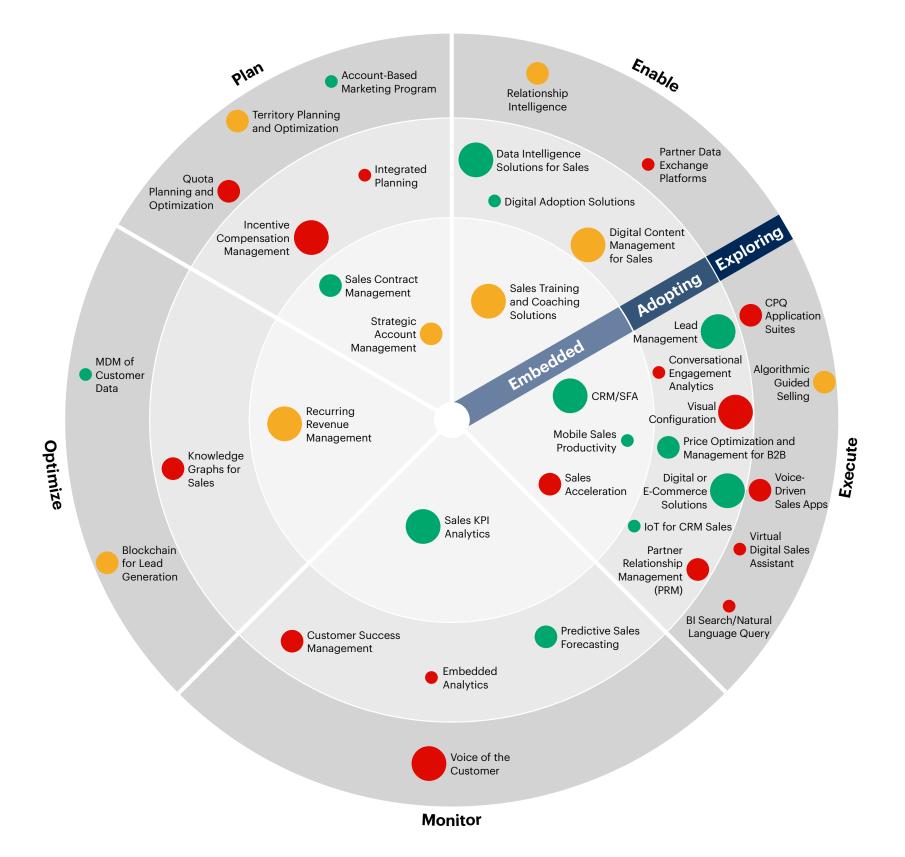# Gartner

Current and Emerging Technologies in Sales

Sales leaders from around the globe collaborated to benchmark plans for 37 established and emerging technologies.

Plan
- Account-Based Marketing Program
- Territory Planning and Optimization
- Integrated Planning
- Quota Planning and Optimization
- Incentive Compensation Management
- Sales Contract Management
- Strategic Account Management

Enable
- Relationship Intelligence
- Data Intelligence Solutions for Sales
- Partner Data Exchange Platforms
- Digital Adoption Solutions
- Digital Content Management for Sales
- Sales Training and Coaching Solutions

Exploring / Adopting / Embedded
- CPQ Application Suites
- Lead Management
- Conversational Engagement Analytics
- Algorithmic Guided Selling
- Visual Configuration
- CRM/SFA
- Mobile Sales Productivity
- Price Optimization and Management for B2B
- Sales Acceleration
- Digital or E-Commerce Solutions
- Voice-Driven Sales Apps
- IoT for CRM Sales
- Partner Relationship Management (PRM)
- Virtual Digital Sales Assistant
- BI Search/Natural Language Query

Execute

Optimize
- MDM of Customer Data
- Recurring Revenue Management
- Knowledge Graphs for Sales
- Blockchain for Lead Generation

Monitor
- Sales KPI Analytics
- Customer Success Management
- Predictive Sales Forecasting
- Embedded Analytics
- Voice of the Customer

Deployment Level

Deployment level is measured by the extent of deployment among organizations. Peripheral adoption may be the result of early-stage experimentation or companies scaling back use.

Embedded | Adopting | Exploring

Current ROI

Current ROI is the value that each technology provides current users.

Low · Medium · High

Future Importance

Future outlook is based on the projected level of importance to strategic and operational goals in the next two years.

Less · Same · More

n = 251
Source: 2019 Gartner for Sales Leaders Sales Technology Survey
Note: Items are scored relative to one another within each section.