

THE NEW ERA OF SALES

SALES PROS ADOPT TECHNOLOGY TO KEEP UP WITH SAVVY CUSTOMERS

What tools do the sales force think drive wins, productivity and help them keep up with the smarter buyer?

A new study from Showpad of 1,000 sales pros across the country reveals insights on how technology is changing the sales landscape.

SALES PRO CONFESSION:

Nearly Half Report Meetings with Customers who were Smarter, More Prepared.

YES

47%



EASY ACCESS TO INFORMATION HAS MADE CUSTOMERS MORE INFORMED ON PRODUCTS AND TRENDS - BEFORE THEY EVER ENCOUNTER A SALES PRO!



WHAT TECHNOLOGIES ARE SALES PROS USING TO CLOSE THE DEAL? MOBILE DEVICES ARE CATCHING UP TO LAPTOPS, PAPER LEFT BEHIND.

PC/Laptop — 30%

Tablet — 19%

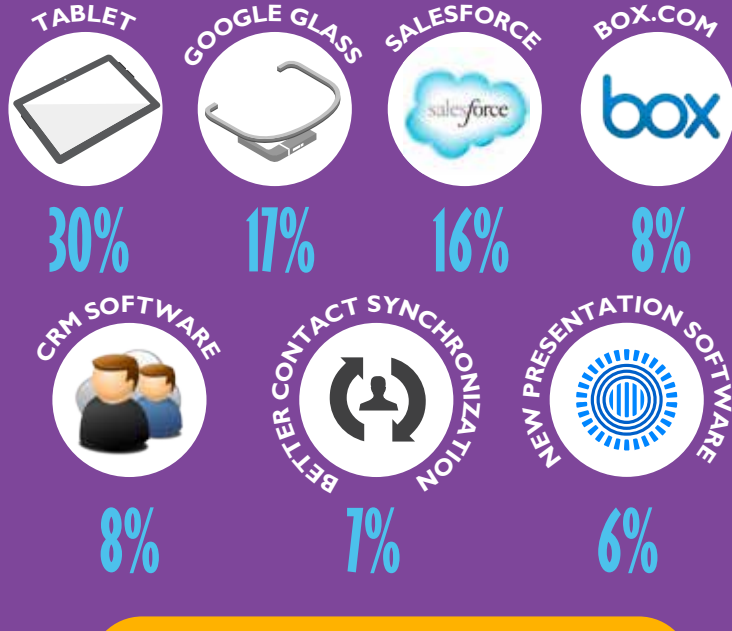
Smart Phone — 28%

Paper (printed) — 15%

Other: 8%



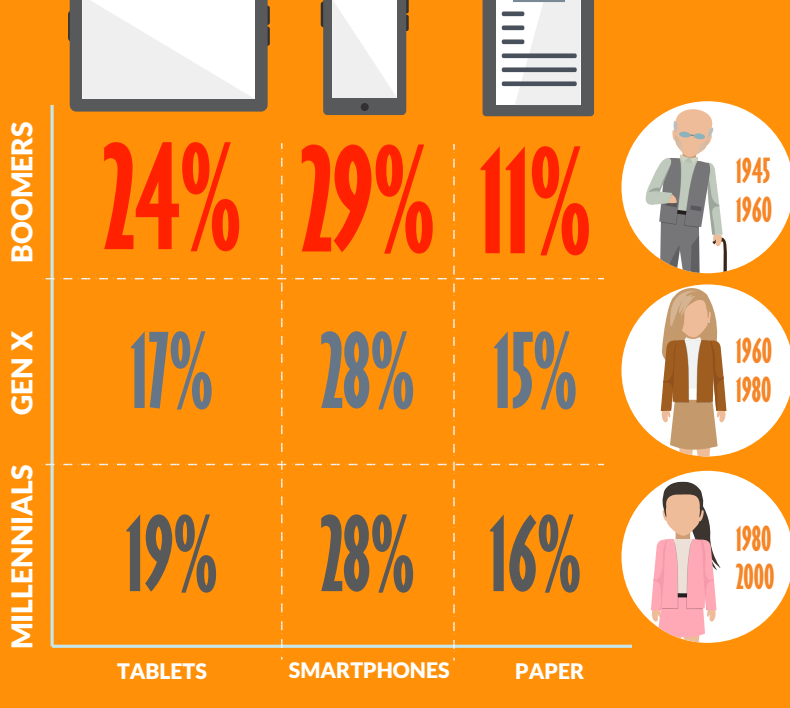
WHICH TECHNOLOGY WOULD BE MOST USEFUL IN YOUR SALES ROLE?



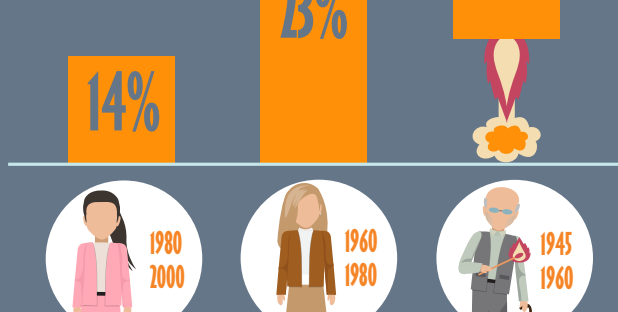
TODAY'S SALES PROFESSIONALS - THE GENERATIONAL LOWDOWN

SURPRISE!!

BOOMER SALES PROS MOST TECH SAVVY



WHAT GENERATION GETS THE BIGGEST BOOST FROM TECH?



MORE BOOMERS THAN ANY OTHER GENERATION CLAIM TECHNOLOGY HAS INCREASED SALES PRODUCTIVITY BY 100% OR MORE.