

Driving Success in the New Era of Virtual Selling

Post-COVID-19, the focus is shifting from ensuring survival to driving success – with digital at the core. 2021 will be about embracing virtual selling at scale to maintain a competitive advantage and maximise GTM effectiveness.

But achieving this is complicated. So, what's holding revenue leaders across EMEA back and how can they excel at virtual selling?



Under pressure

91%

of GTM leaders say the majority of their team now works remotely, up **64%** from 2020

81%

of GTM leaders are prioritising driving business growth, up **29%** from 2020

70%

of GTM leaders say sales targets have increased for 2021



Challenges to overcome

Top concerns:

1

Achieving the desired impact of virtual selling in crowded online channels

2

Deploying the infrastructure/processes to accelerate digital-first selling

Productivity is being hampered by:

Lack of experience of managing virtual selling at scale **23%**

Internal silos between sales and marketing **23%**

Lack of integration across the tech stack **19%**

25%

say the adoption of technology to support virtual selling is being hindered by a lack of investment and exec buy-in.



Ways to excel

85%

view adopting digital tools as an urgent priority to ensure business survival.

They believe automation can deliver value through:

Greater efficiency/time savings **35%**

Greater integration across GTM content solutions **28%**

Greater integration across operations **22%**

Four steps to increase GTM effectiveness:

1

Centralise data and content libraries to deliver consistent storytelling

3

Support remote teams with digital tools and processes

2

Integrate sales, marketing and customer success

4

Automate workflows by leveraging AI-guided selling

Source: "State of virtual selling" survey with Revenue Collective