


State of the European Sales Tech Space 2023

Dr. Jens Hutzschenreuter, 27. April 2023

The logo for Sales Summit features a stylized grey triangle pointing upwards, with the words "Sales" and "Summit" stacked vertically in white text on a dark grey background.

Sales
Summit

20%

20%

... der Vertriebsführungskräfte schätzen Ihr Tool-Setup als “sehr zufriedenstellend” ein.
(Quelle: Gartner, 2022)





Markt

Anbieter

Trends

Strong experience in B2B Sales & Digital Sales



Dr. Jens Hutzschenreuter / Managing Director,
M.Sc. Business & Engineering, PhD Entrepreneurship

44 years, 15 years in Sales & Marketing to B2B customers

Strategy consulting: The Boston Consulting Group
Focus: Sales & Marketing to industry / automotive customers



Founder / Managing Director: Groupon/Citydeal
Focus: Sales & Marketing to B2B customers

Founder / Managing Director:
Digital Business Group Focus: Full scale B2B Sales Consulting & B2B Headhunting boutique, investor

Our customers

statista 

SISTRIX 

 OPINARY.

— EnBW

 LichtBlick

Google

tado°

 überflip


ZENJOB

GROUPON®

SPENDIT®
Happiness is profitable.


EXPORO

TOP HAT

 RegioHelden

 sevDesk

Our partners



ACCEL[®]
PARTNERS

KKR

HV HOLTZBRINCK
VENTURES

techstars

Microsoft
ScaleUp

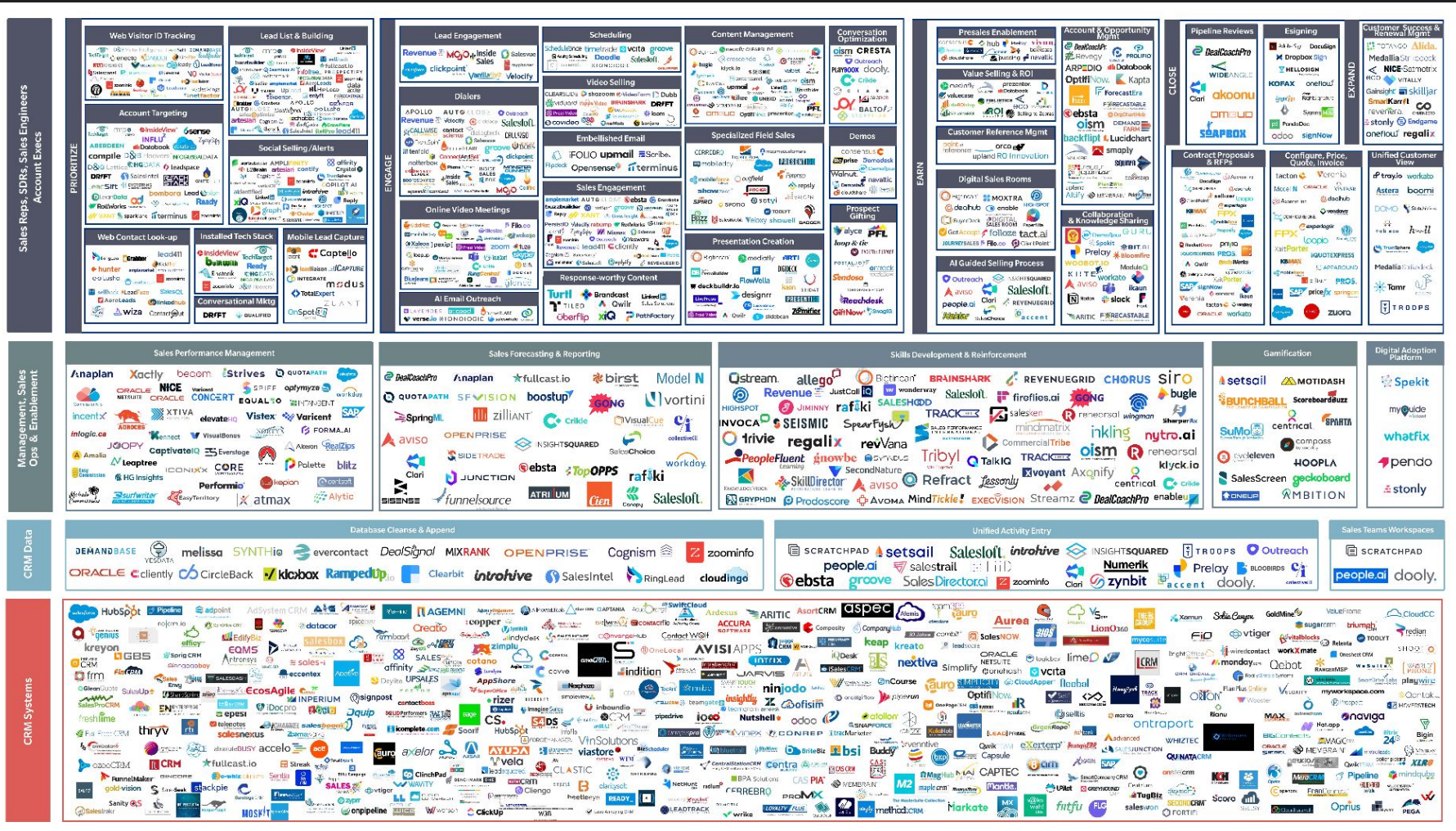


htw. Hochschule für Technik
und Wirtschaft Berlin
University of Applied Sciences

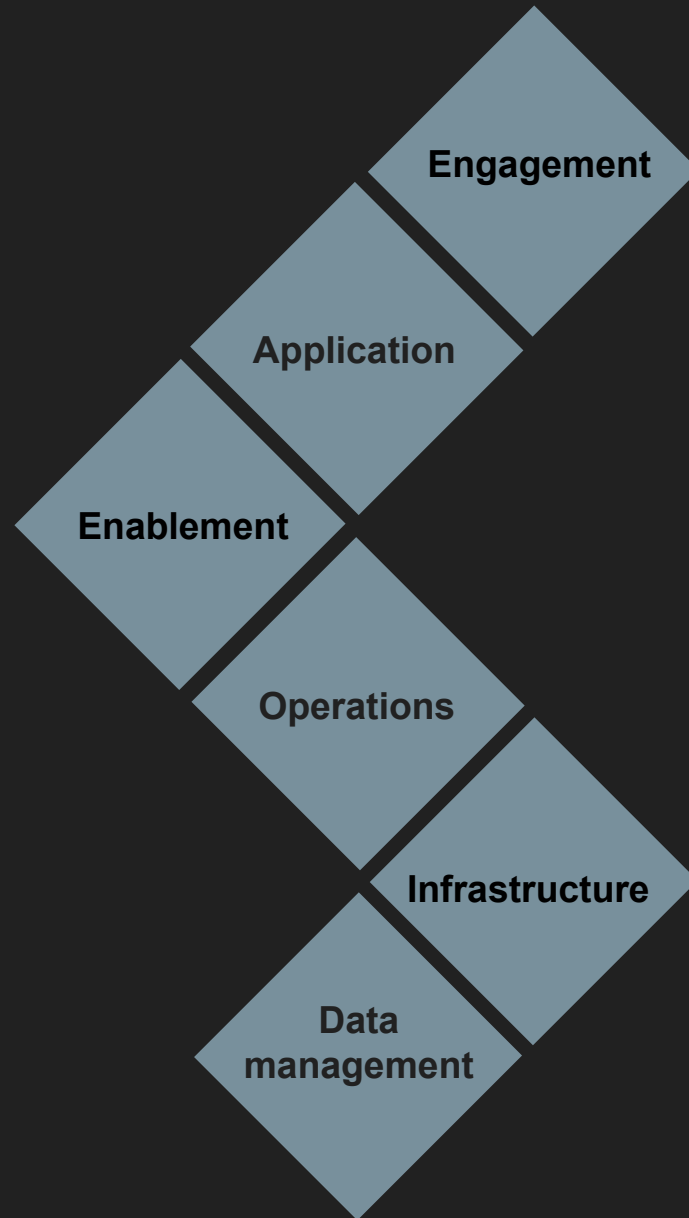
tu technische universität
dortmund

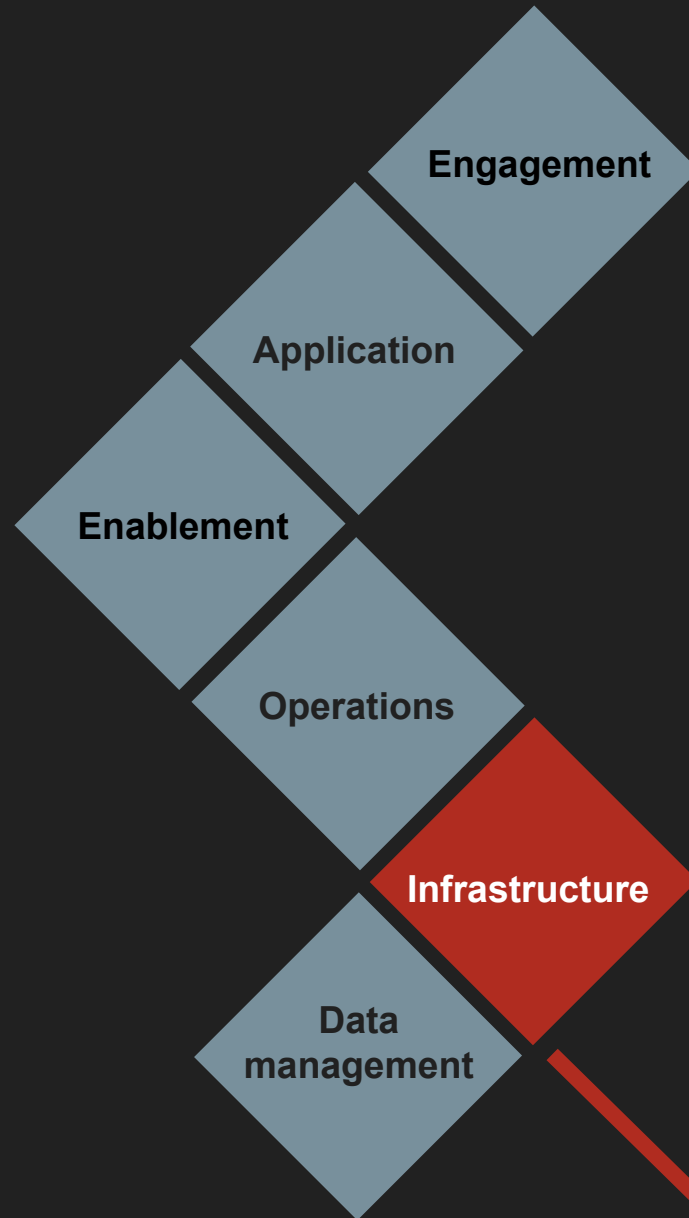
RWTH RHEINISCH-
WESTFÄLISCHE
TECHNISCHE
HOCHSCHULE
AACHEN

Sales Tech landscape 2022: over 2400 companies



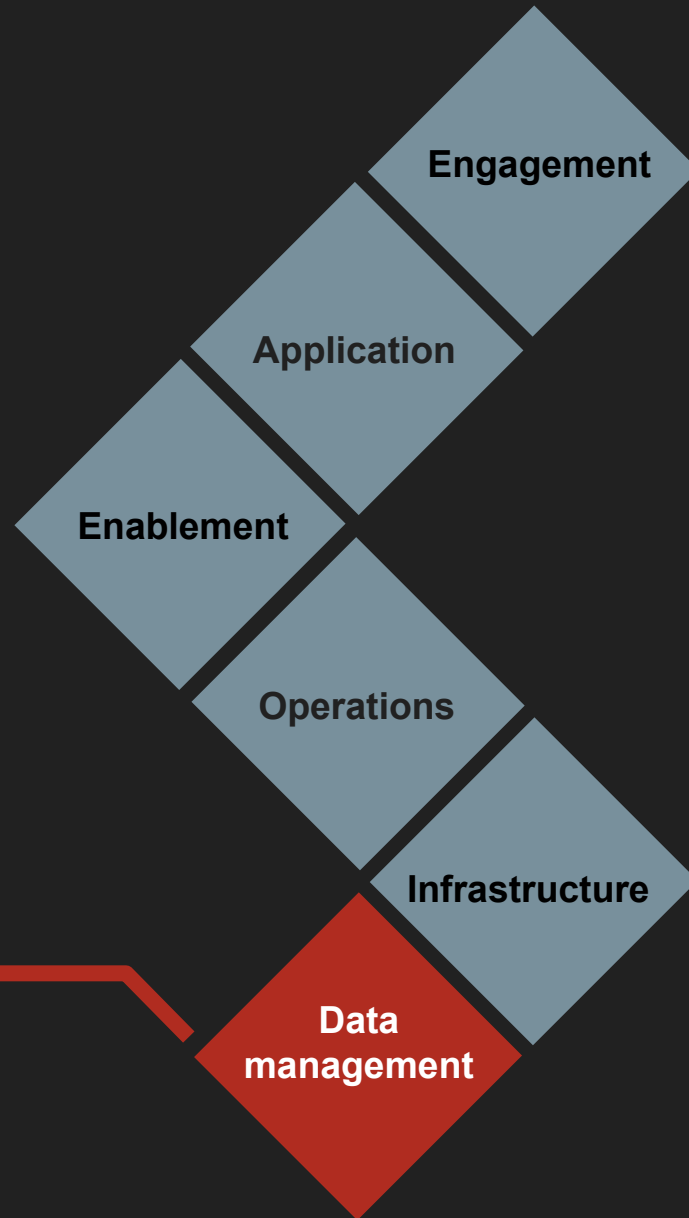
Quelle(en): [SBI Enterprise Sales Landscape](#), [Nancy Nardin Sales Landscape](#)





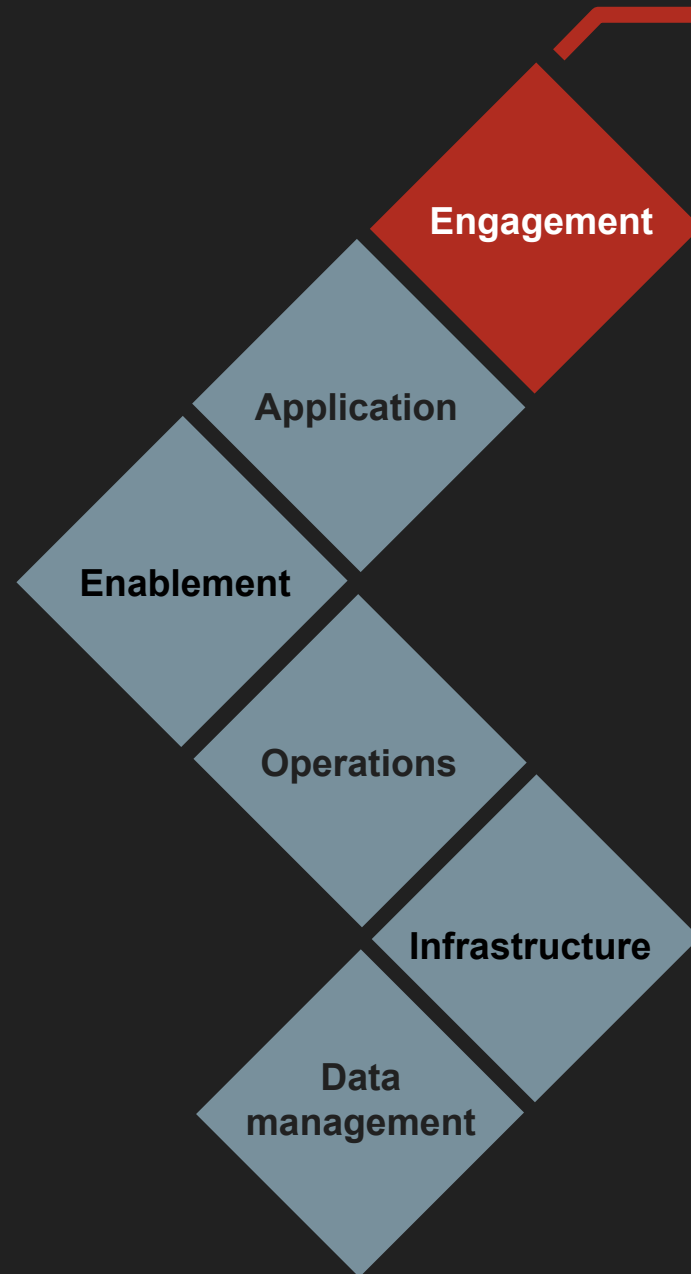
Infrastructure

- CRM (SF Automation)
- Data Integration
- Data Lake / Warehouse
- Customer Data Platform
- Data Validation



Data Management

- Account Data
- Contact Data
- Intent Data
- Technographic Data
- Market Intelligence



Engagement / Execution

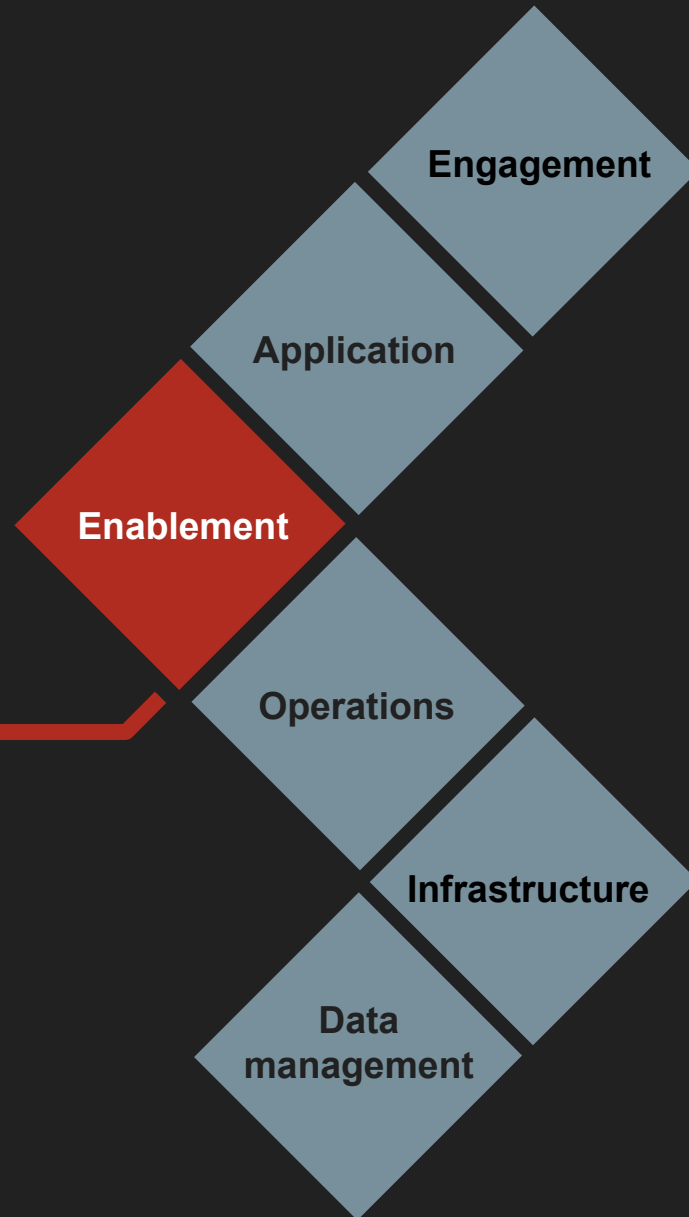
- Chat
- LinkedIn
- Scheduling
- Videoconferencing
- Visual Collaboration
- Video Messaging
- Direct Mail
- Webinars and Virtual Events
- Event Technology
- Web Personalization
- Digital Sales Rooms
- Content Hubs

Media/Advertising

- Content Syndication
- Programmatic Advertising
- Search and Social Advertising
- Account-Based Advertising

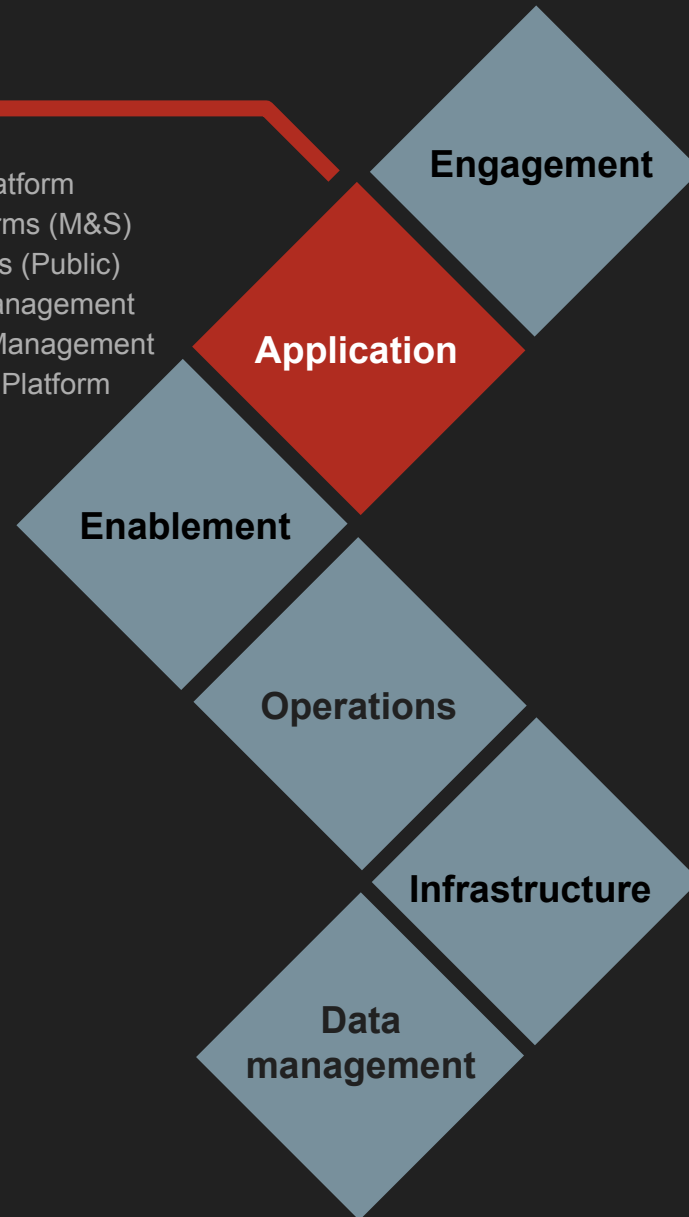
Sales Enablement

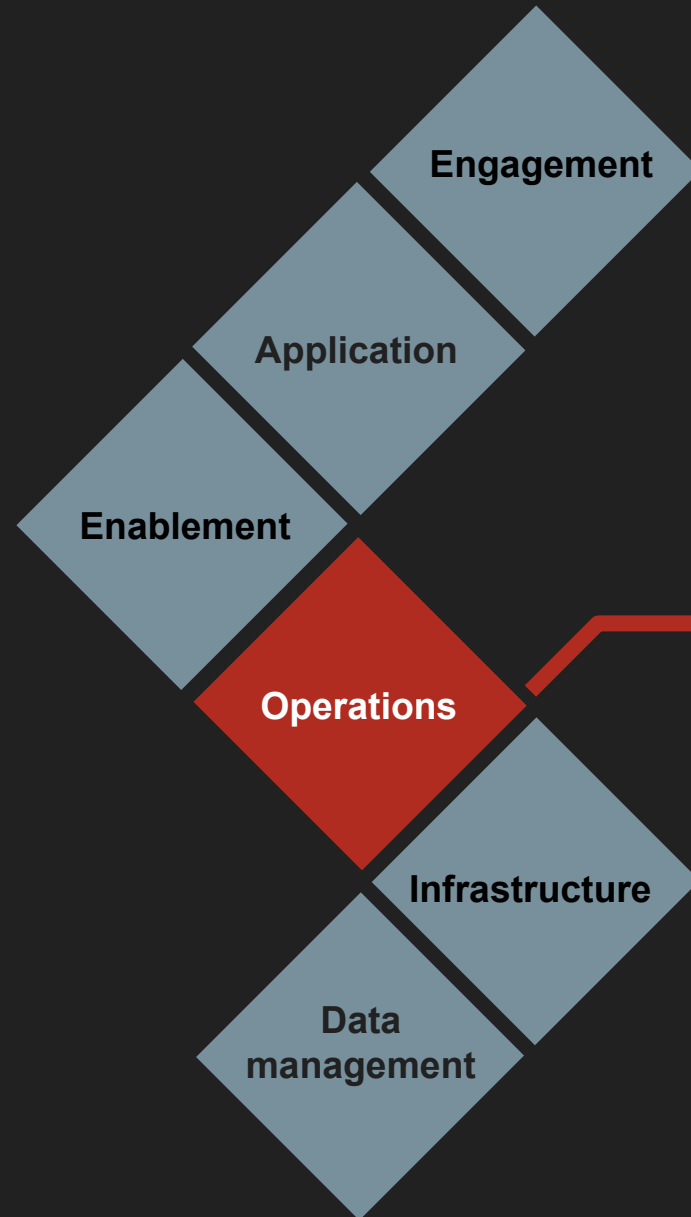
- Sales Content
- Sales Training
- Conversation Intell.
- Real-Time Knowledge
- Rep Performance Management



Application

- Sales Engagement Platform
- Account-Based Platforms (M&S)
- Sector-based platforms (Public)
- Customer Success Management
- Partner Relationship Management
- Marketing Automation Platform





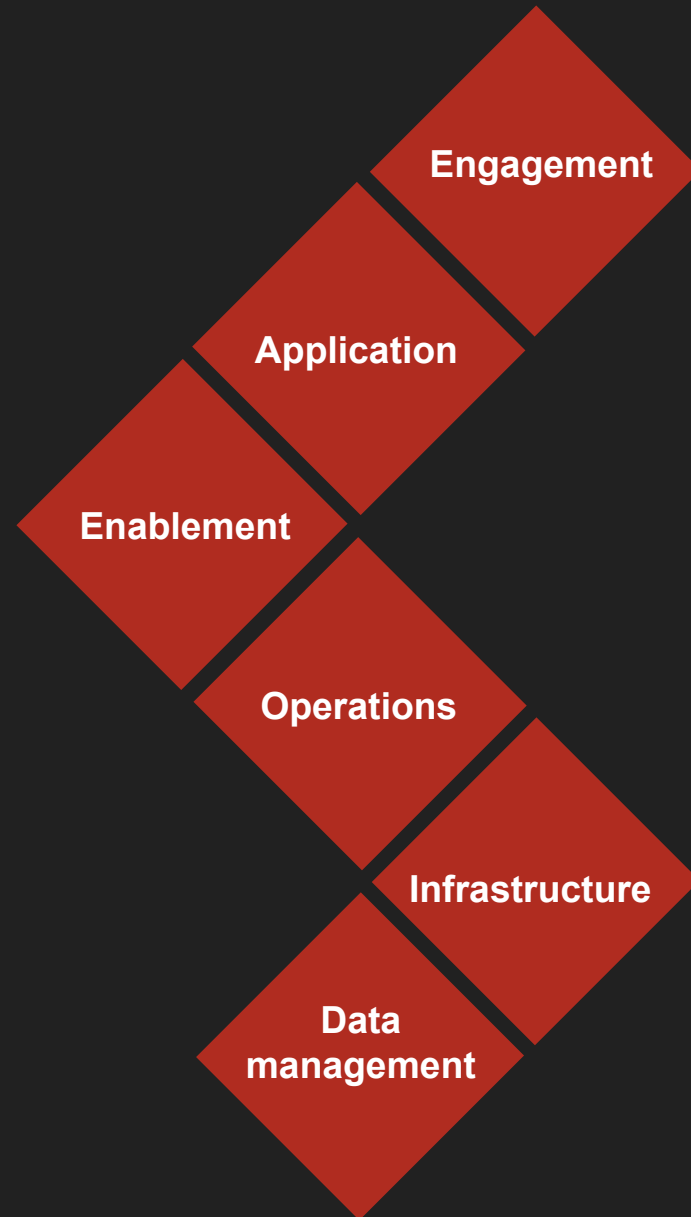
Operations

Revenue Operations

- Lead to Account Matching & Routing
- Pipeline and Forecast Management
- Workflow Automation
- Activity and Contact Data Capture
- Third-Party Reporting and Intelligence

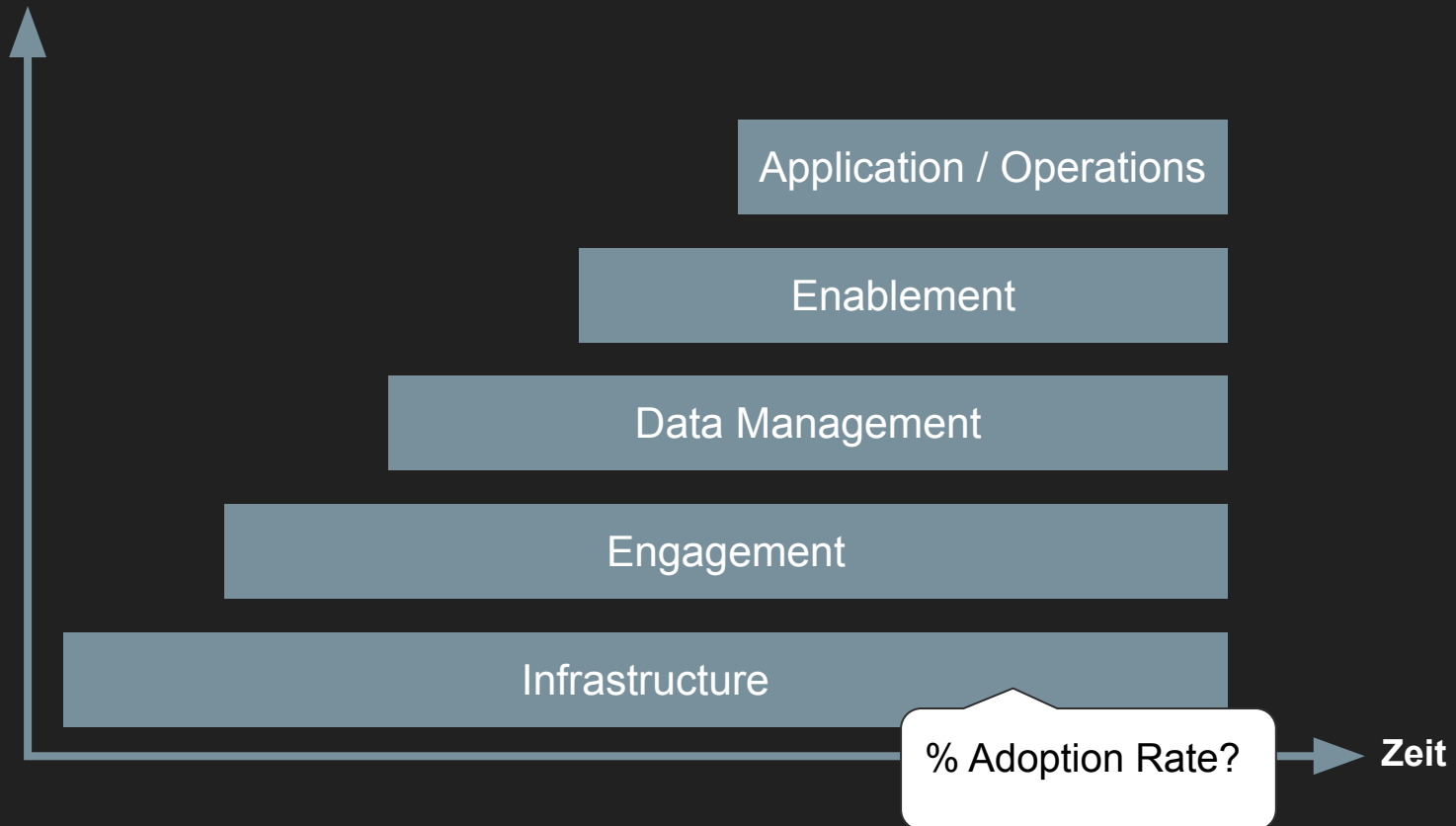
Sales Operations

- Sales Performance Management
- Account Planning
- Configure, Price and Quote (CPQ)
- E-Sign



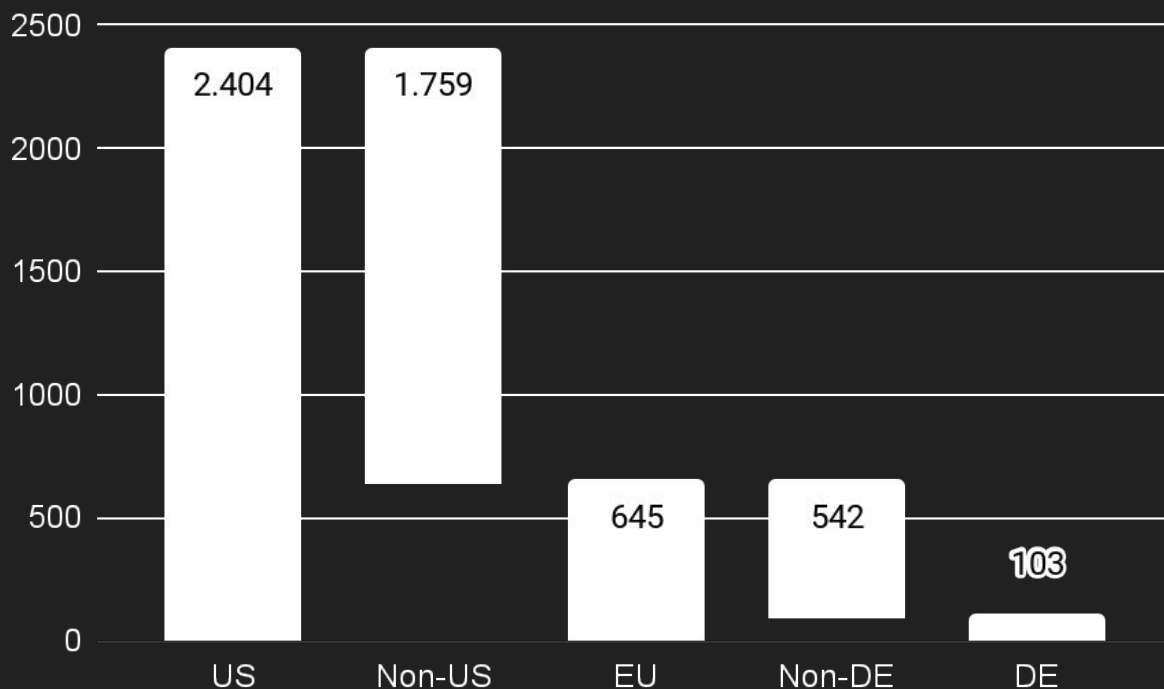
Typische Entwicklung im Bereich Sales Tools

Level Professionalisierung (schematisch)









EU und DE im Bereich Sales Tools unterrepräsentiert

Anzahl Unternehmen



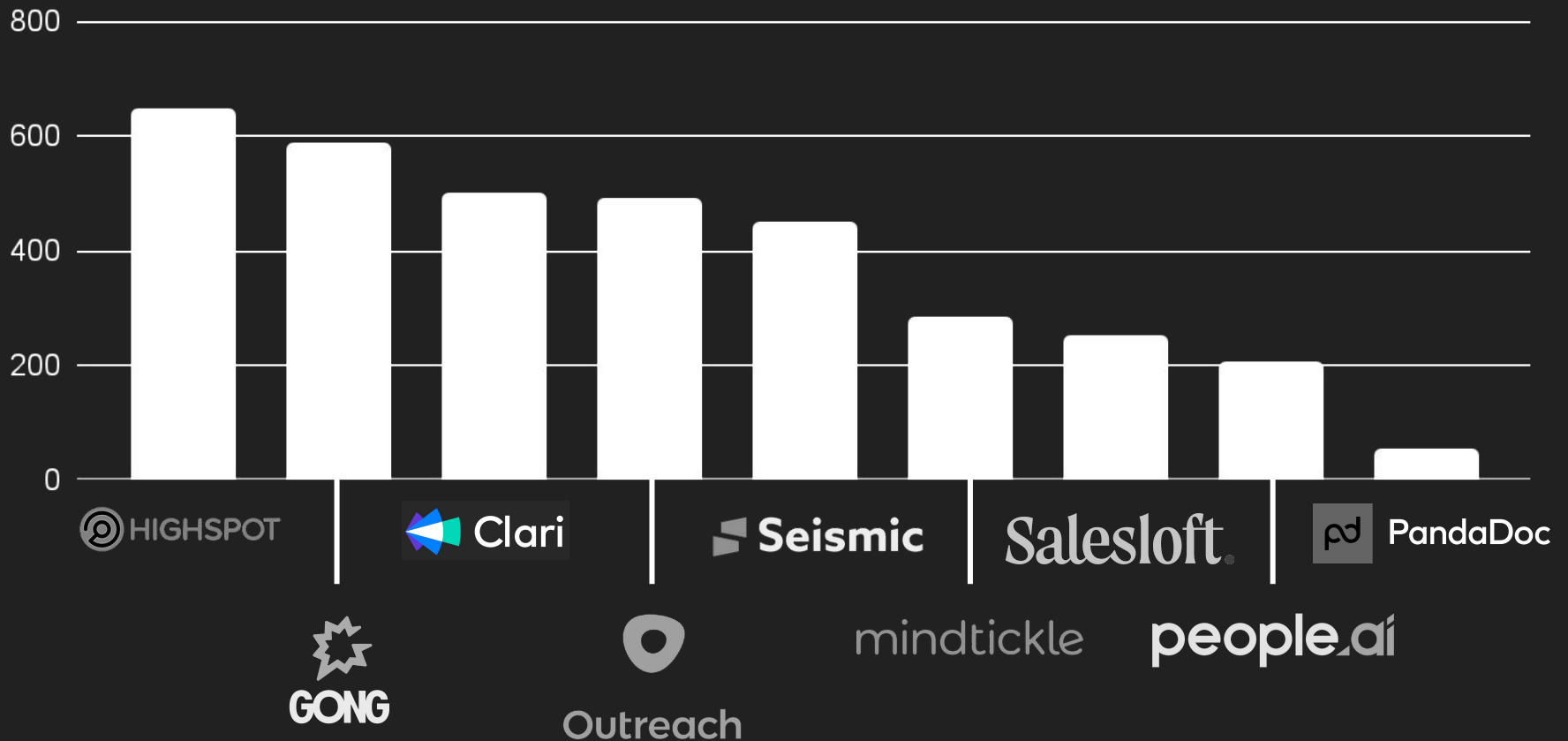
Top 6 Sales Tech Unternehmen Deutschland

-  Demodesk
-  Valuecase
-  e-bot7
-  Honeysales
-  In Mind Cloud
-  Weflow

Anmerkung(en): Analyse auf Basis Daten Crunchbase.com (24. Apr. 2023)

Sales Tech Unternehmen auch wirtschaftlich erfolgreich - Übersicht aktueller "Einhörner"

Kapital gesamt aufgenommen (in Mio. \$)

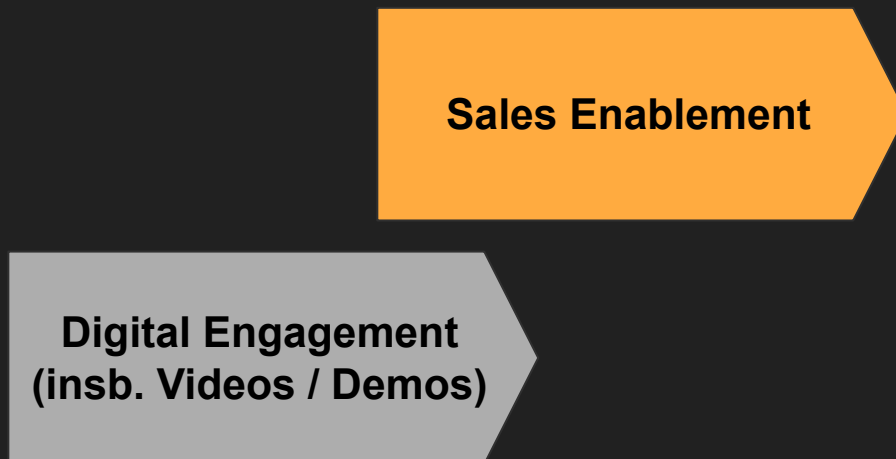


Anmerkung(en): Alle Unternehmen Headquarter USA






Trends im Bereich Sales Tech 2023

**Digital Engagement
(insb. Videos / Demos)**

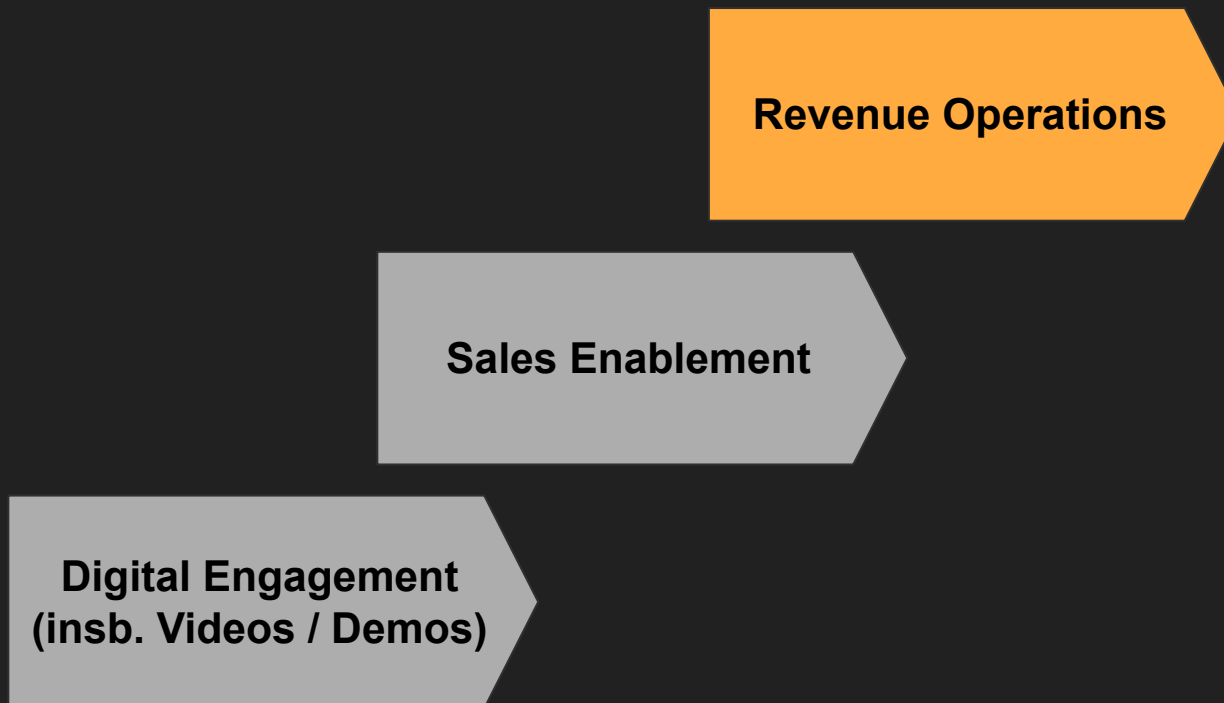
Trends im Bereich Sales Tech 2023
















Sales enablement (examples)

	Market leaders	EU players
Sales content / training	 HIGHSPOT HQ: Seattle, 2012	 allego HQ: Mass..., 2013
	 BRAINSHARK HQ: Mass., 1999	 Seismic HQ: San Diego., 2010
Conversation intelligence	 GONG HQ: SF, 2015	 Chorus by zoominfo HQ: SF, 2015
		 i2x HQ: Berlin, 2017

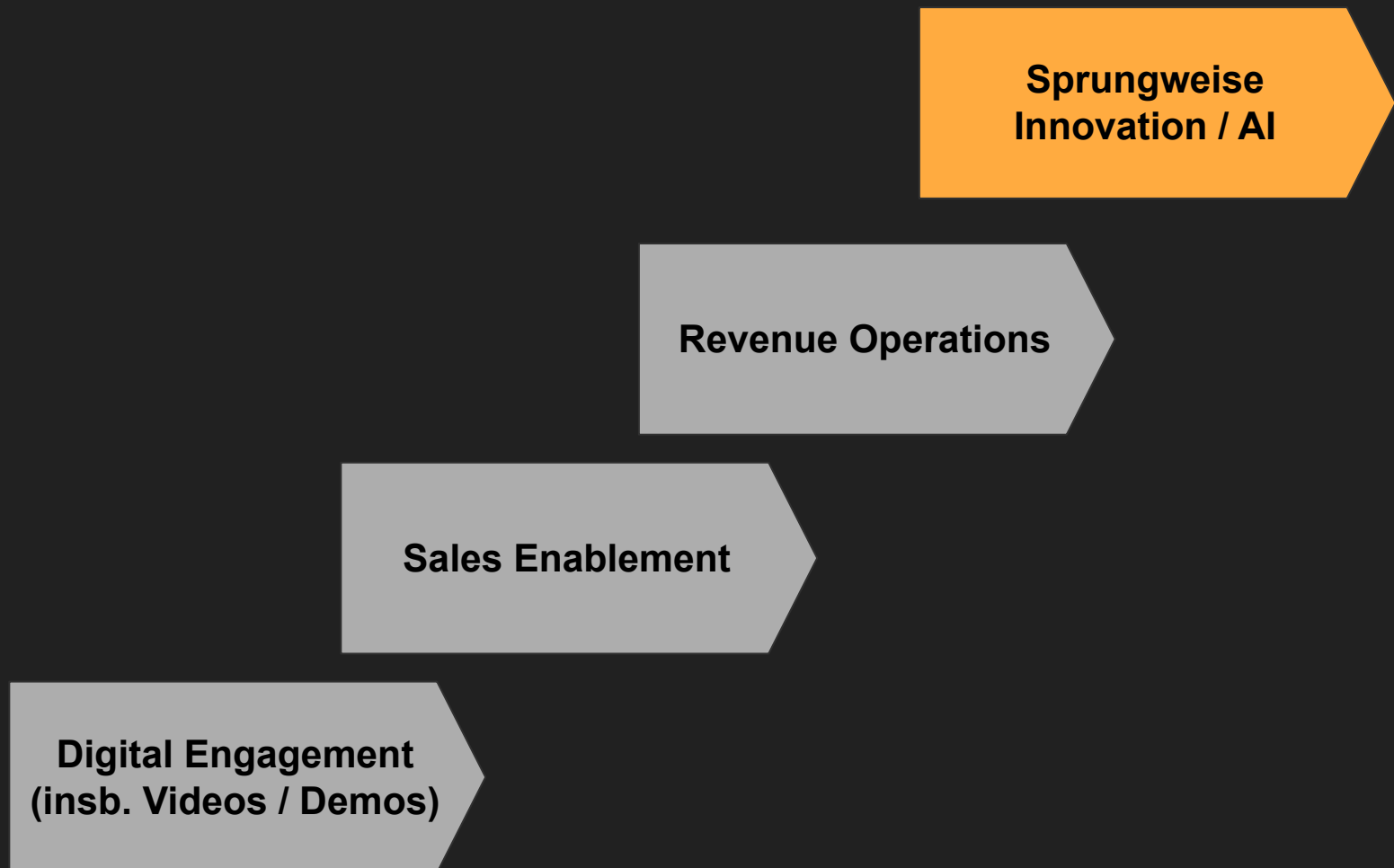
Trends im Bereich Sales Tech 2023



Revenue Operations Tools (examples)

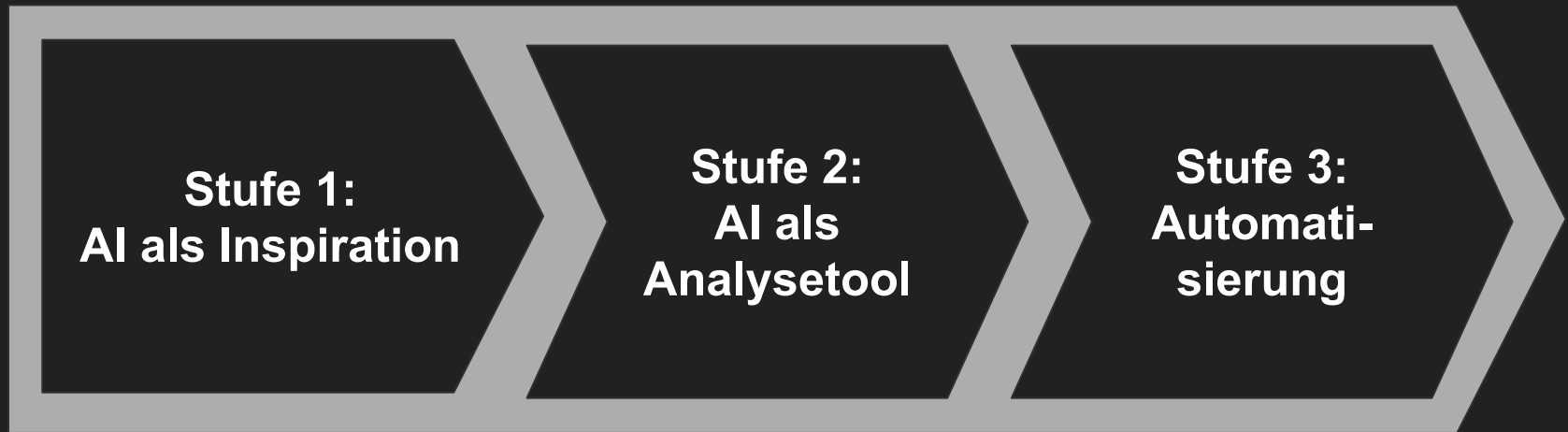
	Market leaders	EU players
Platform	 kluster  scaleMatters  go nimbly HQ: Austin, 2014 HQ: Maryland, 2018 HQ: SF, 2013	
Revenue planning / analytics	 JAXX HQ: SF, 2022  Sightfull. HQ: SF, 2020	 pyne HQ: Berlin, 2022  Growblocks HQ: Copenhagen, 2021
Data quality	 Nektar HQ: Singapore, 2020  setsail HQ: SF, 2018  COEFFICIENT HQ: SF, 2020	 smace HQ: Hamburg, 2023
Automations	 Rattle HQ: SF, 2020	 firmnav HQ: Copenhagen, 2021

Trends im Bereich Sales Tech 2023

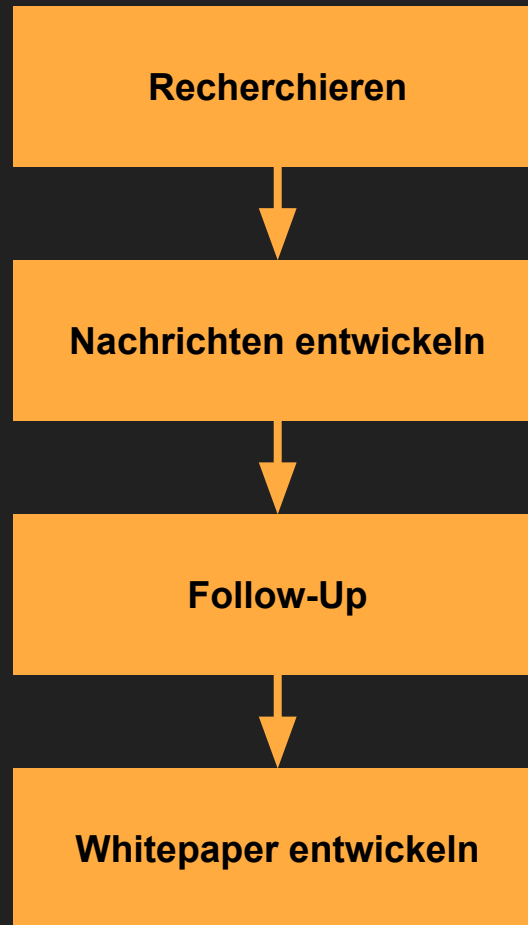




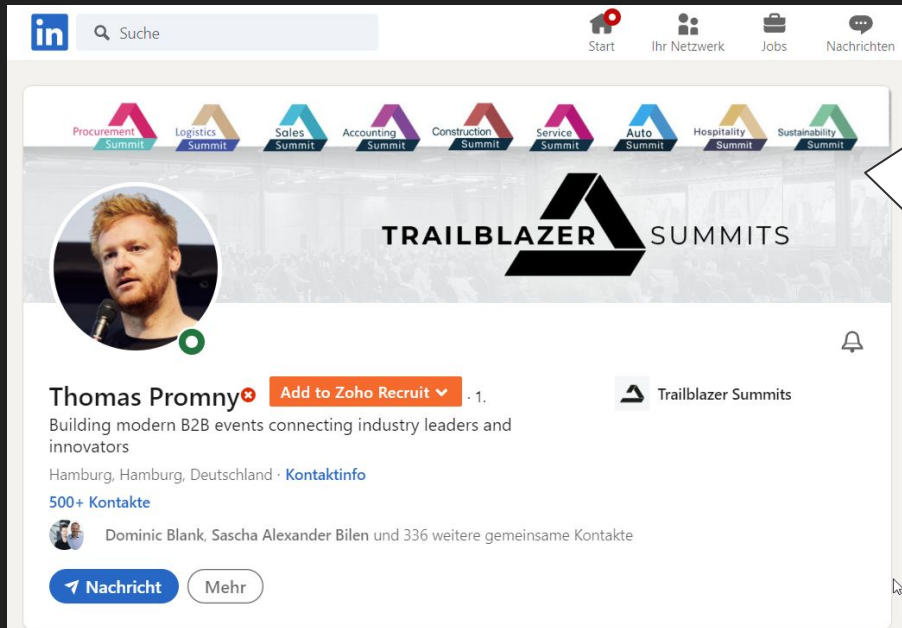
Drei Schritte zu 3x Vertriebsproduktivität (Sprungweise Innovation mit AI)



Inspiration: Vorgehen heute mit bestehenden Tools



Recherche mit Hilfe von ChatGPT



Verhalte Dich wie ein **Vertriebsmitarbeiter eines CRM Systems** und definiere **drei Ansatzpunkte**, wie Du **Thomas Promny ein CRM** verkaufen kannst.

Ergebnis: AI mit relevanten Vorschlägen



Verhalte Dich wie ein **Vertriebsmitarbeiter eines CRM Systems** und definiere **drei Ansatzpunkte**, wie Du **Thomas Promny ein CRM** verkaufen kannst.

Als Vertriebsmitarbeiter eines CRM Systems für die Event-Branche würde ich Thomas Promny folgende 3 spezifische Ansatzpunkte präsentieren:

1. **Effizienzsteigerung bei Event-Planung und -Durchführung:** Ein CRM System ermöglicht es Event-Planern, ihre Arbeitsprozesse zu vereinfachen und zu automatisieren. Thomas Promny könnte davon profitieren, [...]
2. **Kundenbindung für Aussteller:** Ein CRM System hilft Event-Planern, ihre Kunden besser zu verstehen und individueller zu betreuen. Thomas Promny könnte davon profitieren, [...]
3. **Wettbewerbsvorteil durch personalisierte Events:** Ein CRM System gibt Event-Planern einen Wettbewerbsvorteil, da sie schneller und effektiver auf Kundenbedürfnisse reagieren können. Thomas Promny könnte davon profitieren, [...]

Drei Schritte zu 3x Vertriebsproduktivität

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ANNUAL
REPORT
2022

<https://www.grenke.com/investor-relations/reports-and-presentations/>

Drei Schritte zu 3x Vertriebsproduktivität

What are the 3 key business priorities for Grenke in 2023?

As per page 7 of the PDF, Grenke plans to invest EUR 45 million to EUR 50 million in their digital infrastructure over the next three years. This investment will create the necessary technological basis to reach a new dimension of value-driven growth in the more than 30 countries where Grenke operates. Additionally, Grenke aims to combine standardization and automation with the best possible technologies for digitalization and transform them into growth, efficiency, and an increase in shareholder value. However, the PDF does not provide information on a third key business priority for Grenke in 2023.

Drei Schritte zu 3x Vertriebsproduktivität

What exactly do they hope to achieve with business priority 2?

As per page 7 of the PDF, Grenke aims to combine standardization and automation with the best possible technologies for digitalization and transform them into growth, efficiency, and an increase in shareholder value. By doing so, Grenke hopes to achieve profit growth that exceeds their new business growth in a sustainable manner. The investment in digital infrastructure will create a technological basis for Grenke to reach a new dimension of value-driven growth in the more than 30 countries where they operate. This will enable Grenke to provide top-notch leasing and factoring services to their valued clients while increasing efficiency and shareholder value.

**Target profit growth
YoY
> 39 %**

Autonomes

Auto-GPT

Key Takeaways aus Session

1

Revenue Operations als Treiber für Sales Tech

2

Konsolidierung Features und Systeme

3

Produktivitätssprung durch KI / AI

Unser Angebot: Download Tools und Folien



digital-business.net/tools2023/

Q&A



Contact data

digitalbusinessgroup

&

salespotentials

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**KEEP
CALM
AND
DO MORE
SALES!**