



IS CRM DEAD?

HOW AI AND BUYER INTELLIGENCE CHANGE THE FUTURE OF SALES

CRM, the foundational system for sales teams, has reached a tipping point. New research shows that sales reps spend **very little time selling** and a lot of time in spreadsheets managing CRM-related tasks.



Salespeople rate Customer Relationship Management software as the **lowest** in terms of useful sales technologies.

They explicitly call out CRM as the **most frustrating** system, or **not directly valuable** to their objectives.

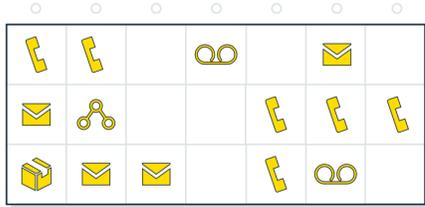


Sales reps spend only **18% of their time** in CRM.

The majority of sales reps' time is spent in sales technology (**61.7%**) with email for sales related purposes taking the most time (**33.2%**) and tools to gather sales intelligence taking the least. (**0.4%**)



Because of the inefficiency of CRM, sales reps report that **9.7% of their time (over half the amount of time spent in CRM)** is spent in spreadsheets trying to more effectively manage CRM related tasks.



Sales Engagement technologies that provide **sales cadence capabilities** are one of the **most effective** technologies (**80.0% effective**) but they are also one of the most **underutilized** (only used **1.9% of time**).

CRM is not dead... but it is a dead end.

Sales engagement technologies that use **AI and Buyer Intelligence** enhance the functionality of CRM by offering:

PRIORITIZATION

Set up custom prioritization sorts based on your data and rules, our scores, or a combination of both to keep reps focused on critical sales activities

AUTOMATION

Auto sync activity to CRM to track and analyze rep activity; auto enroll leads with triggers to prompt rep action; auto route inbound calls to the right reps

NATIVE CRM REPORTING

See real-time rep performance and activity, know which actions lead to the best outcomes so you can optimize what works

SMART SEND

Send emails when prospects are most likely to open and respond to them; schedule automated emails which work while you sleep

DATA APPEND

Receive real-time updates to job titles, phone numbers, email addresses, and more, helping you stay up to date with changing contact information.

BUYER MAP

Enroll additional people at an account even if they're not in CRM based on the collective data insights of other buyers selling into those accounts

PLAYBOOKS

XANT PLAYBOOKS DOES EVERYTHING ABOVE, AND MORE.

Check out a demo of Playbooks, the #1 sales engagement platform for the enterprise.

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