

Buyer's Guide to Investing in Sales Engagement

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Making technology decisions in an uncertain world Digital Sales Transformation

While it is generally intuitive that more digitally mature companies outperform digital laggards, 2020 put even more pressure on businesses as they shifted to remote models. However, digital sales transformation goes beyond simply buying new technology. According to a Deloitte digital transformation survey, to truly gain the benefits of digital transformation, organizations must coordinate and integrate technology with broader assets and capabilities. What they refer to as a “digital pivot,” requires tools that can drive processes and support workflows across the entire revenue team. Enter Sales Engagement.