

THE STATE OF ACCOUNT-BASED SALES:

How B2B enterprise organizations are utilizing an account-based process

Account-Based Sales (ABS) is still a new process for many sales organizations. Many sales executives feel they are executing the process successfully. But what do the metrics say?

Summary

Our key findings show that there may be some bias in the responses. Many sales executives feel that they are using an Account-Based Sales process and they are successful. However, the majority of organizations are pulling less than 50% of their revenue from their key accounts rather than the 80% that they should be counting on for ARR. It's a high possibility that some sales executives are not sure what good looks like. Although they are using technology and data for support and coaching, which seems to be assisting their process. Learn more about the State of Account-Based Sales and what the stats are revealing.



Account-Based Sales

Your first Google search for anything account-based will likely bring up more Account-Based Marketing results than it does Account-Based Sales. Revenue-generating teams will increasingly benefit from better alignment on outcomes as the sales world begins embracing this modern approach to strategic accounts. It should be noted that this approach is specifically suited to enterprise or complex sales; the accounts you are targeting should be \$50k at a minimum. There is simply too much manpower involved in ABS to make this a viable strategy for companies targeting small-to-medium-sized businesses.

As more companies embrace an account-based process, we see the gains. For example, [Gartner reports](#) some organizations see a 75% increase in Annual Contract Value (ACV) and 150% increase in Customer Lifetime Value (CLTV). In addition, reps can reduce [time-wasting](#) by targeting high-value accounts, allowing more time for researching and creating highly personalized messaging for a higher close rate.

It's the highly personalized messaging that is the key to Account-Based Sales. In fact, research from [Drift](#) shows that buyers are 67% more likely to accept a meeting if a pitch is customized to their situation. By getting to know your prospect, you already have the upper hand and are far more likely to get your foot in the door with your initial pitch. More meetings, more opportunities, more money.

Recently, we conducted a survey to explore how enterprise sales leaders use Account-Based Sales and how it impacts their business.

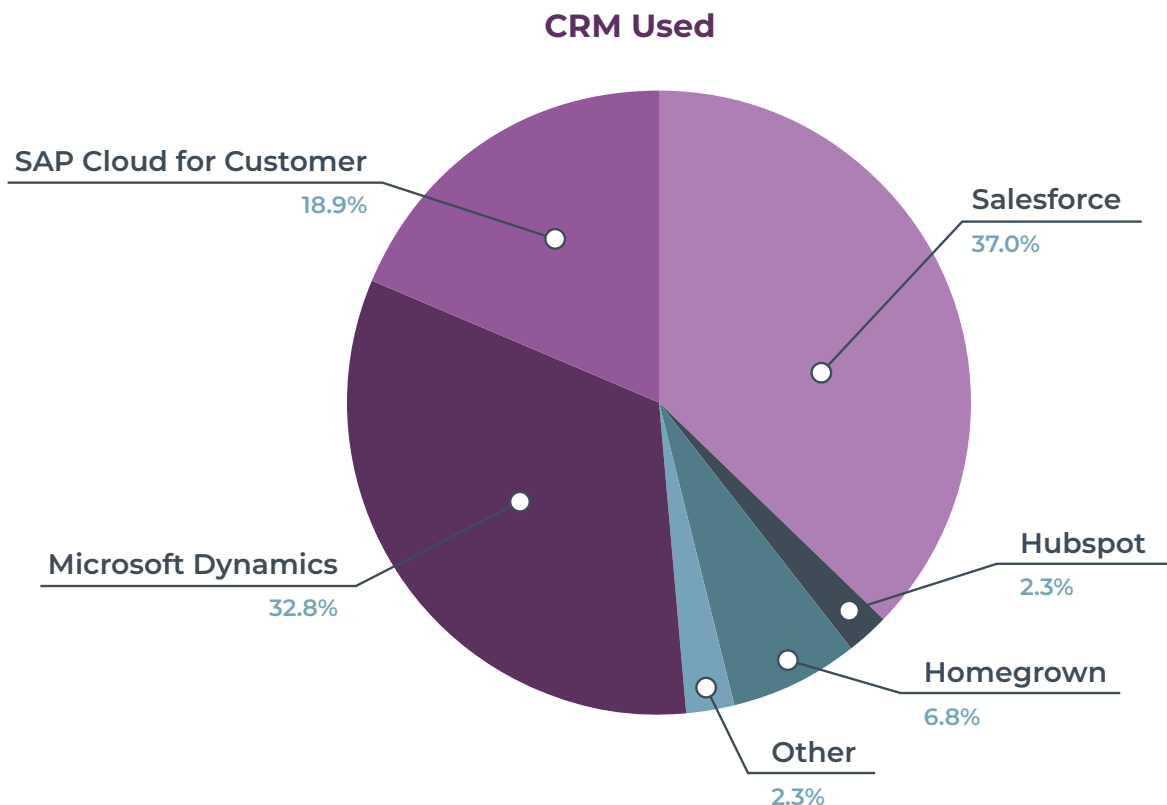
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Sales Process and CRM

We found that most sales leaders feel they have a fully embedded sales process across their teams. Furthermore, the majority of those sales leaders feel their sales technology supports their sales process.

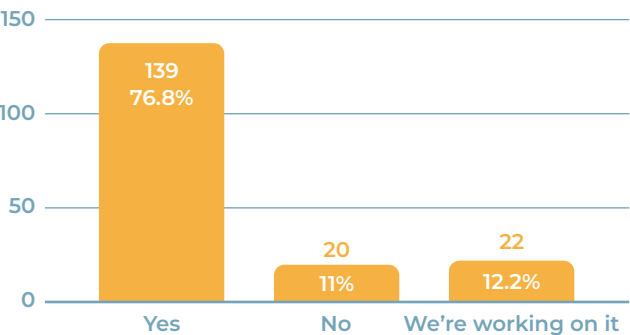
Our survey showed that most sales teams are using Microsoft (MSFT) or Salesforce (SFDC), but it's probably no surprise that sales leaders report that Customer Relationship Management (CRM) adoption is average at best. This is further compounded by the fact that a staggering 37% of respondents use more than one CRM for their sales process.



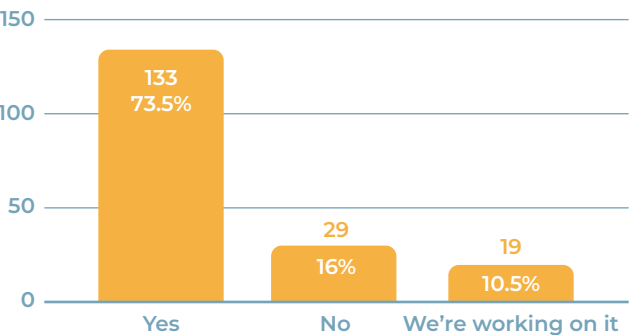
Sales Coaching

Most sales leaders have a clear definition and a defined coaching cadence. They try to use data to inform coaching conversations to some extent, but not consistently. There is relative consensus around the positive impact coaching can have, but little agreement on the most effective strategies for implementing coaching programs and processes.

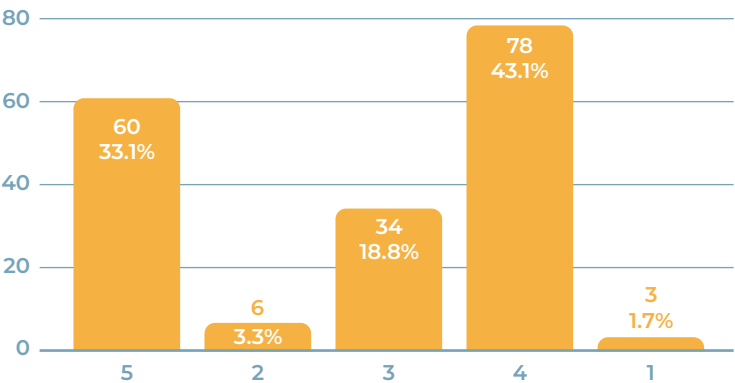
Does your organization have a clear definition of what coaching is?



Do you have a standardized sales coaching cadence across your sales organization?



This has been particularly heightened by the pandemic and the current post-pandemic landscape. With so much new data now available about both the benefits and fallbacks of virtual training strategies, it will be some time before a definitive best-practice approach becomes apparent.



On a scale of 1 to 5, to what extent does data inform your sales coaching conversations?

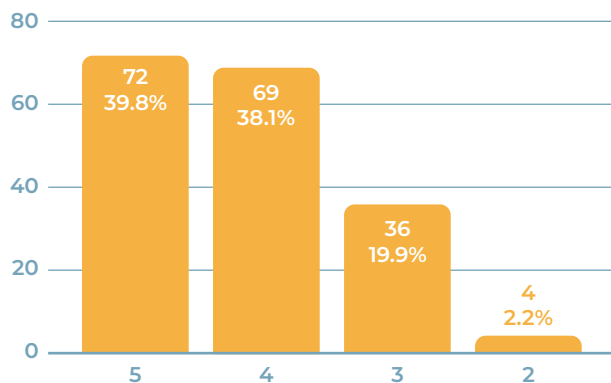
Whilst that data is being analyzed and deciphered, a number of organizations are adopting a blended approach to sales coaching and training, utilizing both virtual and in-person sessions.

Sales Technology

“A winning Key Account Management (KAM) strategy today requires a sophisticated and mature digital experience combined with the human touch where needed.”

- McKinsey & Company

When surveyed, most sales leaders say technology is vital to account planning. But are they mistaking CRM usage as effective account planning? Purpose-built Account-Based Sales platforms like Revegy provide additional account planning tools to help discover deeper insights and grow revenue.



On a scale of 1 to 5, how would you rate the importance of technology solutions in your account planning process?

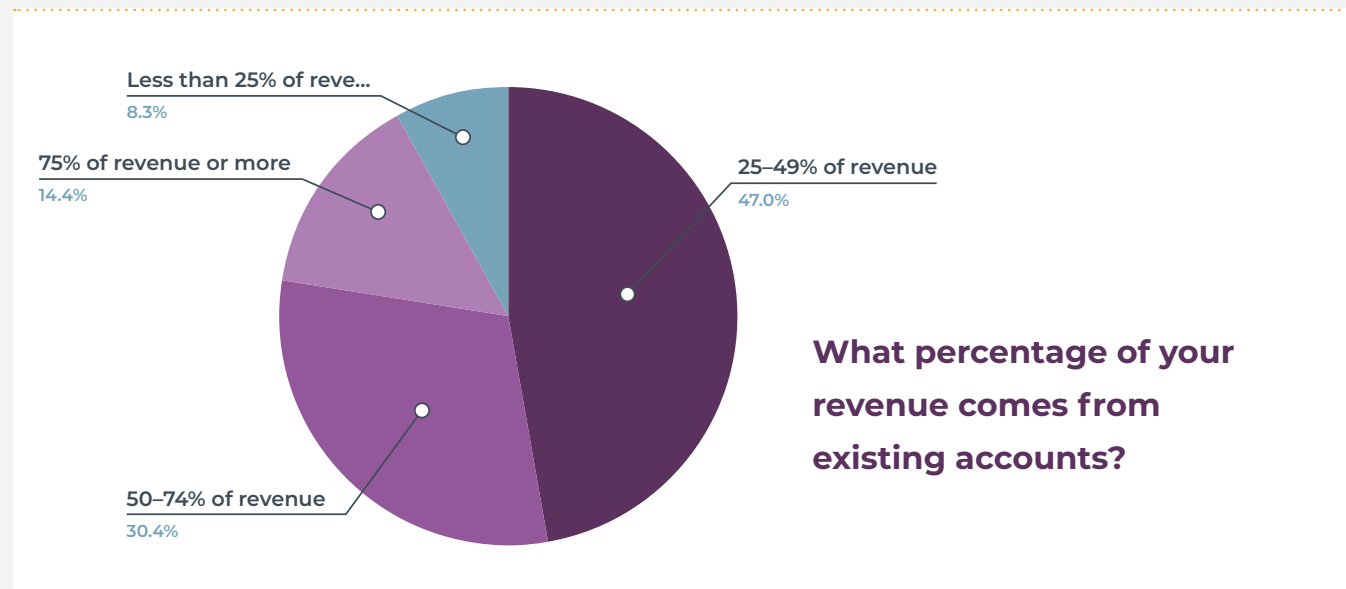
Account-based technology can offer features such as relationship maps to provide intelligence on which relationships are most important, which relationships are weak or strong, and who the supporters (or detractors) are. At a macro level, sales leaders can gain an understanding of white space and where there is opportunity for expansion. A solid technology strategy allows sales leaders to improve forecasting, predict account health, retain information, and more.

“Understanding the complete picture and total potential of each account is paramount to realizing full CLV.”

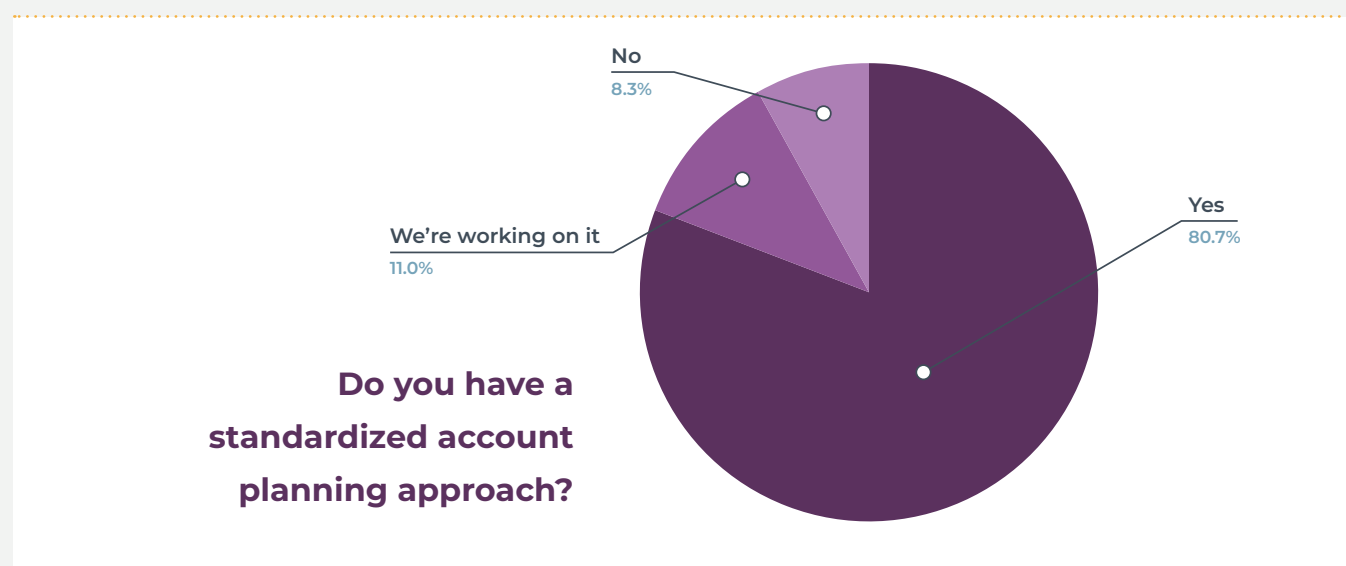
- Forrester

Account Planning and Expansion

One of the most disturbing things we found was that optimizing revenue from existing accounts is not being utilized to a considerable degree. Most sales leaders (47%) say only 25-49% of revenue comes from existing accounts. If we are heading into a recession, this is a significant risk. As we know from the Pareto Principle, 20% of your customers should represent 80% of your sales. **Forrester shows** that 79% of marketers who have turned their customers into advocates see upsell, cross-sell, and enrichment increases, and it is widely known that it costs **5x as much** to attract a new customer as it does to keep an existing one.



Account planning is a must moving forward. According to our survey, most sales leaders say that they do, in fact, have an account planning approach. However, **Gartner reports** that only 28% of sales leaders report that account-management channels regularly meet their cross-selling and account growth targets. The problem is that many sales leaders don't truly know what good looks like. If you're the captain of a similar boat, we have an **account planning template** that can get you started on the right path.



Conclusion

An Account-Based Sales motion is undeniably essential in this new era, driving significant increases in Annual Contract Value (ACV) and Customer Lifetime Value (CLTV). More importantly, sales leaders need to focus on the impact an account-based approach has on optimizing revenue from existing accounts. Organizations without a clearly defined ABS strategy will continue to suffer from unpredictable revenue and miss expansion opportunities. In times of uncertainty, it is paramount that revenue teams concentrate on retaining and expanding their footprint within key accounts.

We also found that Account-Based Sales technology is vital to maximizing account revenue. Whilst having a CRM is a critical part of any successful business, simply having one will not ensure that sales teams reach their full potential. You must use the right technology for your business, feed it the necessary data, leverage the insights, and drive the next best actions. Being able to do this will demonstrate the value of your tech stack to your sales team, driving adoption and further increasing productivity, efficiency, and revenue.

With consistent coaching and a focus on account planning and expansion, teams can flourish despite the threat of a recession. Organizations that effectively deliver targeted training will narrow the skill gaps within their sales teams and equip their sellers with the right skillset, toolset, and mindset to become elite sellers.

If you are just getting started and need a jumping-off point, check out [this infographic](#) on getting started with Account-Based Sales.

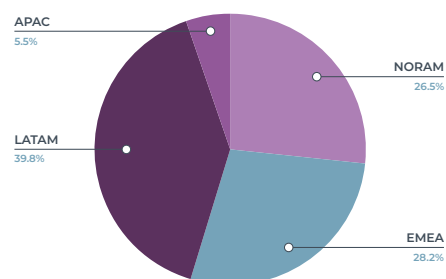


Appendix

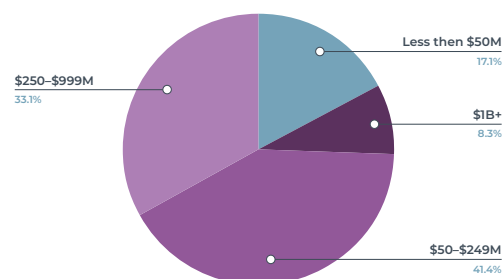
DEMOGRAPHICS

Our survey respondents were composed primarily in LATAM, NORAM, and EMEA regions. Each organization's revenue spanned \$50M to \$999M. The individuals that responded were sales executive leadership or upper-level management, followed by ops and enablement leaders. The bulk of the sales teams were 51-250 people, but there was a significant range.

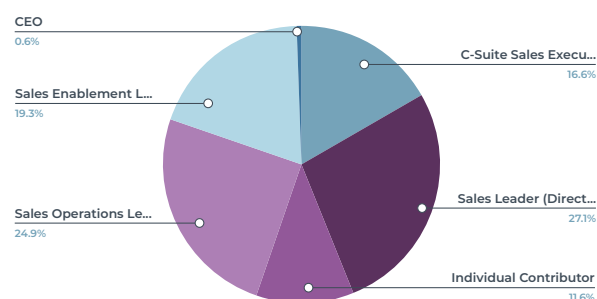
In What Region Is Your Company Headquartered?



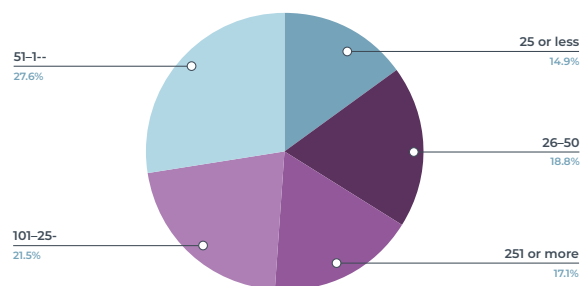
Annual Company Revenue



Primary Role



Size of Sales Team



ABOUT REVEGY

Revegy is the global provider of the only sales execution platform for account-based selling. The Revegy platform is a game-changing source of insight for sales teams, helping them build trusting relationships within the key accounts that fuel revenue. Founded in 2005, Revegy helps sales teams streamline sales processes, increase revenue, and create a predictable pipeline using our account planning and execution solution. More than 50,000 users from industry-leading companies like Fujitsu, Comcast, Capgemini, and Worksoft rely on Revegy to manage over \$30 billion in revenue.

For more information about how to win more deals, faster, visit revegy.com.

