Salesloft.

2023

State of AI in Sales

SURVEY

Executive Summary

The **2023 State of AI in Sales Survey** polled more than 500 U.S.-based sales executives to understand roadblocks to success and how AI can solve common business challenges and improve the sales process and revenue outcomes.

- 95% of executives polled report their organization is currently using AI in sales in some capacity.

- 84% say their company has used generative AI in sales in the past year.

- 97% say it is important to work with tech vendors that have an AI strategy.

The survey also found **two-thirds of executives are not very confident in their organization's ability to reach its sales goals** and sales team burnout is rampant. 86% of executives say they've noticed an increase in sales team burnout or turnover in the past year.

Likely contributors to burnout are the vast amount of non-selling activities that take up a seller's time and the multitude of tools a seller must use to perform their job – all of which prevent sellers from maximizing their time to advance and close deals.

Amid this burnout, sales executives cite the **ability to prioritize activities** (52%) and **increased efficiency and productivity for sales teams** (49%) as the top two benefits for using AI in sales.

This report delves deeper into the role of AI in sales and identifies **5 key takeaways from the survey,** exploring the perceptions and advantages it can offer sales teams.

Sales team burnout is rampant as sellers navigate an evolving landscape.

86% | **86% of executives say they've noticed an increase in sales team burnout or turnover in the past year.**

- 31% say they've noticed a **significant** increase.

- 57% say they've noticed a moderate increase.

Sellers are swivel-chairing from a multitude of software applications to perform their job.

- 40% of executives say their sellers need to log into 4-5+ applications to perform their job.

- Only 4% of executives say their sellers can perform their jobs in a single application.

Non-selling activities take up a significant portion of the sales team's time.

- Nearly a third (29%) of executives surveyed said internal meetings and administrative tasks like data entry and CRM updates take up most of their team's time.

Nearly a third of executives (28%) say lead generation and finding new business opportunities are the biggest challenges facing sales teams today.

- 18% said talent management (e.g., limiting burnout or turnover, understanding seller bandwidth, etc.)

- 18% said prioritization of activities (e.g. prioritizing deals that need attention, the best action to take to win deals, etc.)

Nearly all executives say their teams are using AI for sales and are confident in the accuracy of AI predictions and analysis.

95% | **95% say their organization is currently using AI in sales in some capacity.**

- 21% say they use it **significantly.**

- 34% say they use it **moderately.**

84% | **84% say their company has used generative AI in sales in the past year.**

- 21% say they've **fully implemented** generative AI in sales.

- 26% have implemented generative AI in sales in some areas.

- 22% say individuals have used it on an ad-hoc basis.

Sales executives cite the biggest benefits for using AI in sales as:

- The ability to prioritize activities **(52%)**

- Increased efficiency and productivity for sales teams **(49%)**

- Improved lead generation and qualification **(44%)**

98% | **98% of executives say they are confident in the accuracy of AI prediction & analysis across all use cases (e.g., scoring, forecast, sentiment, etc.)**

- 32% say they are **very confident**

- 51% say they are confident

- 14% say they are somewhat confident

AI-driven solutions are expected to take over routine and repetitive tasks, taking a collaborative role with human sales reps.

39% **39% of executives expect AI to take over routine and repetitive tasks, freeing up sellers to focus on higher-value activities.**

- 32% say it will require sellers to become more skilled in areas such as data analysis and interpretation.

Over half (59%) of executives say AI will play a collaborative role, with AI and human sales reps working together.

- Only 22% of executives said AI would play a leading role with human sales reps playing a supporting role.

Two-thirds of executives are not very confident in their organization's ability to reach its sales goals.

Only a third (36%) of sales executives say they are very confident in their organization's ability to reach its sales goals this year.

- The remaining **64% say they lack full confidence** in their ability to reach their sales goals.

Executives say their biggest sales goals or priorities for 2023 are:

- Improving customer retention and loyalty **(64%)**

- Increasing sales revenue **(63%)**

- Improving sales team productivity and efficiency **(61%)**

Sales executives want to work with tech vendors that have an AI strategy.

97% | **97% of sales leaders say it's important that their sales technology vendors have an AI strategy.**

- 38% say it's **very important.**

98% | **98% of executives say they are likely to choose a sales technology vendor who has an AI strategy.**

- 41% say they are **very likely** to choose a sales technology vendor who has an AI strategy.

Research Methodology

Salesloft collected responses from May 23 to June 13, 2023, from more than 500 executive-level sales professionals responsible for selling products or services to other businesses (B2B).

Of those surveyed, 31% identified as VP of RevOps, 24% as Chief Financial Officer (CFO), 13% as Chief Revenue Officer (CRO), 18% as Sales Director, 7% as RevOps Leader, and 7% as Sales Vice President (VP).

Survey Breakdown by Company Size (Annual Revenue)	
<$100 Million	9%
$100 Million – $500 Million	24%
$500 Million – $1 Billion	34%
$1 Billion – $10 Billion	31%
More than $10 Billion	2%