

# 4 key themes for sales success

Four key findings that serve as a roadmap for organizations looking to achieve sales success:

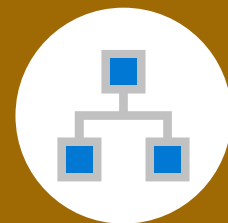
## Build and strengthen relationships with key prospects

More than 75% of those who achieve their revenue goals also say their organization has a strong alignment between sales and marketing.



## Engage with the whole buying committee

More than 80% of respondents who report being effective at building these relationships also report being effective at achieving sales goals.



## It's all about scale

Over 70% of respondents said being effective at implementing this scaling process translates into met revenue goals.



## Cross-platform is key

Nearly 80% of successful organizations say their current set of sales tool capabilities are key in enabling their sales team to achieve their revenue targets.



Sales always have room to generate more and effective sales and building on current relationships as well as establishing new ones.

-Sales Manager