



VENTANA RESEARCH

———— 2021 ————

Market Agenda

Office of Sales

Actionable insight on business and technology



Stephen Hurrell
Vice President &
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Sales

Market Assertion

By 2023, one-quarter of sales organizations will replace applications with more intelligent ones that focus on optimizing sales performance to guide sales organizations for maximum outcomes.



Stephen Hurrell
VP & Research Director



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Office of Sales: Expertise Overview

Improving sales outcomes and revenue are the key to sales effectiveness, and today applications and tools for sales are the path to that improvement. New applications designed for sales organizations and processes are part of an emerging generation of technology designed for digital effectiveness.

Office of Sales: Areas of Focus

Digital
Commerce

Partner
Management

Revenue
Management

Sales
Engagement

Sales Performance
Management

Subscription
Management

Office of Sales: Research

Benchmark Research

- Digital Commerce
- Revenue Management
- Sales Performance Management
- Subscription Management

Dynamic Insights

- Partner Management
- Sales Engagement

Value Index

- Digital Commerce
- Revenue Management
- Sales Performance Management
- Subscription Management





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