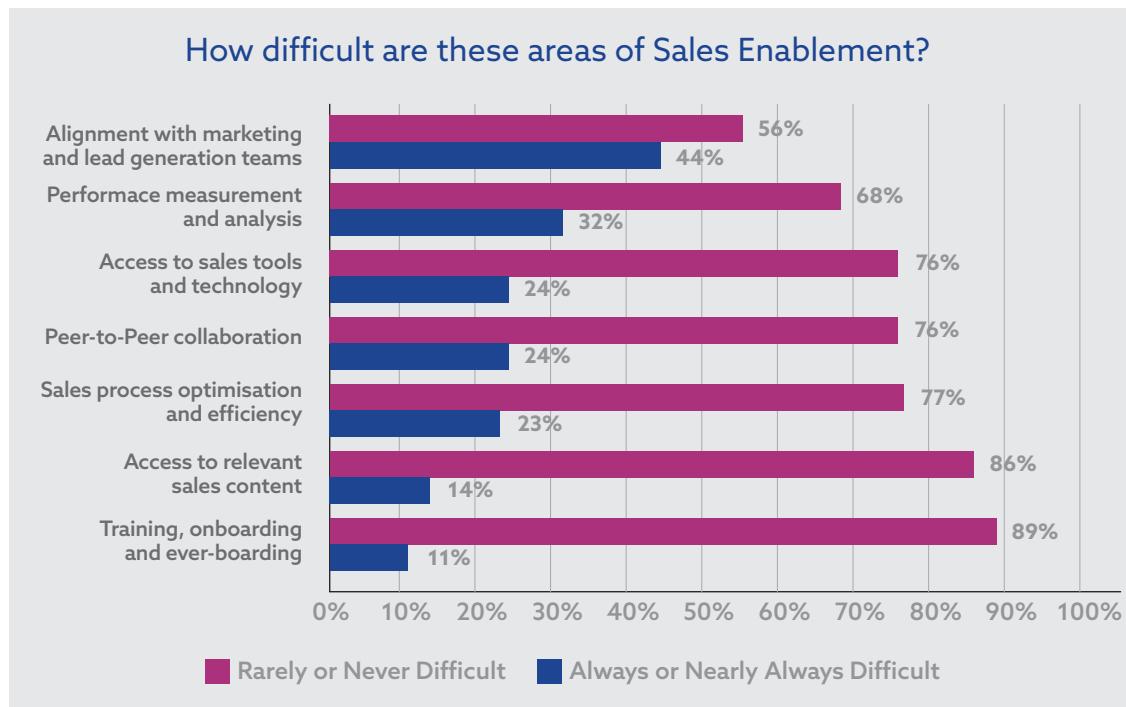
- The area where sales leaders have the greatest difficulty is with Alignment between marketing and lead generation teams, where 44% had difficulty all or most of the time.
- And 32% of sales leaders experience significant problems with Performance measurement and analysis.

In the middle of the table, it still appears that around a quarter of the sales leaders surveyed experience significant problems with

- Access to sales tools and technology
- Peer-to-peer collaboration
- Sales process optimisation and efficiency

The best news however is that few sales leaders consistently have problems with

- Access to relevant sales content
- Training, onboarding and ever-boarding





## Key Take-aways

**Drawn from across all the report sections, below we summarise the main take-away messages.**

### C-Suite & Boardroom Sales Priorities

Across our entire sample of sales leaders, four areas of sales management and leadership emerge as a consistently high priority. 'Ensuring alignment of sales objectives and broader business goals' is the overall highest priority followed by

- 'Maintenance of accurate, relevant value propositions and go-to-market strategies'
- 'Future-proofing of revenue strategies'
- 'Balancing short-term revenue targets with long-term strategic objectives'

These are all sales management topics rather than purely tactical or operational issues, suggesting a strong focus on performance and revenue numbers (perhaps as might be expected).

At the other end of the scale, leaders ascribe the lowest priority to sales recruitment issues followed by some rather more functional topics including:

- Accurate market intelligence
- Being across other boardroom challenges

### Wider Sales Leadership Challenges

The two high level areas of Recruitment and Staffing, and Revenue Generation were the most challenging areas to manage, both being some way ahead of other areas. However, it is also worth noting that in absolute terms none of these are seen as especially taxing in terms of management challenge.

No individual issue was found to be exceptionally difficult to manage, but the two most difficult issues were:

- In Recruitment and Staffing: Recruitment and retention of high-quality sales staff (3.7). Interestingly, recruitment issues were one of the lowest priorities for C-Suite Sales Leaders, suggesting a degree of mismatch between the concerns of C-Suite and sales team leaders who maybe see this issue more directly than their C-Suite colleagues.
- Speed of Deal Velocity (3.6). This is the highest scoring individual issue in the area of Revenue Generation and matches the concerns of C-Suite relating to revenue generation challenges.

One point worth mentioning is that although Sales Leaders interviewed highlighted challenges around Sales Training amongst C-Suite and other senior sales leaders, C-Suite colleagues did not recognise this as an issue. Furthermore, Sales Leaders did not express that Sales training was a challenge in relation to their own roles.

What was noted was that C-Suite sales leaders often reach those positions via performance-based promotion, and they may often have areas where they may not bring extensive experience.

## Impact of AI on Sales

The penetration of sales-based AI tools into the organisations surveyed is at an early stage. Some 35% of organisations surveyed are currently using sales specific AI tools.

- Amongst the 65% of firms not yet using AI tools, over 70% are actively planning to do so in the coming year.
- However, we can also see that amongst those sales leaders saying their organisation have plans to implement AI based sales tools, only 18% have actually started the procurement process so far.

AI tools have had a generally positive impact in all these seven areas, though not hugely so. All are reasonably positive, and the greatest positive impact has been in:

- Optimisation of sales processes (time planning etc), followed by
- Customer engagement and client success / journey

At the other end of the scale, we can also see that Deal Velocity is the least impacted by AI – which is unfortunate as we have already seen that this is a major challenge and issue for sales leaders and C-suite.

Expectations of AI are perhaps a little high. Respondents want to achieve a positive impact in all areas – though there are lower expectations of impact in the two areas of deal velocity and personalisation of RFPs.

In terms of worries and fears regarding AI, the largest concern is less about the impact, and more about the cost. The greatest fear is around costs of AI tools and achieving a measurable ROI.

## Sales Enablement

87% of sales leaders saw that sales enablement as Extremely or Very Important to driving sales efficiency.

Despite a very high proportion of organisations seeing the importance of sales enablement, only just over half have actually implemented this capability.

There is some variation in the quality of the experience of using sales enablement in these areas, however there is clearly good news in that the majority of sales leaders do not experience any significant difficulties in many of these sales enablement areas.

That said, the area where sales leaders have the greatest difficulty is with Alignment with marketing and lead generation teams.



## About the Growth Hub

The Growth Hub is an accredited digital learning and professional development platform dedicated to empowering your business by uniting sales, revenue, and customer success. Our focus is on uniting people, process, technology, and leadership to enable effective execution of change.

[TheGrowthHub.me](http://TheGrowthHub.me)



## About the National Sales Conference

The National Sales Conference is Lincoln West's flagship event, an accredited professional development programme designed to help revenue leaders, sales, marketing & customer success teams win & retain more business. Join 700+ delegates, 20+ keynotes, workshop speakers & experts while enjoying a high-quality agenda of industry and challenge-specific content created entirely for revenue & customer facing professionals.

[NSConference.co.uk](http://NSConference.co.uk)

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