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Addressing Today's Top 6 Sales Challenges

"By 2025, 60% of B2B sales organizations will transition from experience and intuition-based selling to data-driven selling, merging their sales process, sales applications, sales data and sales analytics into a single operational practice."
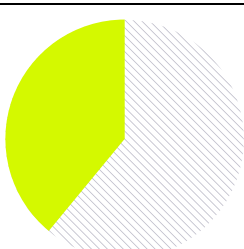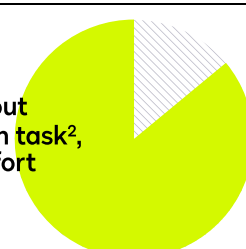
– Gartner

1 CHALLENGE: Sales teams are stretched thin

39%
of companies use more than five sales tools[1]

86%
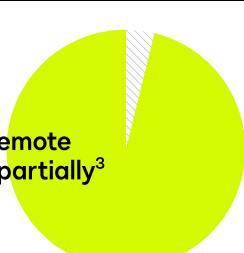of users get confused about which tool to use for which task[2], wasting their time and effort

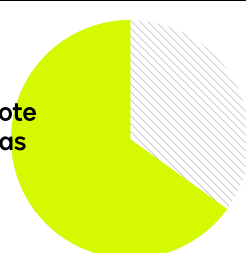## 2 CHALLENGE: Remote and hybrid work is here to stay

96%
of B2B sales consulting teams are switching to remote selling, either entirely or partially[3]

65%
of B2B leaders find remote work to be as effective as working in office[4]

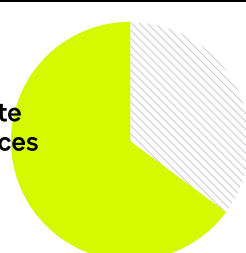## 3 CHALLENGE: Limited sales enablement and marketing support

41%
of sales leaders cite "messaging" as their top challenge[5]

65%
of sales professionals cite "lack of time and resources to perform their job" as their biggest challenge[6]
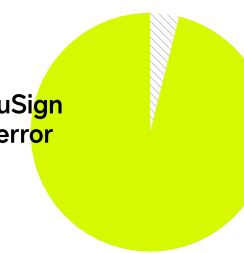
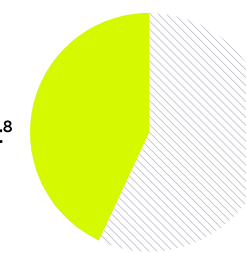## 4 CHALLENGE: Poor data access and quality control

96%
of respondents to a DocuSign survey[7] say that human error impacts their current contracting process

43%
report being unable to locate a stored contract[8]

5 CHALLENGE: Inadequate onboarding, training and coaching

36%
of companies don't have a structured onboarding process[9]

26%
of sales professionals receive 1:1 coaching at least weekly[10]
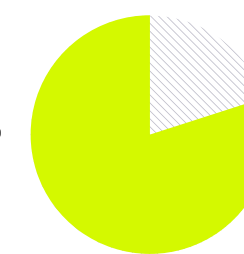
6 CHALLENGE: Unnecessary, manual processes

80%
of enterprise sales teams execute over 500 contracts each month

1 in 3
B2B organizations still use manual processes to move sales and marketing data across tools[11]

To learn more about digitizing your contract lifecycle management processes, download our latest eBook:
How Digitization Can Help Address Today's Top Sales Challenges.

1 The Sales Enablement Technology Report, Allego
2 Ibid.
3 B2B Sales Consulting Strategies SaaS Companies Need to Know [Updated], AI-bees
4 The B2B digital inflection point: How sales have changed during COVID-19, McKinsey & Company
5 4 Ways to Boost SDR Pipeline Generation, Gartner
6 The Biggest Challenges to Sales in 2019, Data Dwell
7 Contract Management Trends 2022: Best Practices for Accelerating the Contract Process, DocuSign
8 Ibid.
9 What Does Poor Onboarding Really Do to Your Team? Business News Daily
10 New Research Reveals Sales Reps Need a Productivity Overhaul – Spend Less than 30% Of Their Time Actually Selling, Salesforce
11 1 in 3 B2B Companies Are Using Manual Processes to Move Sales and Marketing Data Across Tools, Marketing Charts