



Sales pros adopt technology to keep up with savvy customers.

Showpad's survey of 1,000 sales pros reveals customers are more informed than ever before, spurring new tech adoption.

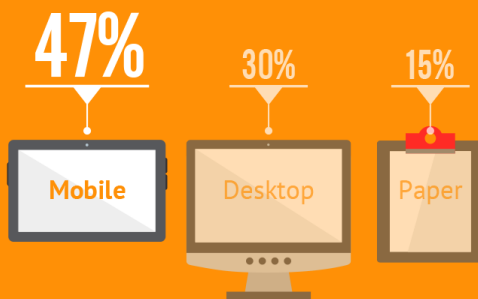
Sales Confession

ALMOST HALF

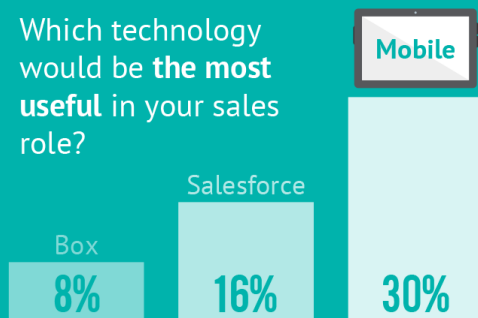


of sales professionals admit that prospects are more prepared than they are for a meeting.

Which tool helps sales professionals close the deal?



Which technology would be the most useful in your sales role?



1 in 5 sales professionals say technology has boosted productivity by 100% or more.