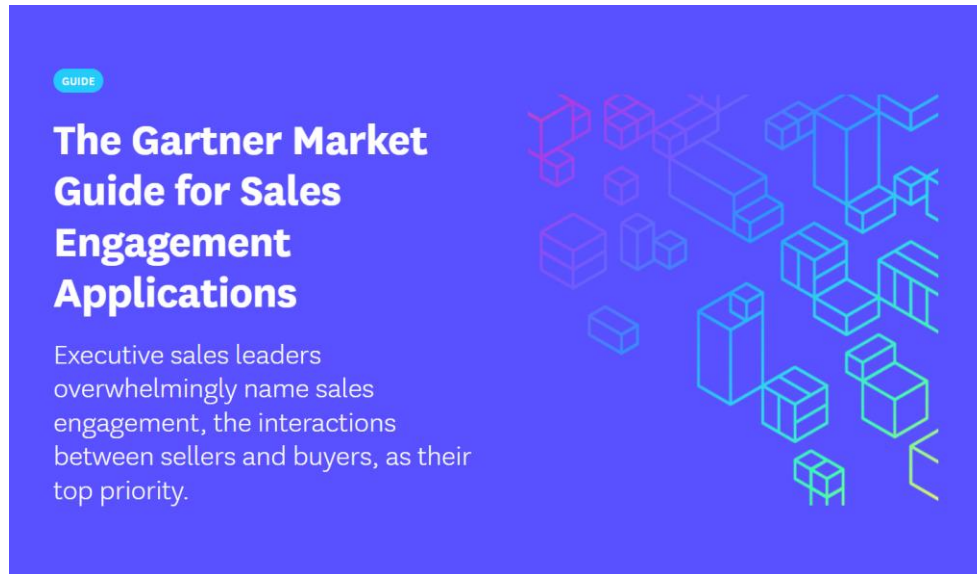


November 2021 Gartner® Market Guide for Sales Engagement Applications



Technology vendors have responded by creating applications that enable sellers to better deliver high-quality sales engagement at scale.

According to Gartner, “By 2026, 65% of B2B sales organizations will transition from intuition-based to data-driven decision making, using technology that unites workflow, data, and analytics.”

Sellers are more efficient and productive using sales engagement applications because they simplify daily workflows such as engaging buyers with minimal clicks, keeping them organized, and facilitating CRM adoption.

Check out the Market Guide to learn more about what this means for your team’s success.

Gartner®, Market Guide for Sales Engagement Applications, Dan Gottlieb, Shayne Jackson, Ilona Hansen, 9 November 2021. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and is used herein with permission. All rights reserved.