AI's Impact on Sales

Smarter GTM Motions for
Lasting Customer Connection
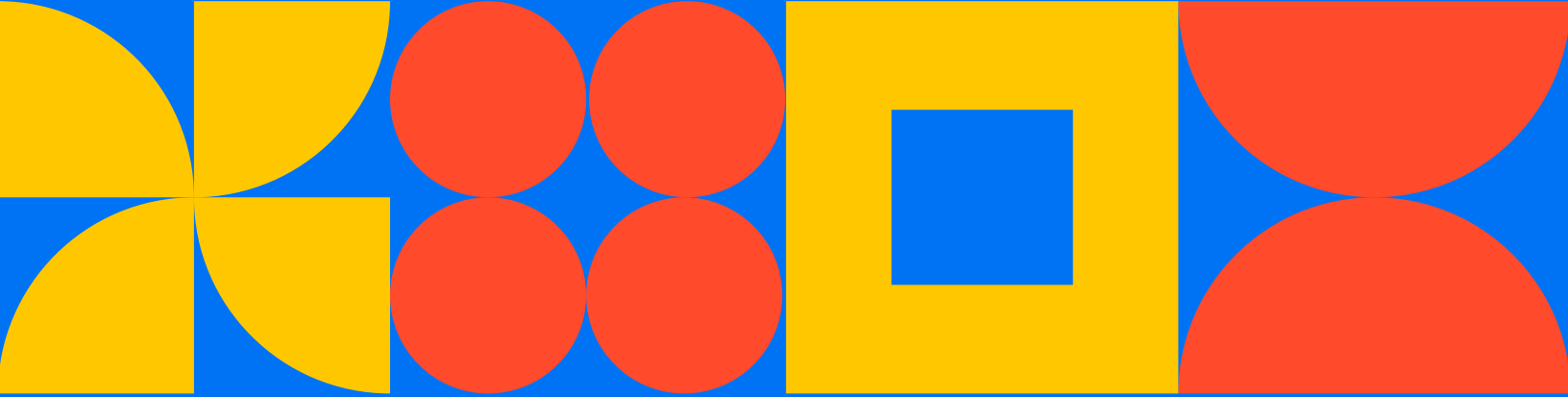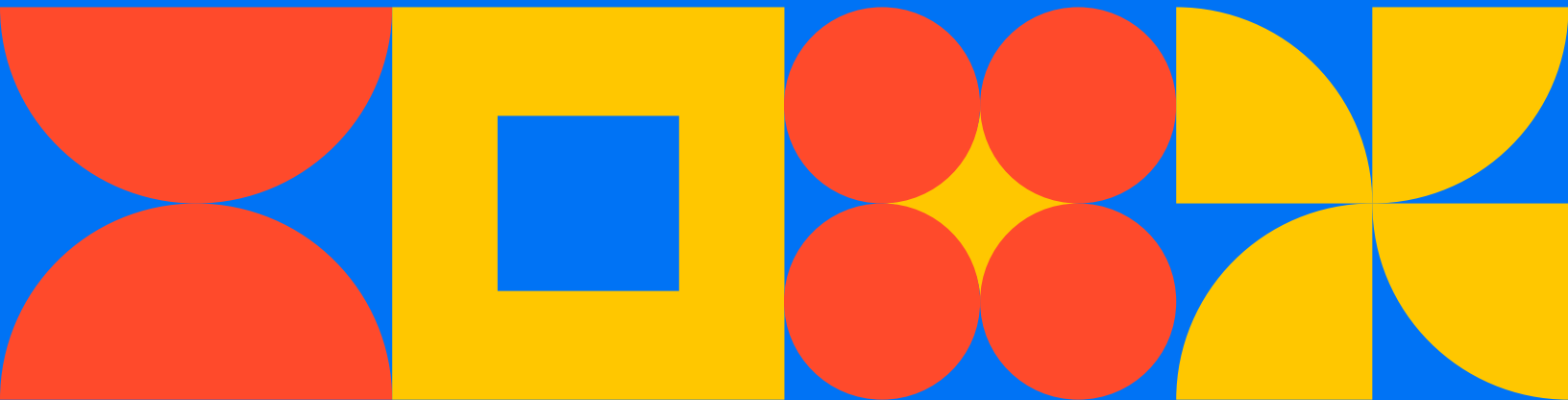
Contents

"AI will replace all sales reps."

Everyone's heard it, but let's be realistic — humans buy from humans. While AI will streamline processes, provide insights, and unlock productivity gains, it's not a magic pill that resurrects your broken go-to-market (GTM) motions.

The key to utilizing AI technologies is understanding where in your organization you are experiencing bottlenecks or pain, and where you are willing to take risks with innovative technology to combat these pain points.

Consider AI as a teammate, not a substitute. Some sports leagues have implemented video assistant referee (VAR) or instant replay. It's not meant to entirely replace referees, but help them make the right decisions in near real time. While it may fully automate some aspects — for example, if the ball crosses the goal line, it's automatically ruled a goal — humans are essential to facilitate, communicate, and guide the journey. The intention is to empower sales reps, not remove them from the equation altogether.

This report will utilize exclusive G2 survey data & review data, expert interviews, and market analysis to dissect how all sellers should leverage AI throughout the sales process. While AI will help scale sales' ability to engage effectively, ultimately, it's the relationship and value that will be key to success.

AI can and should be incorporated throughout the sales process to help you win alongside your customers across acquisition, retention, and expansion.
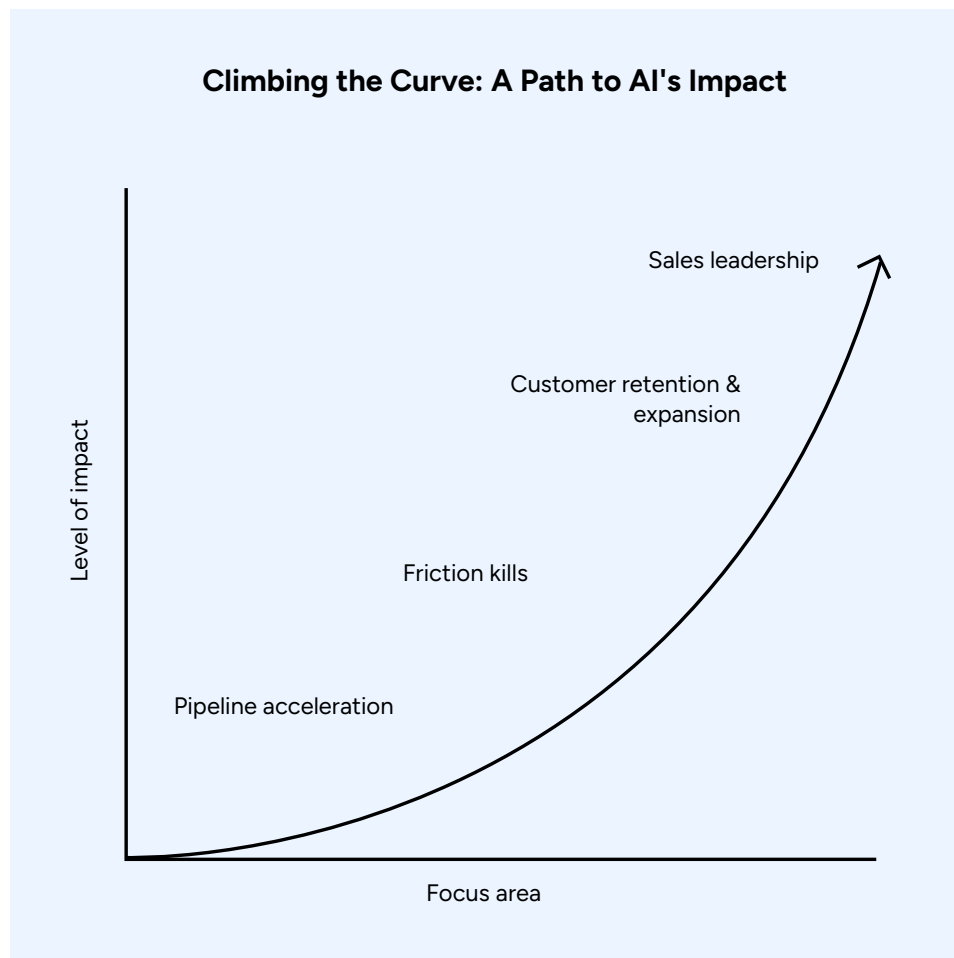
This report is broken down into four key focus areas, which are increasingly important and influential on maximizing your GTM engine:

1. Pipeline acceleration
2. Frictionless buyer experience
3. Customer retention and expansion
4. Sales leadership

In G2's April 2025 survey of over 1,000 B2B software buyers, 60% reported using AI in their sales departments and processes. This means over 30% are still not leveraging AI in their sales processes, either due to fear or doubt about its capabilities.

It's clear that AI isn't going anywhere. This report will provide key strategies to leverage AI effectively today, not tomorrow or through a futuristic lens.
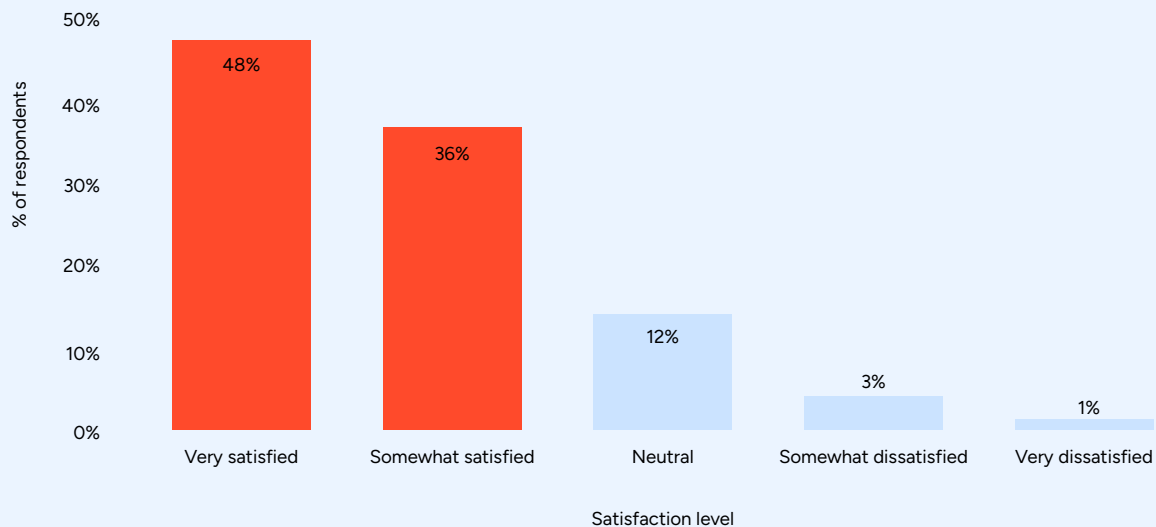
Climbing the Curve: A Path to AI's Impact

Sales leadership

Customer retention & expansion

Friction kills

Pipeline acceleration

Level of impact

Focus area

Strategy over quantity.

Pipeline has been viewed as the oxygen that allows businesses to breathe and the starting point for gaining revenue. To begin, we'll discuss how to build a predictable pipeline that converts in three sections: account selection, account prioritization, and effective outbound engagement strategies.

Majority of users are satisfied with AI effectiveness

Bar chart — % of respondents by Satisfaction level:
- Very satisfied: 48%
- Somewhat satisfied: 36%
- Neutral: 12%
- Somewhat dissatisfied: 3%
- Very dissatisfied: 1%

The most common use for AI in sales is pipeline development

Source: % of respondents who selected each AI use case – G2 Buyer Survey ("Select all that apply")

Use case	%
AI SDRs	44%
Outreach personalization	43%
Account & contact research & planning	42%
Account prioritization	41%
Sales forecasting & deal intelligence	40%
Sales coaching & training	28%
Activity capture & data entry/automation	17%
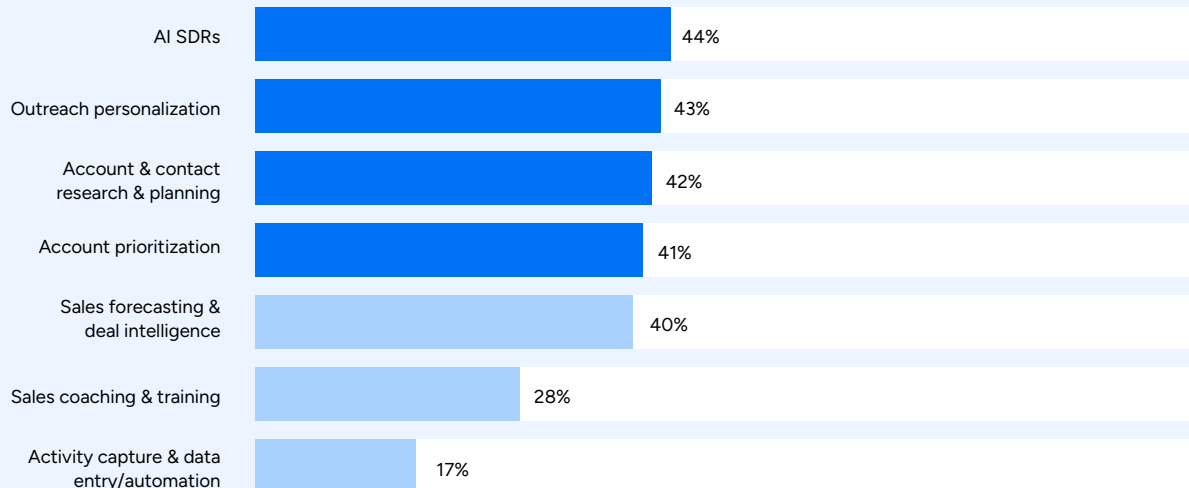
INSIGHT

Look at your most successful customers today (highest ARR, largest expansion, etc.) and backtest to identify if there are common characteristics (monetization strategies, category focus, technographic data, or sales process) that align well with your value proposition and scale efficiently. Tools like **Keyplay** can assist in streamlining this process.

Account selection:
Aim small, miss small.

Firmographic and demographic data are not enough to truly resonate with prospects. Not all technology industry companies have the same pain points and needs, so your value proposition isn't going to be relevant in the same manner to all technology companies. Successful organizations will 'aim small, miss small' and identify unique data points, rather than seeking to sell into their entire total addressable market (TAM) with generic messaging.

Selecting accounts and defining your ICP are too often stagnant. This is a mistake, as things are constantly evolving. Account selection and defining your ICP shouldn't be an annual review but rather a prioritization system and routing machine that's constantly learning from wins (and losses) to iterate on what accounts are most probable to close and thus target.
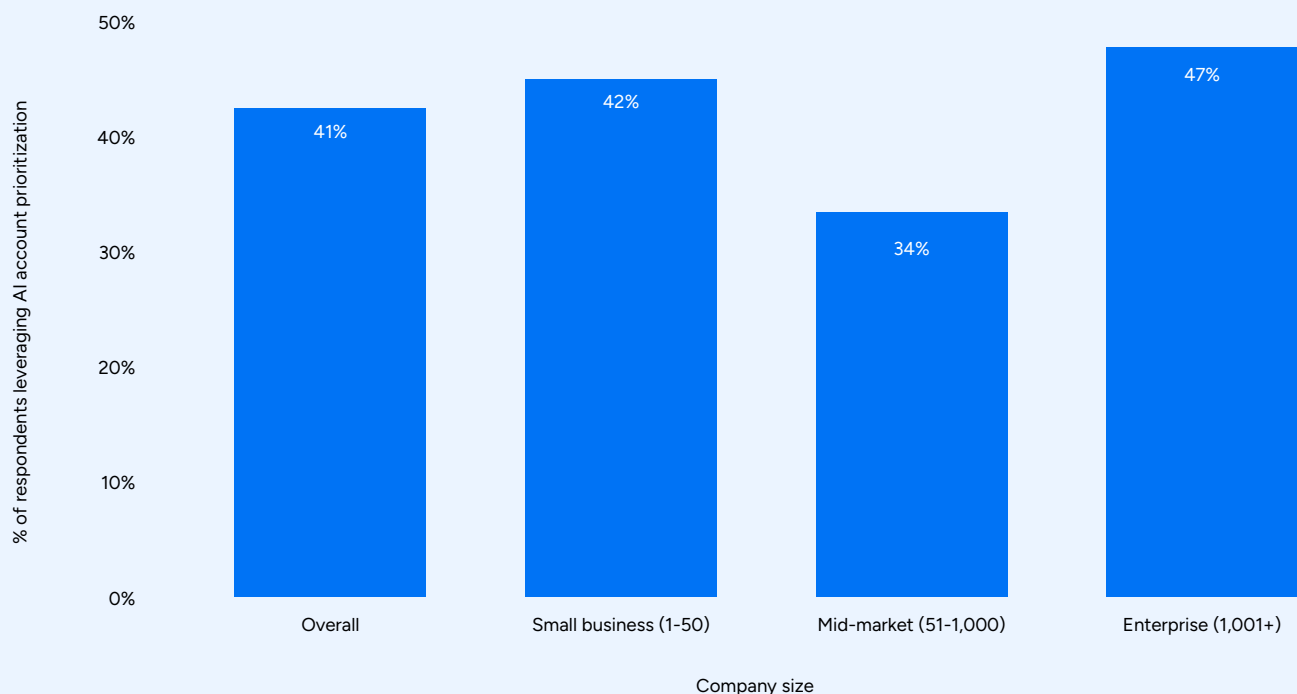
Account prioritization:
Marketing is sales' best friend.

According to **Orum's State of Sales Report 2024**, it takes between three and nine touchpoints to book a meeting — and that's just to begin the conversation. Given the number of touchpoints needed, sales and marketing teams should target accounts in a joint effort. With the vast majority of buyers not currently ready to buy, it's important to monitor buyer signals and **intent data**. You must have access to signal aggregation at both the account and contact levels to engage the right person with the right message.

Account prioritization should constantly change. Marketing should raise awareness for the key accounts selected and constantly communicate with sales development teams when those accounts show interest. Use tools like **G2 Buyer Intent**, **6sense**, and **Demandbase** to track when accounts are ready and prioritize accordingly.

Account prioritization is most used by enterprise companies

Bar chart: % of respondents leveraging AI account prioritization vs Company size

- Overall: 41%
- Small business (1-50): 42%
- Mid-market (51-1,000): 34%
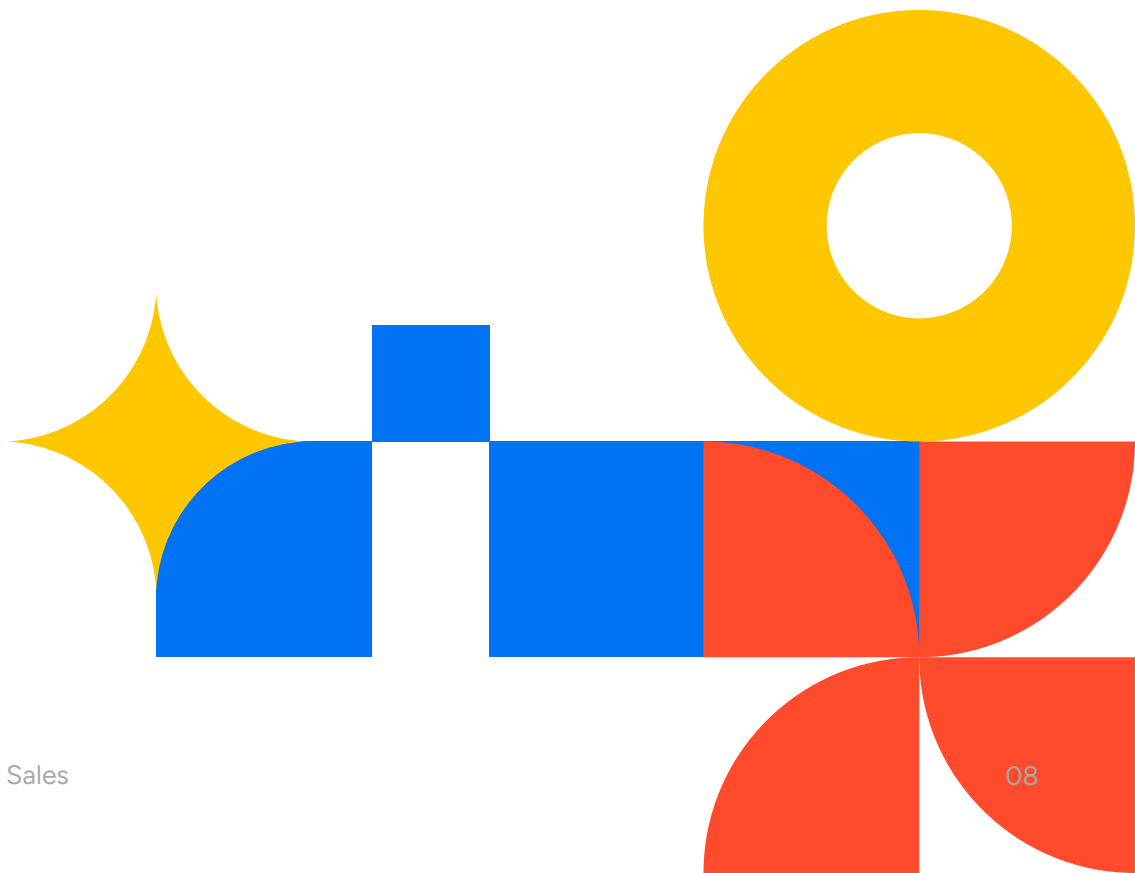- Enterprise (1,001+): 47%

INSIGHT

Conduct outreach with small, specific lists (i.e., 100 contacts) that have specific priorities and pain points in common (free trial motions, tech stack commonalities, etc.).

Be bold, keep in mind that email outreach has low response rates, and everyone is inundated. Develop a strong POV on the challenges the prospect or company is facing; don't lead with irrelevant personalization. Tools like **Pocus** and **Common Room** can help develop the POV, create messaging, and assist in timing relevant outreach to prospects.

Outreach strategies:
Stand out from the noise.

"Spray and pray" is no longer effective or efficient. Sales reps can use AI-powered tools to scan company and contact information to find unique data relevant to their offering and priorities, in real time. True personalization is relevant. It should be based on data that is unique to pain points or company initiatives of the prospect and that aligns with the value of your solution (not personal details irrelevant to your offering).
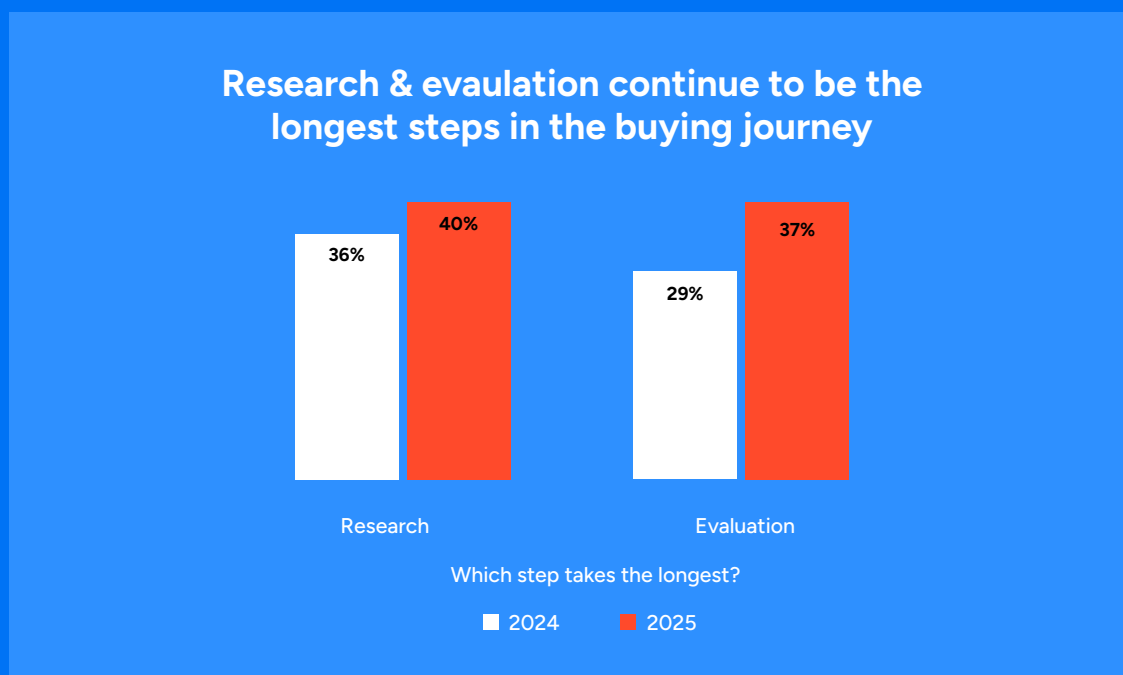
Look at your most successful customers and identify their commonalities, but be unique. For instance, the fact that they are all in the technology industry is not a differentiator. Perhaps they all have a freemium offering, and you sell a product analytics platform that can help them identify when freemium customers are more likely to convert to paid.

2. FRICTION KILLS:

AI will, and should, revolutionize the buyer's experience.

Research & evaulation continue to be the longest steps in the buying journey

Research: 36% (2024), 40% (2025)
Evaluation: 29% (2024), 37% (2025)

Which step takes the longest?

■ 2024   ■ 2025

The way B2B software is bought and sold is rapidly changing, and while there are many uncertainties, one thing is clear: buyers demand a better, frictionless experience across multiple channels. Oftentimes, the best experience wins, not necessarily the best product or the cheapest option.

AI SDRs are becoming widely adopted, particularly in enterprises
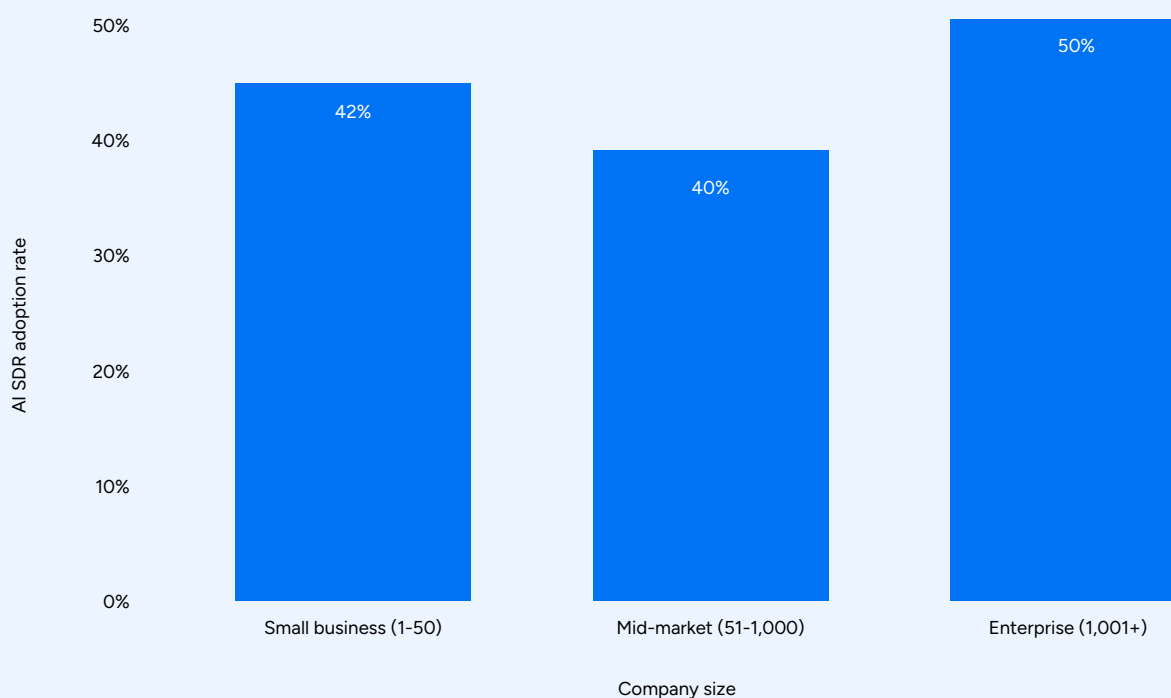
INSIGHT

To begin, ensure you leverage **lead-to-account matching and routing tools** like **LeanData** or **Chili Piper** to enable prospects to seamlessly schedule meetings with appropriate sales reps.

The next evolution of speed-to-lead is leveraging **AI SDRs** (focused on inbound, such as **Salesforce Agentforce** or **Qualified**) to help streamline follow-ups so sales reps can more effectively follow through. Speed-to-lead isn't an advantage in today's environment; it's necessary.

Speed-to-lead isn't an advantage; it's required to win.

In G2's recent survey, when asked which factors most influence a buyer's final selection of a software solution, 15% reported vendor responsiveness and support, the third-highest factor, only behind security and compliance certifications and pricing (both 17%).

Vendor responsiveness is imperative to succeed in today's competitive environment, which explains how AI SDRs (which can focus on both inbound and outbound) were the top use case among G2 survey respondents.

Make omnichannel feel like a single channel.

The buyer journey is no longer linear, as buyers consume and research vendors through various channels and continuously learn and evaluate their future procurement decisions. **McKinsey's 2024 Pulse Survey** revealed that on average, B2B customers leverage 10 different channels in their buying journey, and more than half of respondents want a true omnichannel experience that allows them to switch flawlessly across channels. The challenge for sellers is ensuring that information is captured and can be seamlessly analyzed across the omnichannel experience.

RevOps teams should ensure that systems of engagement are integrated with systems of record to better capture prospect interactions across their buying journey. They can leverage insights from top-of-funnel (TOFU) activities to guide talk tracks and messaging as prospects advance through their journey.

> ## B2B customers leverage 10 different channels in their buying journey.
>
> *Source:* **McKinsey**
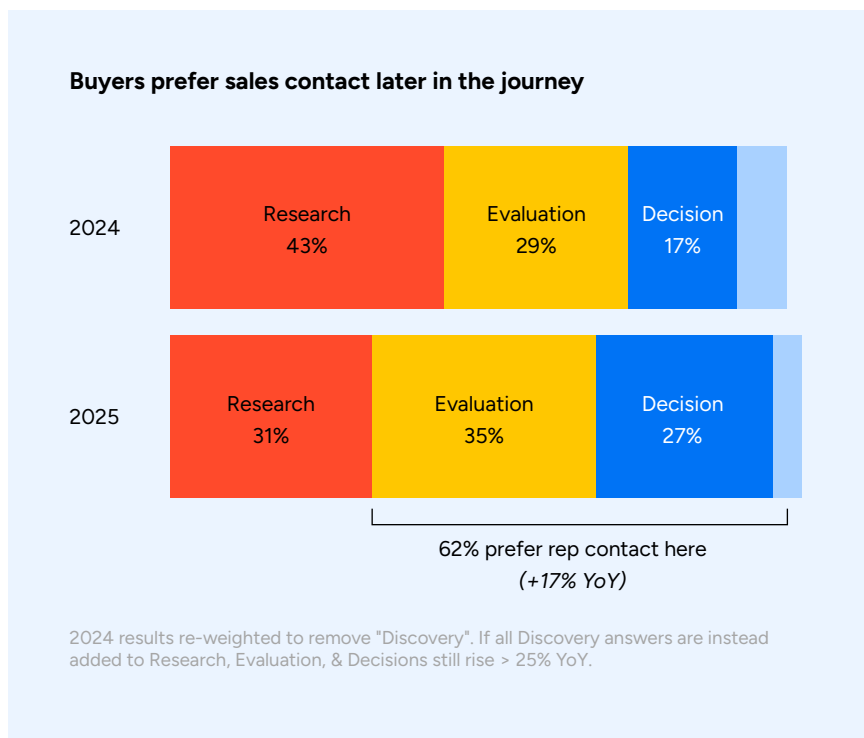
One reason for the high adoption of AI SDRs is the agent's ability to conduct multi-turn conversations. They can recall past interactions and conversations with prospects to help move conversations along. Repetitive qualification calls with sellers are not only inefficient but can be frustrating to buyers, who may perceive these conversations as an unnecessary use of their valuable time.
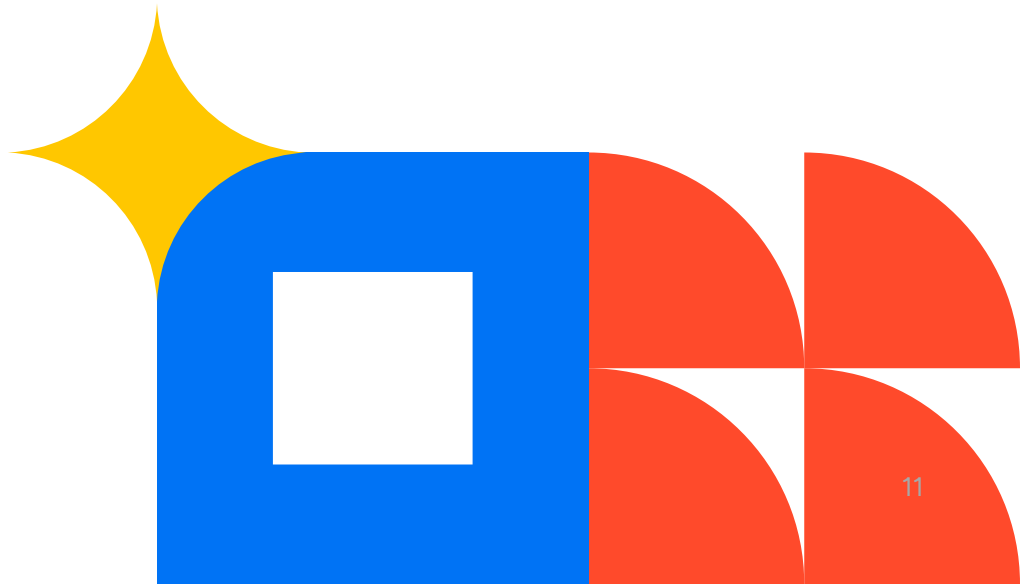
Buyer-led, seller-guided: Improve the buyer's experience.

To accommodate buyers' preferences, effective sellers guide them, rather than lead. As seen in the graph below from G2's **2025 Buyer Behavior Report**, buyers most often prefer to engage with salespeople during the decision part of the buying process. In many cases, they have already arrived at their decision once they engage a salesperson.

Shortlists are shrinking, and there's an increasing volume of competing products available on the market. Thus, sellers must guide buyers so they can discover the solutions that meet their needs, not lead them through rigid sales processes that only accommodate the seller's needs. Focus on the buyers' needs and what problems they are trying to solve, rather than rigid, generic checklists. View your prospect as a partner, not a commodity.

Buyers prefer sales contact later in the journey

2024	Research 43%	Evaluation 29%	Decision 17%
2025	Research 31%	Evaluation 35%	Decision 27%

62% prefer rep contact here
(+17% YoY)

2024 results re-weighted to remove "Discovery". If all Discovery answers are instead added to Research, Evaluation, & Decisions still rise > 25% YoY.

INSIGHT

Implement technology that aids the buyer's decision-making process, such as **demo automation solutions** to provide hands-on experiences or **digital sales rooms** to consolidate all collateral and business cases in a central location.

AI can be the saving grace.

Acquiring new customers is more challenging than ever. As AI simplifies lower-value, administrative sales processes and customer acquisition costs (CAC) rise, businesses should prioritize maximizing customer lifetime value (CLV). AI will enable salespeople to build a comprehensive profile for prospects and customers, leading to deep relationships and accelerated customer success.
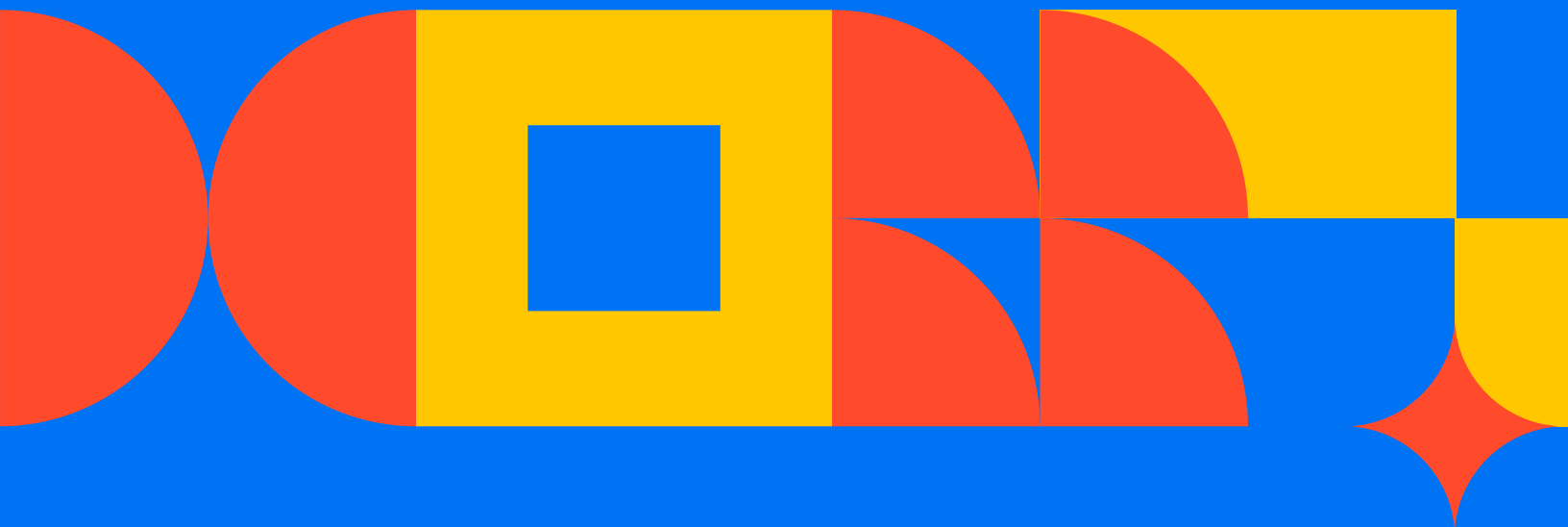
Align on value: Make renewals a breeze, not a thunderstorm.

SaaS is changing, and renewals are more difficult due to the rising number of solutions in the market and the increased expectations of your customers. The "seat-based" pricing and predictable recurring revenue model is changing before our eyes. Companies have begun introducing "outcome-based" or "consumption-based" pricing models to help align value with cost.

You and your customer must align on what (business goals and criteria) you want to achieve and when. This is a good baseline as it establishes WHAT the customer wants to receive, HOW they're going to achieve it, and WHEN they should expect to see value. Instead of checking in close to contract expiration/renewal, businesses can embrace AI to act as a temperature gauge. Cross-reference the business case developed before and track to see how the customer's objectives and goals are progressing.

RECOMMENDATION

Today's environment is too competitive to rely on promised value. Successful organizations will work alongside their customers to ensure goals are met and customers realize value from the solution. If value can't be quantified or a return on investment (ROI) isn't clear or attainable in the near future, customers will look elsewhere.

Proven value & customer support are the top two reasons customers renew

33% renewed contracts for proven ROI

33% renewed contracts for high-quality customer support

Source: G2 April 2025 Buyer Survey
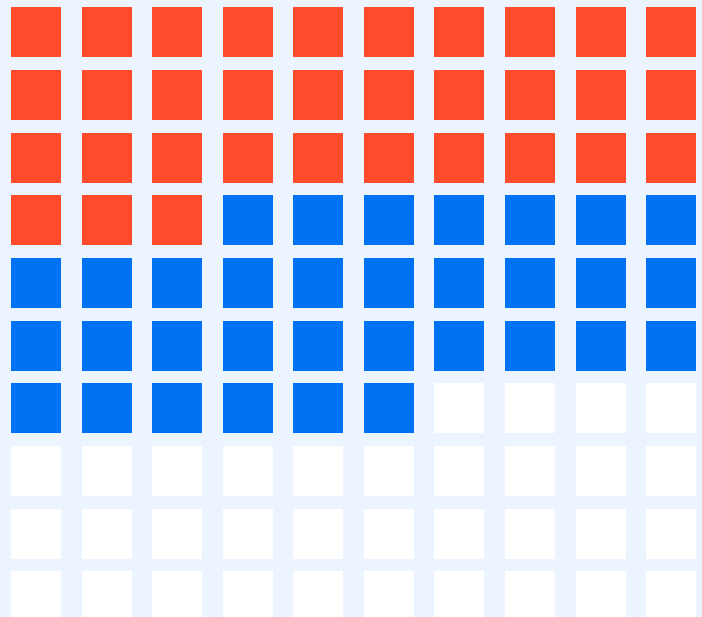
Make upsell and expansion the priority, not new logo attainment.

According to Benchmarkit's **2025 SaaS Performance Metrics Benchmarks Report**, the new customer acquisition cost (CAC) ratio increased by 14% in 2024 to a median of $2 of sales and marketing spend to acquire $1 of new customer ARR. Instead of pouring vast resources into acquiring new customers, businesses should enhance their expansion and upsell opportunities for existing customers, where real opportunity emerges to increase NRR. **Customer success** and **revenue operations & intelligence (RO&I) solutions** can help sales teams not only reduce churn risks, but they can also provide insights into expansion opportunities.

> ## Customer acquisition cost increased by 14% in 2024.
>
> *Source:* **Benchmarkit's 2025 SaaS Performance Metrics Benchmarks Report**

INSIGHT

AI can enable CSMs to track customer sentiment through support tickets, emails, calls, and customer interactions to better identify the likelihood of upsell and expansion opportunities. Tools like **Totango** and **Gainsight** can provide proactive and prescriptive insights to help grow relationships with existing customers.

The days of overrelying on net new business are over. It's time to build deeper relationships with your customers, constantly assess their success, and explore ways to strengthen their adoption of your product. NRR compounds over time and is a central lever to growing efficiently rather than starting the flywheel over again.
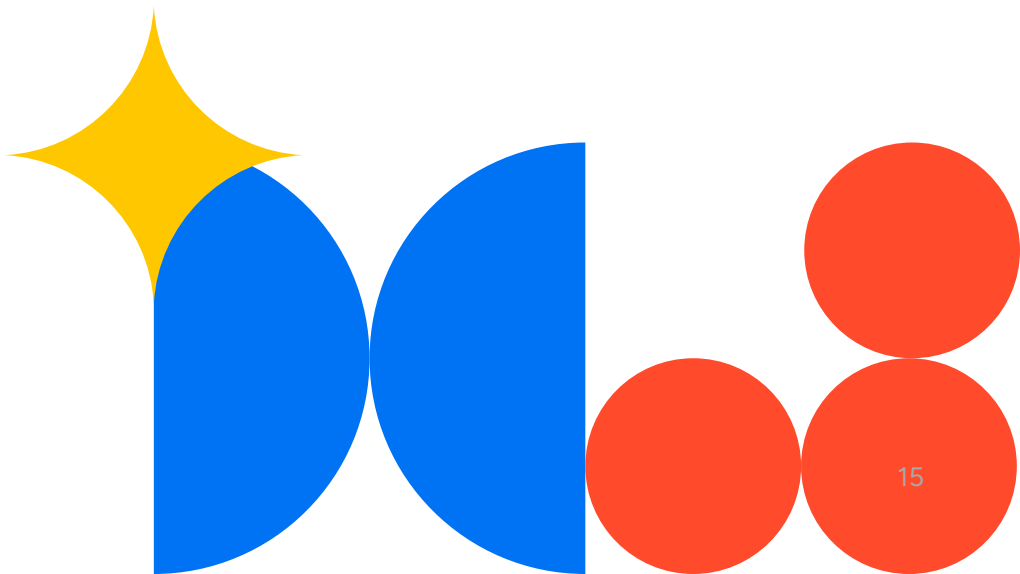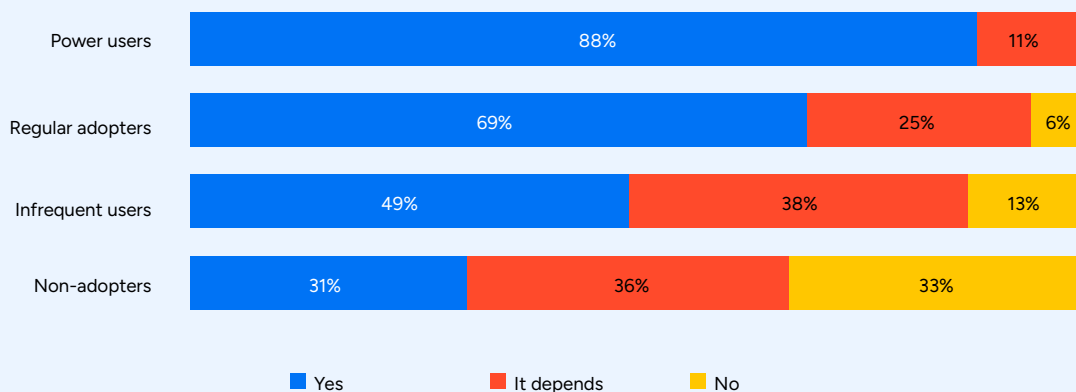
Product is a part of GTM teams, not a distant neighbor.

No sales or success would be possible without the product team. Well-oiled GTM machines include product to ensure product roadmaps align with customer needs and expectations.

G2's 2025 Buyer Behavior Report revealed that two out of three B2B software buyers now actively consider AI capabilities when selecting software, and the vast majority of power users are willing to pay a premium for those capabilities.

We often discuss how sales and marketing shouldn't be siloed organizations (hence "SMARTketing"), but the forgotten neighbor (product) deserves a seat at the table, too. Product teams need insight into what customers are saying, using, and receiving value from. Ensure there is a structured feedback loop so your customers can continue to realize value, expand, and never churn.

88% of AI users are willing to pay a premium

	Yes	It depends	No
Power users	88%	11%	
Regular adopters	69%	25%	6%
Infrequent users	49%	38%	13%
Non-adopters	31%	36%	33%

■ Yes　■ It depends　■ No

Software Seller's Corner:
Empower your sales teams.

I interviewed Max Elster, CEO of **Minoa**, a product in G2's emerging **Value Selling Tools** category launched in **March 2024**, during our qualitative research for this report. In our conversation, he discussed how, "positioning value starts in marketing and it ends in the last conversation you have with the customer before they hopefully renew or potentially upsell and cross-sell with additional products and services." Continuing to state how it's imperative to ensure you're "identifying what are the different steps in the customer lifecycle where you have to articulate the value you're providing."

Max's takeaway is clear. Value isn't a checklist for the seller; it's an ongoing process and conversation, and sales and customer success should be proactive in communicating and demonstrating value, not reactive.

"At the end of the day, they're going to churn if they see the value is not actually there. So after six months, if you don't see value — as a customer success team, be proactive about it and ensure that your customer understands that all parties aren't happy with the result. But make it transparent, so you can work on it together before losing them," as Max Elster, CEO of Minoa, shared.

"Think about how they [GTM teams] can actually do a proper hand off. So, pre- and post-sales are both able to see which value has been bought and which value we are trying to prove to the customer as we work together. The more transparency there is, the better. The more the buyer has control and visibility into the value they're generating from a product, the better."
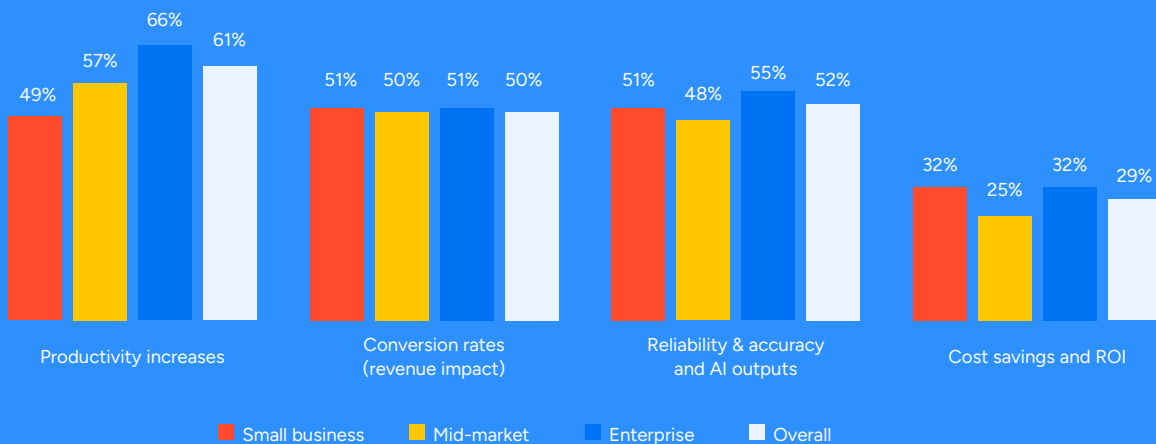
MAX ELSTER
CEO

Minoa

Coach, forecast, and unlock growth through AI.

Mid-market & enterprise measure AI effectiveness by productivity increases

	Productivity increases	Conversion rates (revenue impact)	Reliability & accuracy and AI outputs	Cost savings and ROI
Small business	49%	51%	51%	32%
Mid-market	57%	50%	48%	25%
Enterprise	66%	51%	55%	32%
Overall	61%	50%	52%	29%

Clari's State of Enterprise Revenue 2025 report revealed that the top 10% of reps accounted for 65% of revenue, whereas the bottom 50% of reps only contributed 7.6% of revenue. Let's reimagine how to uplevel sales professionals rather than replace them. After all, a rising tide lifts all ships, right? In this section, we'll break down how to use AI-powered solutions to increase your sales team's real-time performance and productivity, rather than replace them.

AI sales coaching, real-time and reimagined.

Historically, organizations have used sales coaching and training solutions (tech) to help sales reps (people) follow the right methodologies and best practices (process) in selling effectively. The introduction of AI-powered coaching and training consolidates this by providing superior tech to support sales reps and guide them in near real-time so that they are following the right best practices. Instead of investing in tech that removes one of the key factors (people), businesses should look at technology investments that can drive adoption of processes and empower people to uplevel all sales professionals (i.e., non-top performers).

Low adoption of AI sales coaching today, mid-market companies are lagging behind
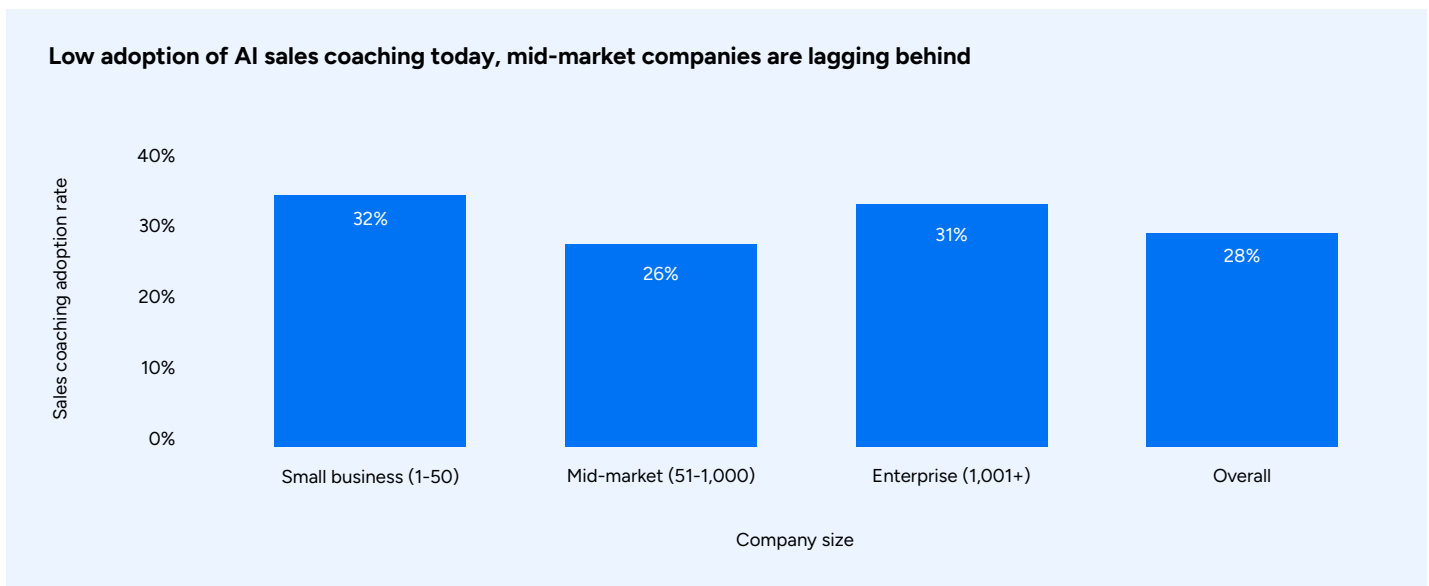
According to research conducted by **Winning by Design**, AI coaching led to a 16% increase in ARR per rep in just 60 days, and managers saved 30+ hours a week, resulting in bandwidth to coach 3x more reps. When assessing how to effectively incorporate AI in your sales organization, focus on ensuring that reps have access to near real-time coaching. With low-latency AI coaching, businesses can reduce onboarding time, ensure sales methodologies are being followed (which likely will result in increased closed-won opportunities and more accurate forecasts), and increase the bandwidth of mid-level managers.

Sales forecasting:
Don't rely on sentiment; data fuels success.

An updated customer relationship management system (**CRM**) and a love for data entry, two aspects that are crucial for generative and predictive AI to draw on to make accurate forecasting predictions with complete context, thereby reducing **hallucinations**.

At the end of the day, AI is only as powerful as the data that drives it. Customer interaction data must be accurately captured and inputted across all touchpoints — from marketing and TOFU to bottom-of-funnel (BOFU) activities. **Revenue operations and intelligence** (RO&I) solutions use machine learning and predictive analytics to forecast the likelihood of closing, what deal risks there are, possible bottlenecks based on customer objections, etc. It's imperative to create automation that captures and stores all customer interactions (both verbal and written) so machine learning can deliver confident, context-rich predictions.

Organizations aren't leveraging activity capture to full extent, leading to blind spots

Bar chart showing two groups:

Activity capture and data entry/automation: Overall 17%, Small business 16%, Mid-market 17%, Enterprise 19%

Sales forecasting & deal intelligence: Overall 40%, Small business 37%, Mid-market 37%, Enterprise 43%

Legend: ■ Overall ■ Small business ■ Mid-market □ Enterprise

Lean and mean, AI will reimagine GTM resource allocations.

AI can increase productivity, automate, and perform certain tasks, but that doesn't mean businesses should deplete overall headcounts. **BCG's AI Radar 2025** report revealed that only 7% of executives expect a decrease in headcount due to AI automation. Instead, 8% expect to increase headcount due to new skills being added, and 68% expect productivity gains and workforce upskilling to meet AI needs.

When ATMs were invented, banks didn't decrease their headcounts to zero because bank tellers were no longer needed. Instead, ATMs made banks more efficient and cheaper, leading to more bank openings. AI will have a similar impact on sales roles. While some tasks may be automated, SDRs can shift focus to higher-value tasks. Yes, some tasks may be eliminated, but the jobs needed will focus more on human involvement and require deeper emotional intelligence, rather than repetition.

Workforce evolution in the age of AI: More skills, more productivity.

8%

of executives expect to increase headcount due to new skills being added as a result of AI automation.

68%

of executives expect productivity gains and workforce upskilling to meet AI needs.

Source: BCG AI Radar 2025

Software Seller's Corner:
Empower your sales teams.

AI is an answer engine; use it to supercharge your sales teams. Alleviate the burden of data entry, eliminate the guesswork of how to handle an objection, and predict which prospects or customers are best to engage with.

In my conversation with Kris Billmaier, EVP & GM, **Sales Cloud and Growth, Salesforce**, we learned how Salesforce is assisting teams today. Billmaier stated, "Salesforce customers are using our sales agents to autonomously engage and nurture leads, book meetings, and coach sellers to prepare and strengthen their meeting pitches."

INSIGHT

According to Billmaier, "With agents and AI, sales teams have an unprecedented opportunity to scale capacity in a time where companies are being asked to do more with less."

Implement AI in ways that help accelerate sales teams in meeting their goals, connecting with more customers, and being more informed and strategic.

"AI is also removing the admin tasks — no more manual data entry — and surfacing meaningful, actionable insights directly in the flow of a seller's work. With humans and agents working together, sellers are able to spend their time on their most strategic, meaningful work: building customer relationships."

KRIS BILLMAIER
EVP & GM, Sales Cloud and Growth

salesforce

Predictive insights and prescriptions.

Now that we've covered how AI is transforming all aspects of sales — from pipeline development, sales velocity, and customer retention and expansion to sales management — it's time to discuss the tangible prescriptions that can help transform your GTM approach.

AI won't replace all of your headcount or auto-magically create millions in revenue overnight, but with a strategic approach, the benefits will compound, and you will begin to see increased efficiencies and a more focused team.
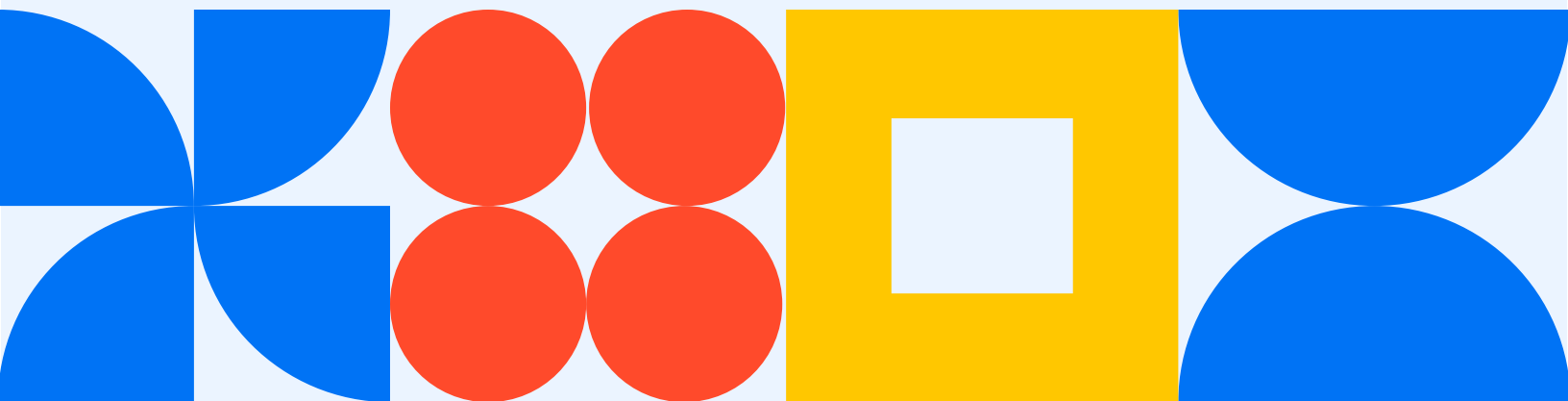
PREDICTION #1

Signal-led outreach will outperform traditional spray & pray approach and lead to a 25%+ increase in revenue.

Revenue leaders should transform their strategy from a wide-casting TAM approach to a pinpointed target focusing on lookalike accounts and intent signals. Sales teams should prioritize signal-based tactics to drive more sustainable revenue generation and leverage marketing teams to raise awareness for those not showing intent. Spray-and-pray tactics (such as using outbound AI SDRs) will be left for businesses with low ACV and large TAMs. Focus on leveraging signals to be precise and target the most predictable revenue-generating opportunities. As highlighted in **my Trends 2025 article**, GTM leaders should focus on the quality of outreach rather than quantity. Less is more, quality is more important than quantity, especially when it comes to building longstanding relationships.

> **MadKudu customers drove 57% more revenue with 46% fewer leads — 90% of pipeline was generated from just 25% of leads.**
>
> *Source:* **GTM Partners case study**

Prescription

Both AI SDRs and reps have their place and potential to generate a sales pipeline. Consider when it's most effective to deploy outbound AI SDRs vs. human SDRs (ex. based on the complexity of your product) and ensure that outbound messages lead with relevance. If relevance cannot be established, reprioritize account selection and focus on accounts that a POV can be firmly established.

Diagnosing when to use AI vs. Human SDRs

Large TAM

AI SDR

Low ACV | High ACV

Human SDR

Small TAM
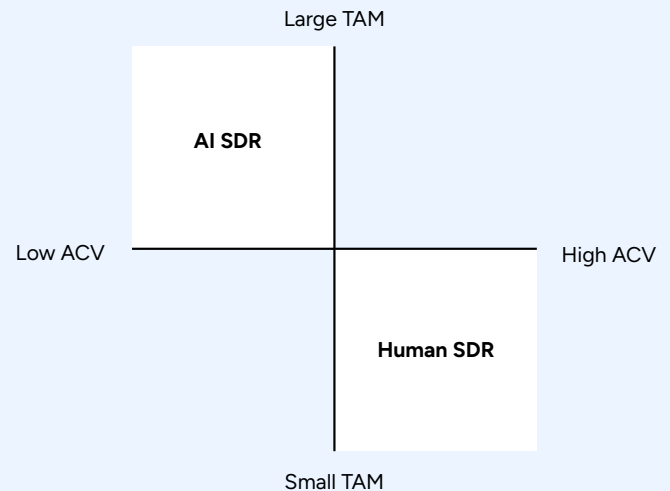
AI vs. Human SDRs: Strengths, Overlaps & Tradeoffs

Attribute	AI SDR	Human SDR
Scalable / Cost-efficient	✓	
Operates 24/7	✓	
High-volume outreach	✓	
Builds rapport/trust		✓
Flexible/adaptive		✓
Handles complex interactions		✓
Engages prospects	✓	✓
Risk of poor quality	✓	✓
Potential for hallucinations / misguidance	✓	✓

Sales teams should strictly narrow their outbound focus on target accounts that show multiple signals or intent. AI helps proactively identify accounts that are showing interest. AI SDRs should be deployed for lower-tiered accounts or SMB segments where ACVs are lower and the cost of acquiring the customer outweighs the gain. AI isn't going to replace your best sales rep yet, but you should be leveraging your sales reps for the accounts that will maximize revenue. Ensure signals and intent data fuel account prioritization.

PREDICTION #2

Digital self-service sales will increase by 10%.

According to **McKinsey & Company's Global B2B Pulse Survey**, the "rule of thirds" continues to be the norm throughout the buying journey, meaning that roughly one-third of buyers prefer traditional sales, one-third prefer remote sales, and the final third prefer digital self-service. However, times are changing — fast.

In addition to the crowded communication channels that buyers experience, G2's 2025 Buyer Behavior Report revealed four insights that will drive the increased adoption of digital self-service buying:

1. Buying committees are getting smaller and more focused.

2. Buyers prefer engaging with sales later in their journey (a continued trend, highlighting their desire for self-service).

3. Shortlists continue to shrink, demonstrating buyers' awareness and knowledge of the available options in the market.

4. Software purchasing sizes are getting smaller across all company segments, with Enterprises primarily in the $100–$150K range.

Digital self-service is clearly becoming more of the norm. Buyers seek solutions to solve pain points *now*, they make decisions quicker, and don't want to be inundated with repetitive meetings for a purchase they're confident in.
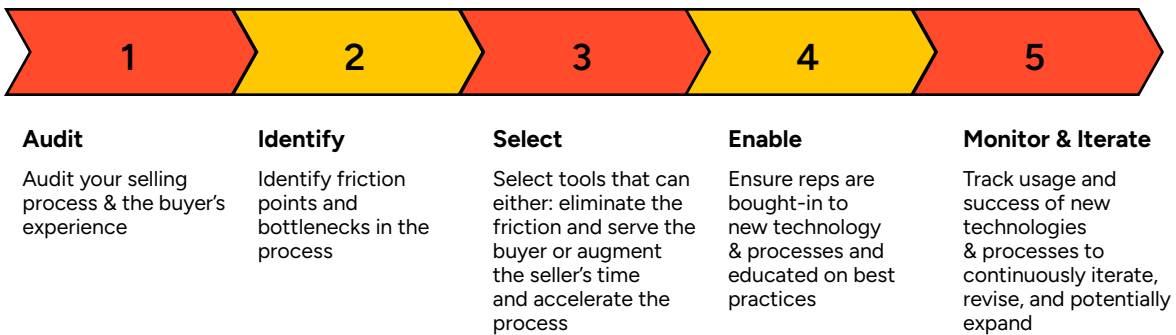
Prescription

Successful businesses will ensure they have optimal avenues for buyers to engage with their product on their own accord. You need to convert your sales process into a buyer-centric process.

To provide the best experience, organizations should consider some (if not all) of the following tactics:

- Implement demo automation solutions to provide product tours for TOFU prospects.
- Take advantage of an AI SDR to engage inbound leads around the clock. Rather than creating barriers for engagement, be their guide in the buying process.
- Launch freemium or free trial offerings to engage prospects and provide a hands-on experience. Track product usage to deliver relevant messaging and awareness on features that align with your prospect's interests.

Pathway to implement buyer-centric experiences

1	2	3	4	5
Audit	**Identify**	**Select**	**Enable**	**Monitor & Iterate**
Audit your selling process & the buyer's experience	Identify friction points and bottlenecks in the process	Select tools that can either: eliminate the friction and serve the buyer or augment the seller's time and accelerate the process	Ensure reps are bought-in to new technology & processes and educated on best practices	Track usage and success of new technologies & processes to continuously iterate, revise, and potentially expand

PREDICTION #3

RevOps teams will become strategic levers & lead change management, rather than only managing data and processes.

RevOps will be the unsung hero orchestrating success in GTM motions in the coming years. RevOps teams are the machine that molds cross-department processes and ensures value is delivered throughout. As data quality and availability are the top challenges for sales organizations in leveraging AI today (which will only grow increasingly critical), RevOps will be the backbone. RevOps has earned a seat at the table as a decision maker and an influential voice in re-shaping GTM best practices. RevOps teams touch practically every metric for GTM motions, from CAC to NRR; they are in the most strategic and cross-functional position to lead strategic changes.

RevOps is the Central Nervous System for Go-to-Market Teams
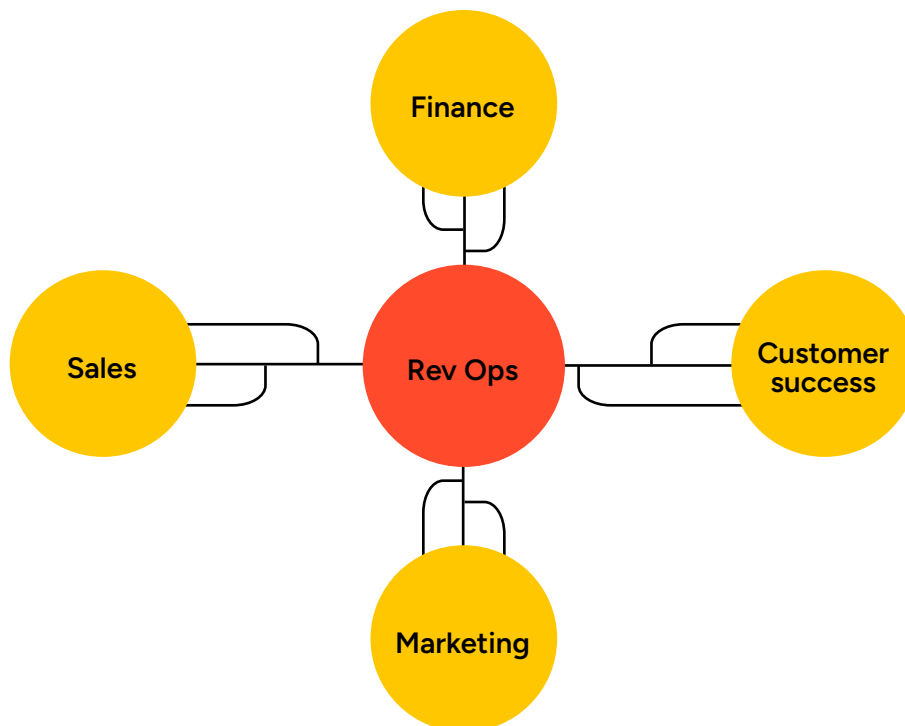
Prescription

The old playbook is broken. Hiring doesn't equate to more revenue growth. Just like AI, it's all about the data and processes, which is why RevOps will be the force multiplier and key pillar for success in GTM in the coming years.

Businesses should increase their investment in RevOps teams by 20%, particularly in mid-market and enterprise segments. This will ensure that systems and processes from the customers' first touch point to the renewal and beyond are tracked, analyzed, and optimized.

With more investment into RevOps, organizations can begin to treat their ICP and territory planning as a dynamic and agile guide, shifting resources and focus as it evolves in real time, rather than the current state of a "set it and forget it". RevOps members have an exponential impact on revenue, as compared to an SDR. RevOps will develop the systems and processes that accelerate an efficient GTM motion from marketing to customer success.
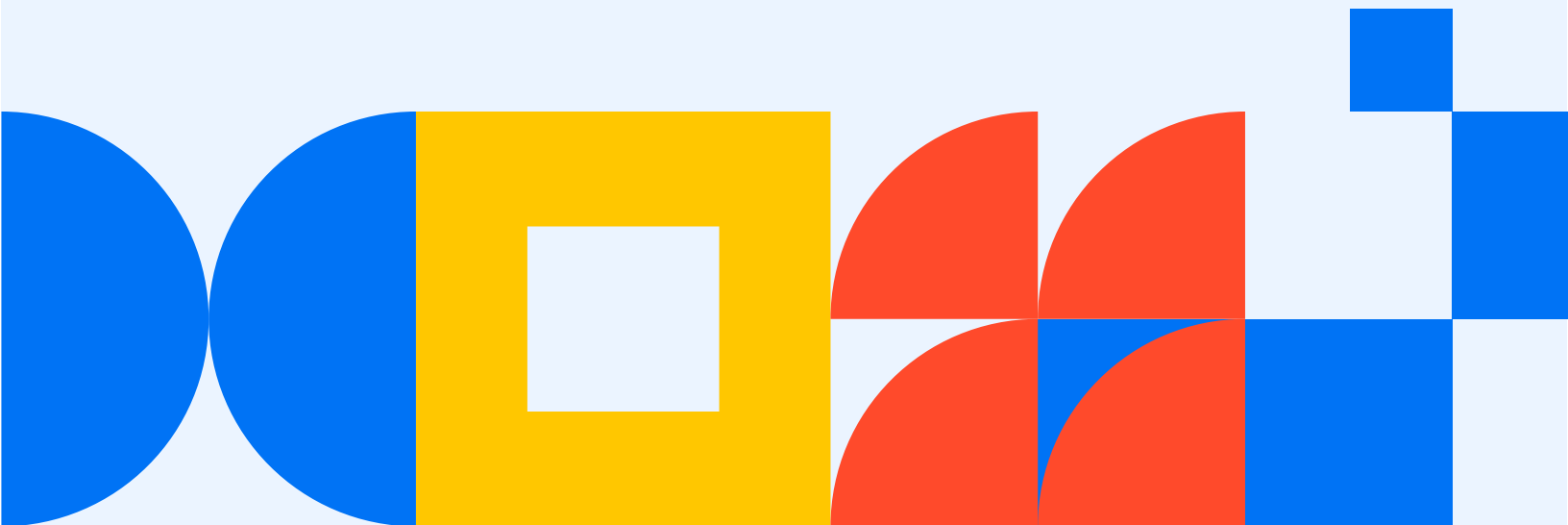
Methodology

The insights presented in this report are derived through a multi-pronged research approach. This report combines exclusive survey data, extensive online research, and G2 review data, with qualitative insights from interviews with key B2B executives in the SalesTech market. The exclusive survey data from April 2025, extensive research, and interviews formed valuable insights on emerging trends, best practices for today, and innovative sales processes and management strategies. The recommendations and predictions included in this report were guided by my own expertise and knowledge as an analyst in SalesTech and understanding of what long-term, sustainable growth entails. Combining these various sources ensures a balanced and informed perspective on the emerging role of AI in the sales profession and how to build meaningful, longstanding relationships.

About Blue Bowen

Blue is a Research Principal at G2, specializing in sales tech and AI. Blue utilizes his genuine curiosity and background in market research and competitive intelligence to further build subject matter expertise in the B2B software space. Having grown up in a military family, Blue moved all over the world, from South Korea to Germany to Virginia, where he now calls home. He received his B.B.A in Marketing with a Professional Sales concentration from James Madison University. In his free time, Blue enjoys traveling, trying new foods, watching and playing sports, and hanging out with friends and family.

About G2

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