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

9 6

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

of GTM leaders say sales targets have increased for 2021

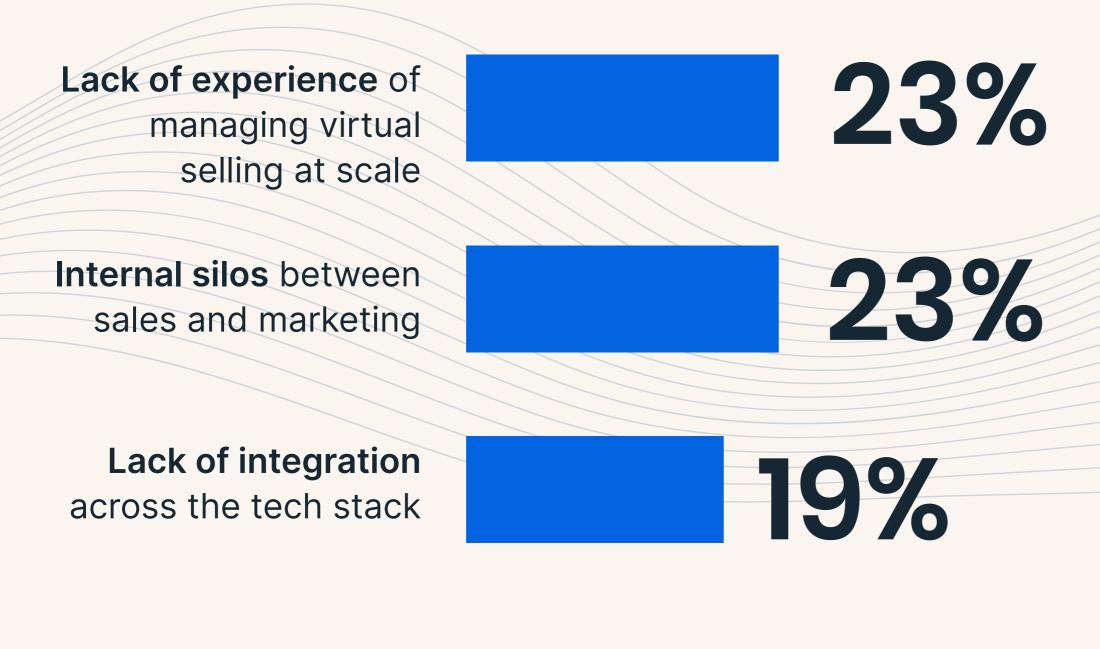


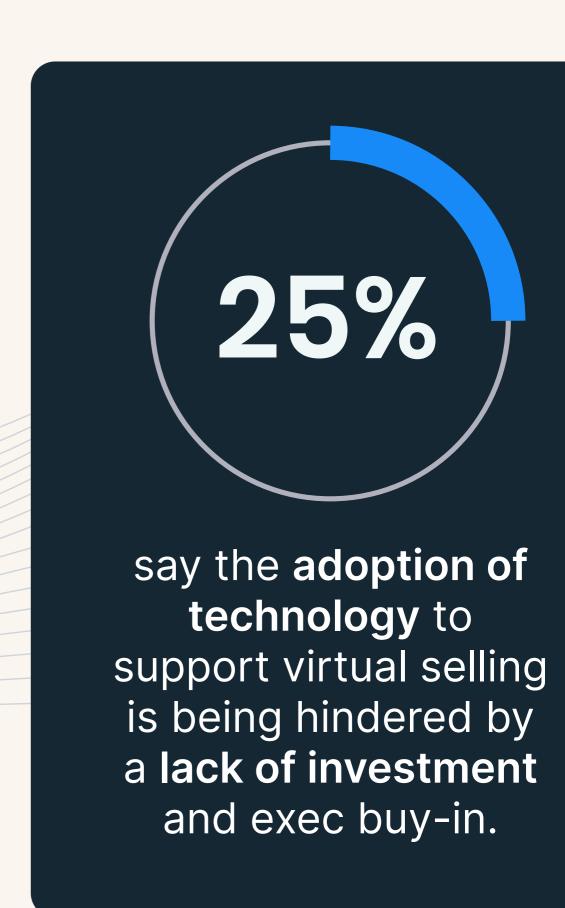
Challenges to overcome

Top concerns:



Productivity is being hampered by:





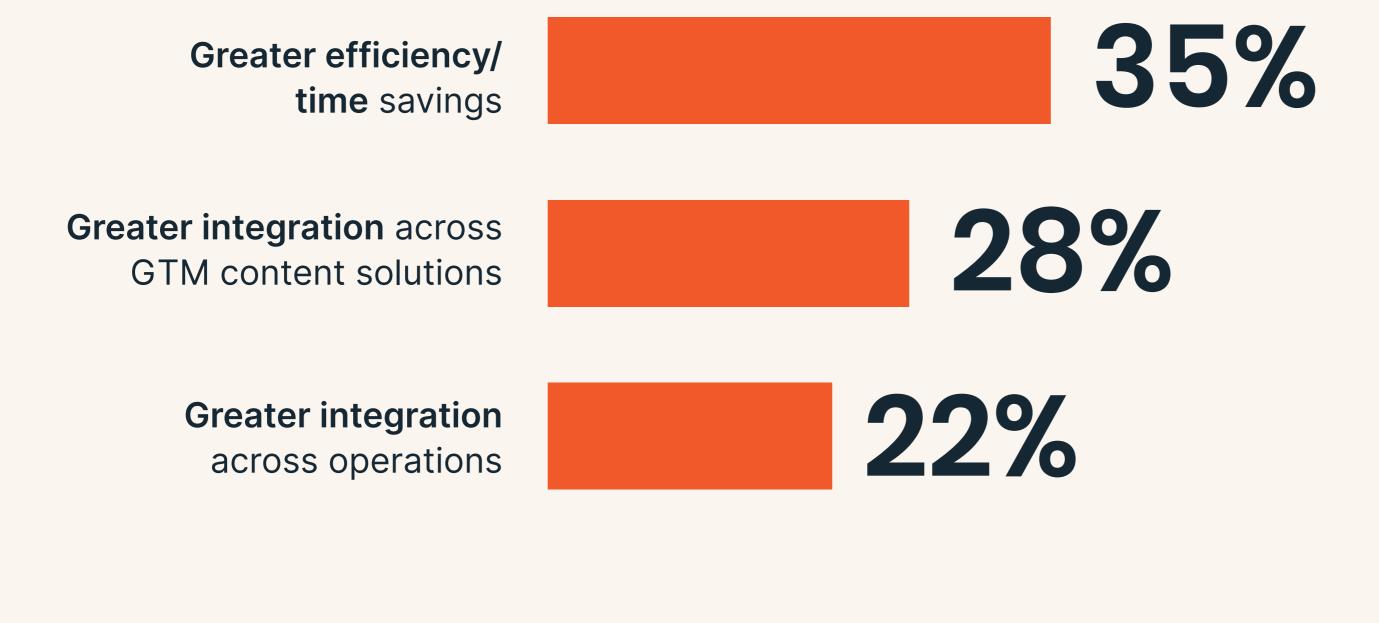


Ways to excel

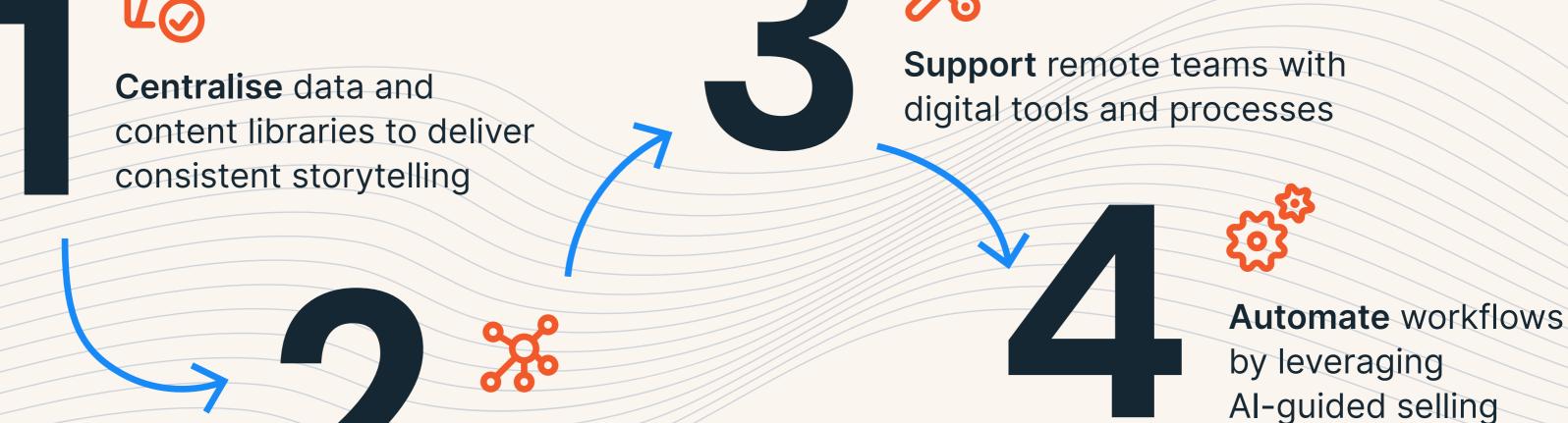


view adopting digital tools as an urgent priority to ensure business survival.

They believe automation can deliver value through:



Four steps to increase GTM effectiveness:



Integrate sales, marketing and customer success

Al-guided selling

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