



## 3 Sales Trends Transforming Your GTM Strategy for the Future



We know the future will look totally different for revenue teams. We saw the signs of imminent change pre-pandemic. Then, 2020 hit, igniting a dramatic shift in how sales organizations will continue to operate throughout the rest of the decade.

In this eBook, we outline the trends reshaping the sales industry and what revenue teams must do in response.

- B2B buyers' expectations of the sales experience
- The latest metric sales teams should be tracking
- What it means for reps to recreate customer connections