

REPORT

State of Sales Productivity 2024

Exploring AI's early impact

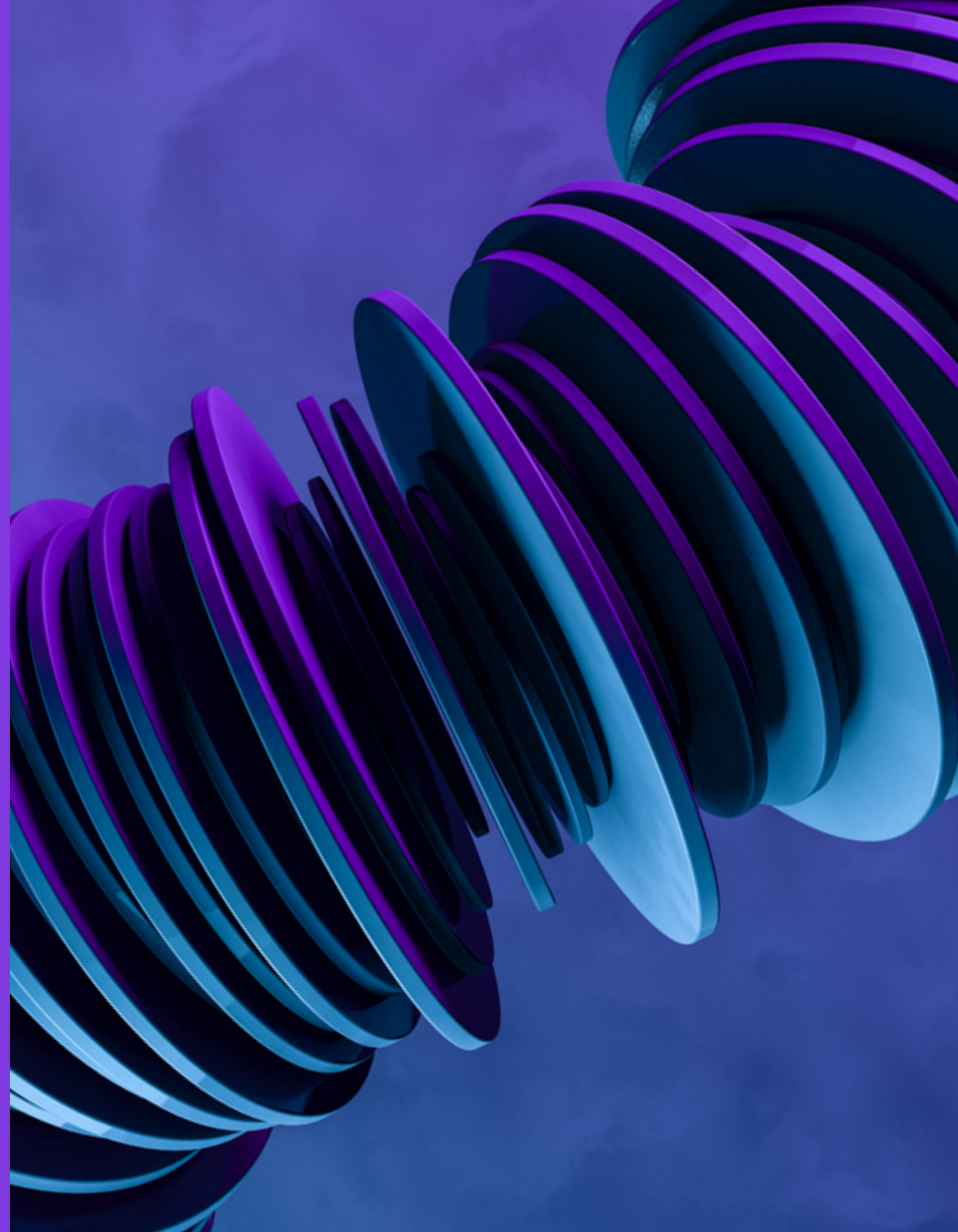


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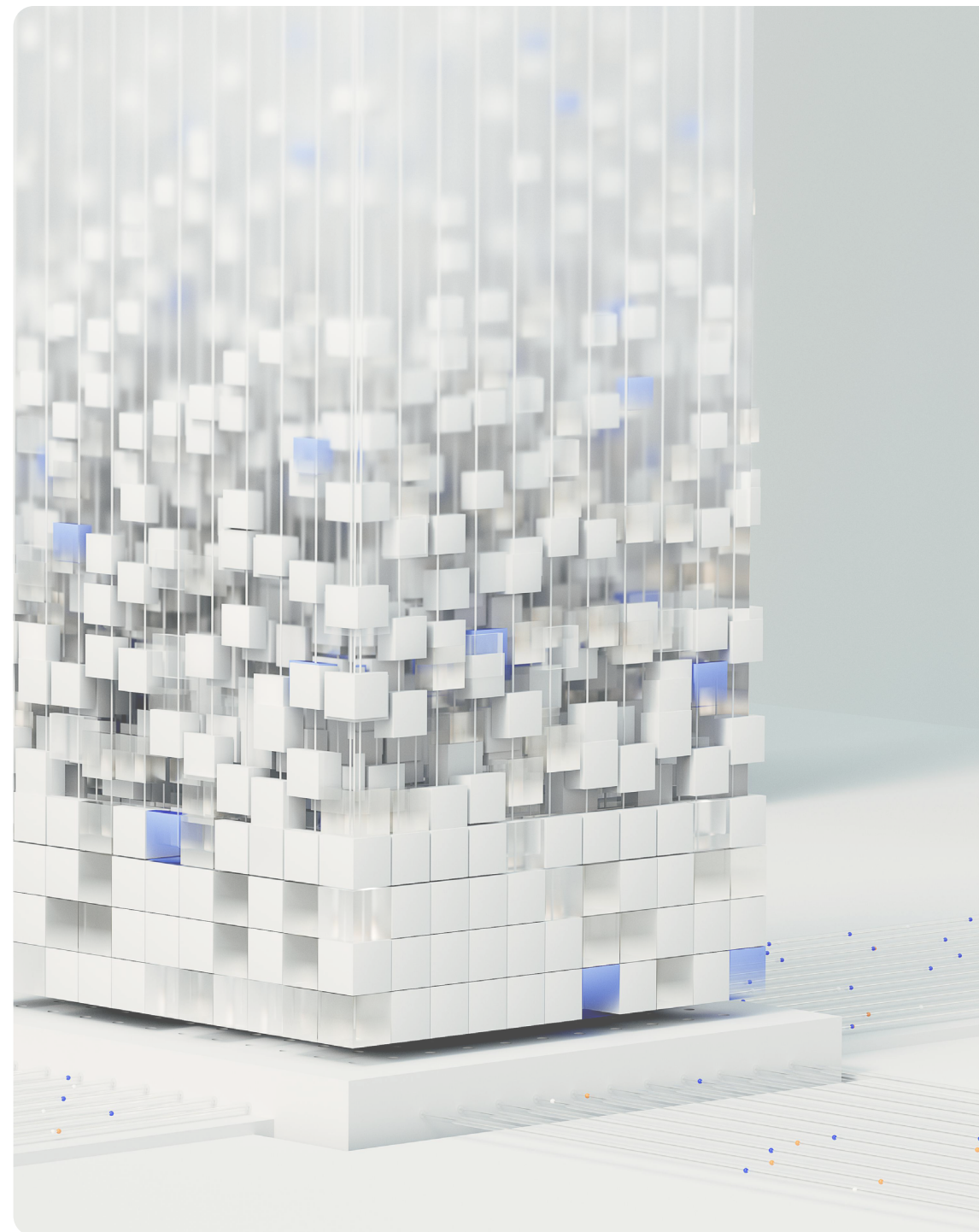
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Foreword

Few business concepts have remained as vital and unchanging as the pursuit of sales productivity. For leaders, it's not just a metric but the north star of revenue performance. In every industry and across all economic conditions, the need to maximize sales efficiency shapes strategies, influences decisions, and inspires innovation.

This report reveals the current state of seller productivity and the transformational role Artificial Intelligence (AI) is playing in shaping it. It serves as a guide for revenue teams that understand that the key to thriving in today's competitive landscape lies in their ability to continuously elevate their teams.

Whether you're a seasoned revenue leader looking to solidify your AI strategy or a seller looking to optimize the time you spend with buyers, we hope this report helps you transform your approach and, ultimately, your results.



Executive Summary

Earlier this year, revenue leaders identified increasing their team's productivity as a [top priority](#). With promises of immediate impact, most are turning to new technologies, including Artificial Intelligence (AI). In June 2024, Gong set out to uncover how sellers are actually using AI and where it's making the largest impact.

We collected the data featured in this report using an anonymous online survey of 257 global revenue professionals whose demographics are listed in the appendix.

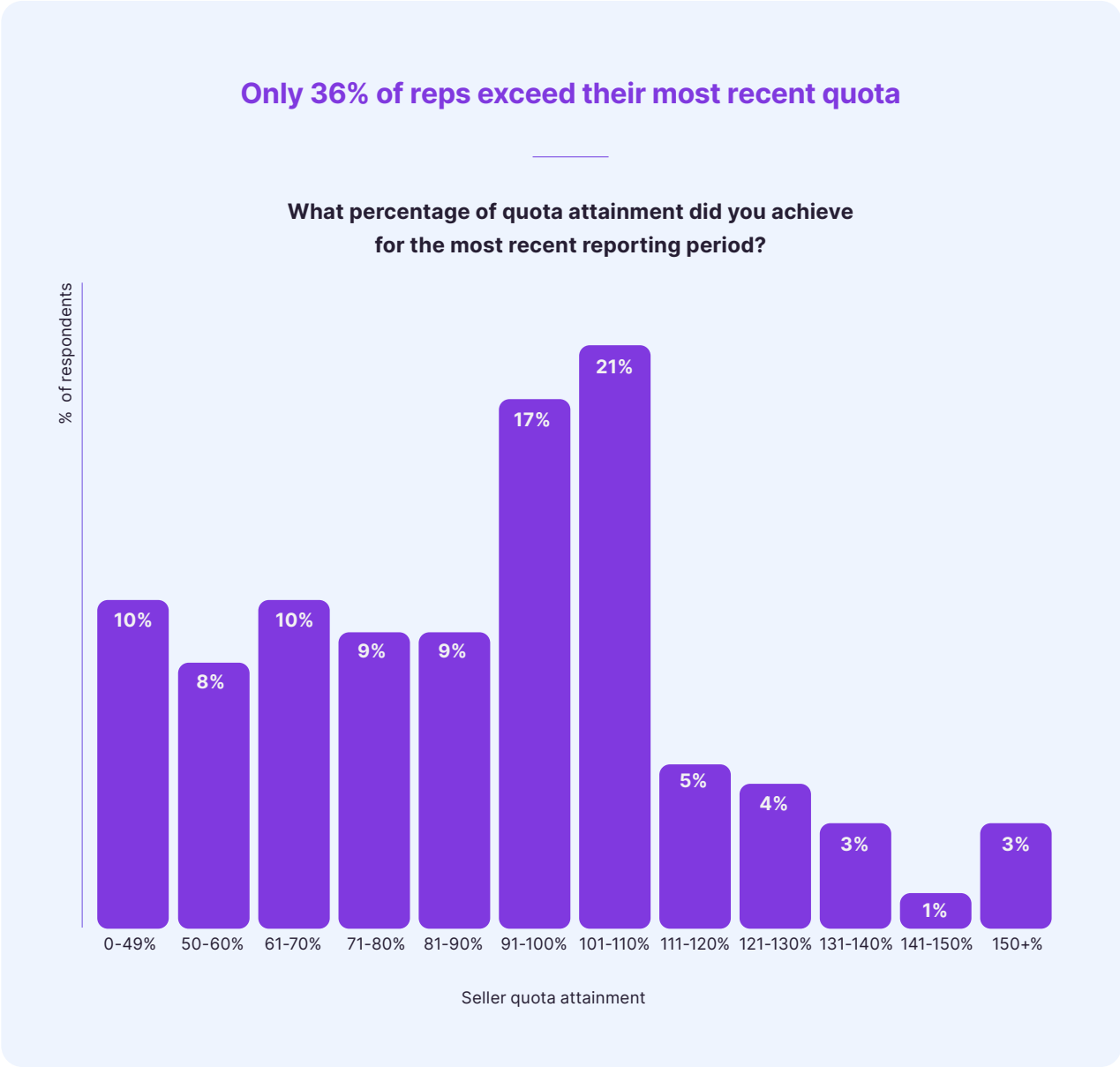
Insights uncovered in this research include:

- **Sales productivity is an evergreen priority:** As organizations navigate complex economic conditions and evolving customer expectations, seller productivity remains a key focus.
- **Sales reps are already using AI:** AI is rapidly becoming a key tool for sales reps, with 85% of respondents reporting usage within the past six months to increase their productivity.
- **AI yields mixed results:** While AI is saving sellers time, its impact on metrics like win rate and customer satisfaction varies by approach, use case, and tool.
- **To get the most out of AI, teams require guidelines and governance:** To fully realize AI's potential, teams need clear guidelines, strategic governance, and continued investment in training to ensure that AI is effectively integrated into existing workflows.

Sales productivity is an evergreen priority

The past few years have been challenging for sellers. Amid an [economic downturn](#) and [growing deal complexity](#), reps have struggled to achieve their quotas. In fact, 64% of respondents reported that they fell short of their most recent quota.

While deals have become increasingly difficult to close, organizations understand that their sellers continue to struggle with day-to-day productivity. In May of 2024, more than [100 revenue](#) leaders told us their number one initiative was to minimize the time their teams spend on non-revenue generating activities. Sellers’ top five challenges revealed through our survey.



Sellers’ top five challenges revealed through our survey highlight this gap, including:

Administrative Tasks

Spending excessive amounts of time on data entry, reporting, and other non-selling activities.

Inefficient Processes

Lacking streamlined processes and tools to automate routine tasks, costing them valuable time.

Time Management: Ineffectively prioritizing their day-to-day selling activities.

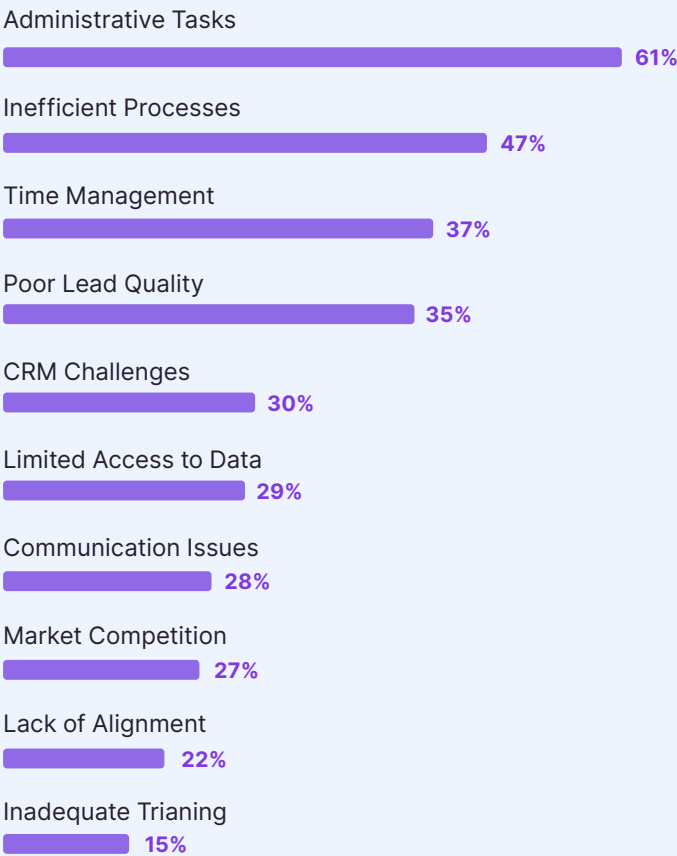
Poor Lead Quality

Wasting time on unqualified or low-potential leads.

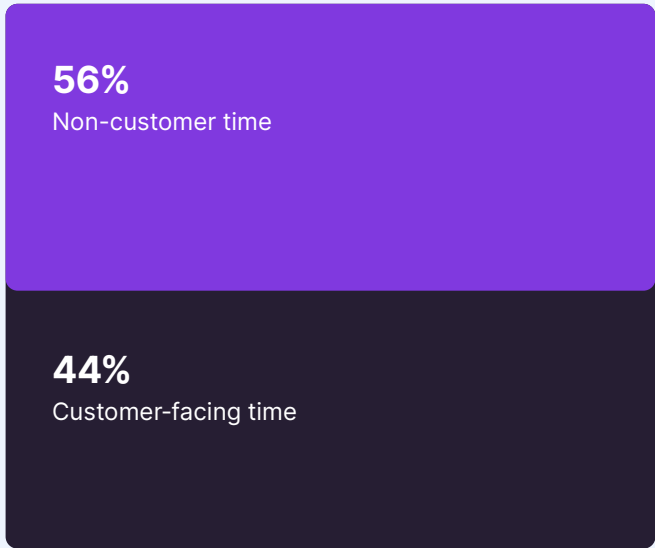
CRM Challenges: Managing and updating CRM is inefficient due to complexity or usability issues.

Seller’s top challenges are negatively impacting their productivity

What are the biggest challenges you face in your current role?



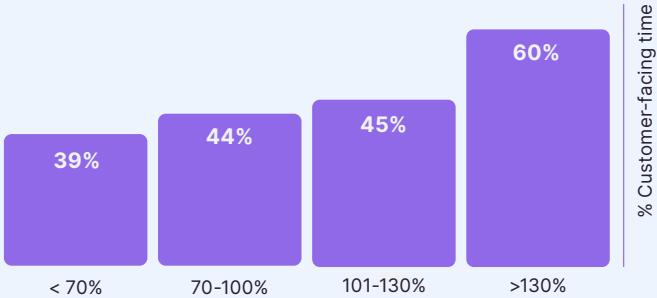
Sellers spend 44% of their time on customer activities



Sales reps report spending an average of 41.8 hours working during a 5-day week. Of this time, 44% is spent on customer-facing activities, directly or indirectly interacting with buyers and prospects.

Our data shows that the highest-performing reps are those who can overcome time-sinks to maximize their customer-facing time. In fact, there is a direct correlation between the percentage of time spent with buyers and a rep's quota attainment, with the top cohort (>130% of attainment) spending an average of 60% on customer-facing tasks.

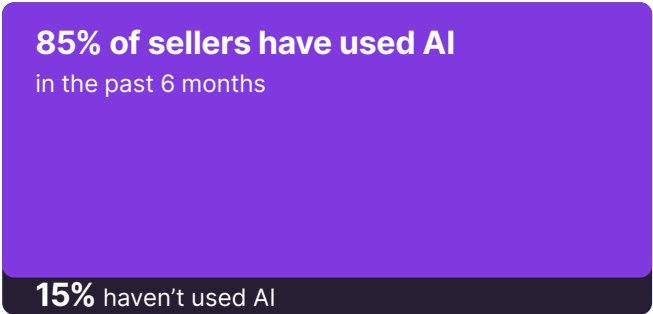
High-performing reps maximize their time spent with customers



In 2024 and beyond, revenue teams will be tasked with identifying incremental improvements across their processes and technologies to maximize their time spent closing deals.

Sales reps are already using AI

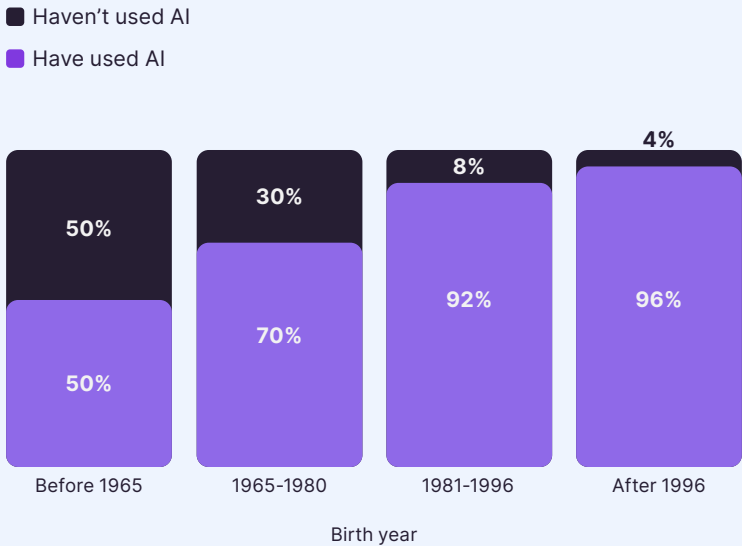
The era of AI ushers in an exciting development in sales productivity as sellers are more eager than ever to transform their day-to-day operations with technology. In fact, 85% of respondents told us they have used AI in the past 6 months to complete their work.



These adoption rates look very different based on demographic and firmographic variables. For example, age and operating industry are good predictors of the likelihood that teams are leveraging AI with customers.

Reps selling technology and software have a comparatively higher adoption rate of 90% versus 75% across other industries. Sellers born after 1981 report 88% higher AI adoption than their baby-boomer counterparts.

Younger sellers report higher AI adoption



As reps gain access to new tools, they're exploring use cases to [inform, guide, and optimize](#) their workflows.

Generative AI use cases are the most popular across sales teams. They use technology to identify the next steps and action items discussed during sales calls, automate content creation like emails and sales presentations, and automate note-taking during buyer interactions.

Most popular AI use cases utilized for sellers



464%+
the number of sales
emails composed with
generative AI
since February 2023



While these use cases are most widely adopted by reps to save themselves time, not all technologies and applications provide the same return on investment. The next section of this report explores what top sellers are doing to get the most out of AI.

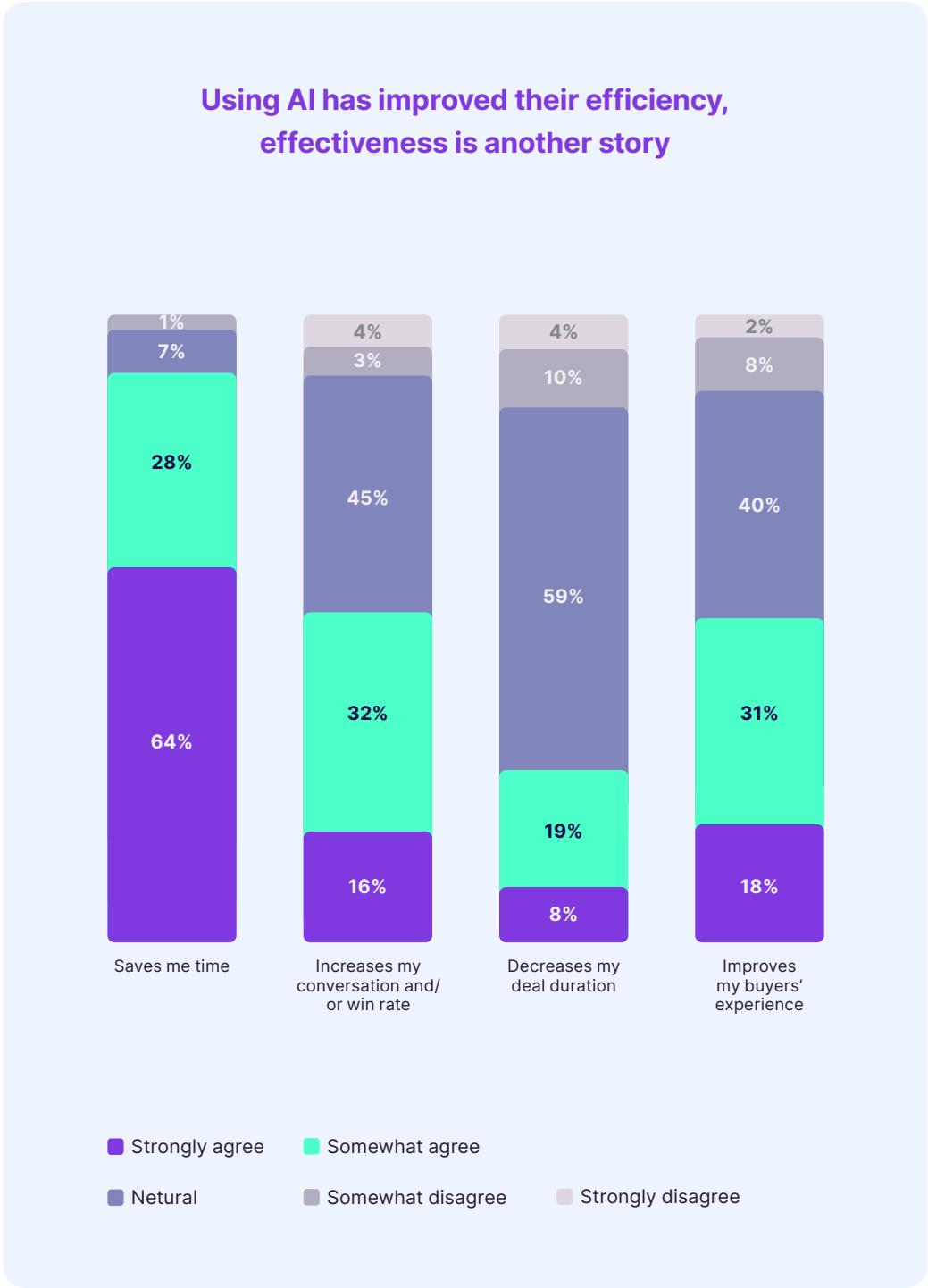
AI yields mixed results

Early adopters of AI are already realizing increased efficiency. By automating mundane and time-consuming tasks like note-taking and summarizing sales calls, 92% of respondents agree that using AI saves them time.

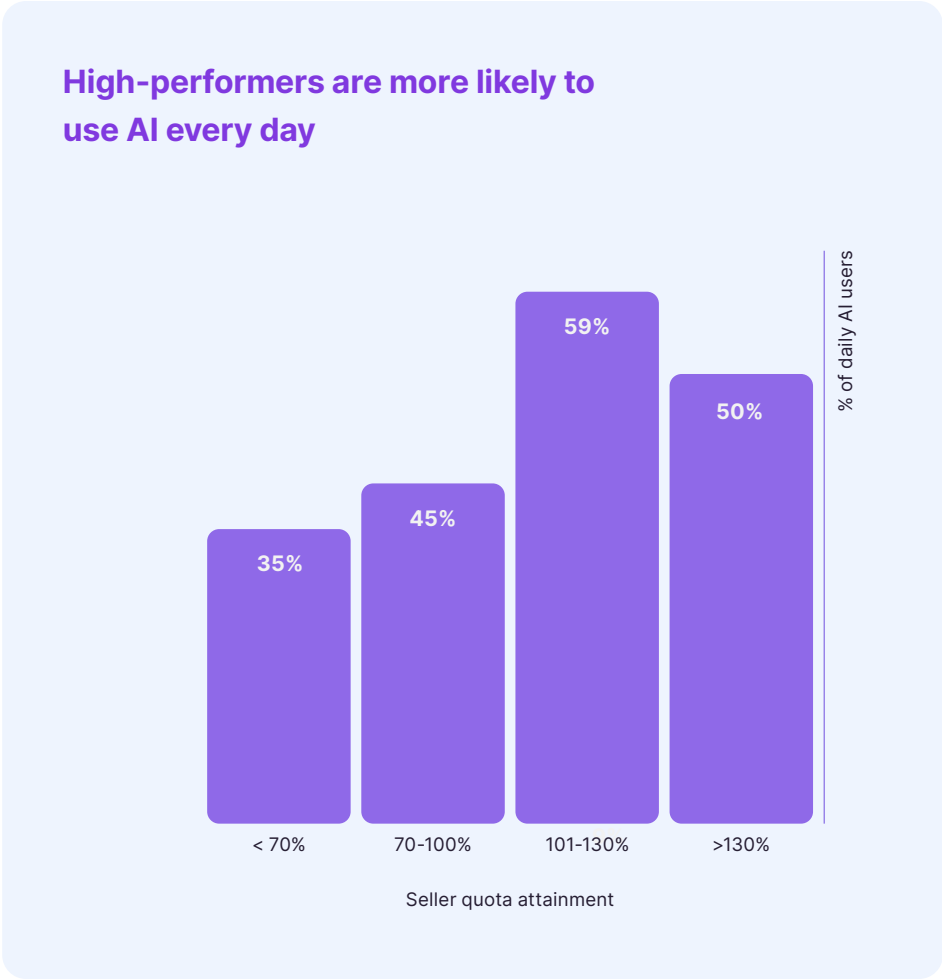
However, when considering other metrics like win rate, deal duration, and customer satisfaction, many sales professionals are less certain of AI's impact on their success.

92%

of sellers say
"AI has improved their efficiency,
effectiveness is another story."



Data from our study shows that AI-enabled sellers aren't just saving time but are actually more likely to meet and exceed their quota. When asked how frequently they leverage AI at work, reps who were at or above 100% quota attainment were significantly more likely to report daily usage.



So why the mixed results?

All AI solutions are not created equal, and neither are their use cases. Earlier, we saw the most widely adopted use cases across revenue teams. However, a few outliers, like automating data entry, appear to yield better results.

While perhaps a less exciting application of AI on the surface, automating data entry establishes a critical foundation for every workflow. By capturing customer interactions and updating systems of record with AI, organizations can not only save time, but ensure they're prioritizing and working deals with a comprehensive, accurate, and timely view of their opportunities.

Data from our study shows that high-performing sellers are nearly twice as likely to use AI for automating data entry.

Top performers are 2x more likely to use AI to automate data entry

To get the most out of AI, teams require guidelines and governance

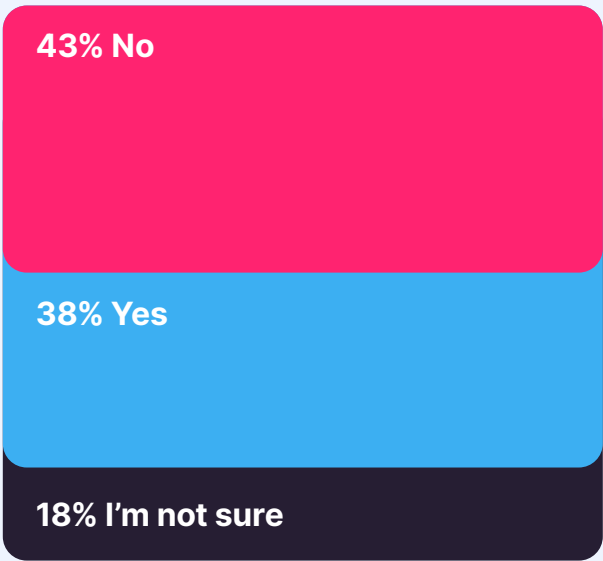
The results of our study surface a clear call to action for revenue leaders: now is the time to solidify and communicate your AI strategy and roadmap.

Our study revealed reps are hungry for more AI support from their organization. 32% of sellers asked for more AI training and development, 27% would like their organization to increase their investment in AI, and 16% would like their current AI capabilities to integrate natively into their existing workflows.

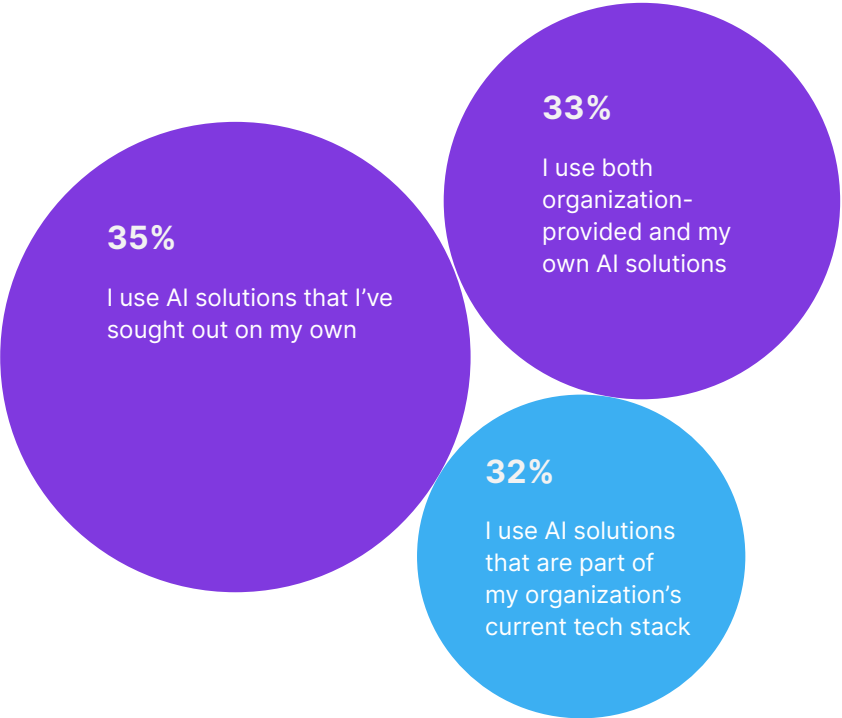
Only 38% of respondents told us their organization has formally communicated AI policies and guidelines. This means the remaining two-thirds of sellers are left to their own devices, introducing serious risk and complexity as they implement AI.

Only 38% of organizations have formally communicated their AI governance policy

“Has your company formally communicated governance policies or guidelines on the use of AI?”



68% of sellers use AI solutions not provided by their organization

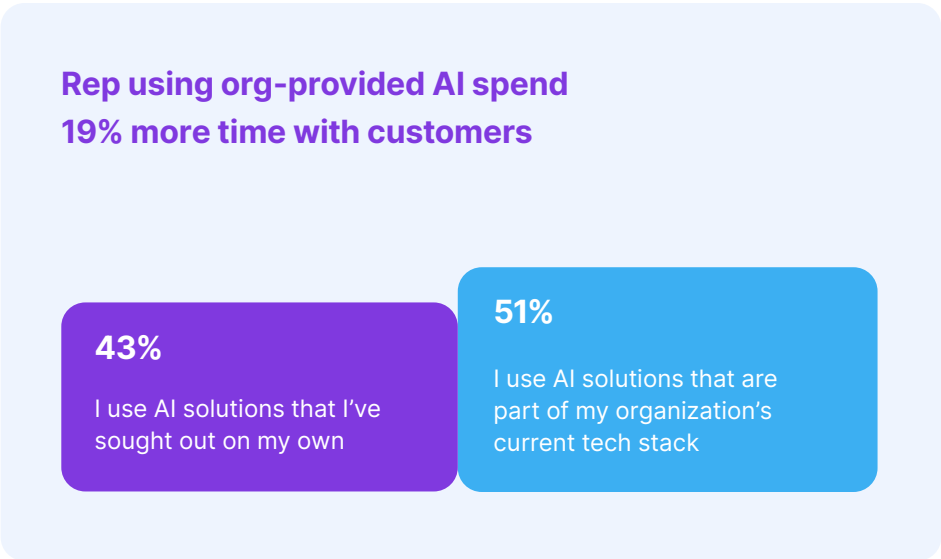


Because many organizations have yet to address AI, sellers are seeking out their own solutions. “Bring Your Own AI” or using solutions that aren’t part of your company’s provided tech stack is a reality for 68% of today’s reps, with 35% reporting they use only solutions they’ve sought out on their own, and 33% reporting they use a combination of org-sanctioned and their own tools.

To plan and implement their AI strategies, leaders should conduct an audit across their team, understanding the tools, use cases, and results that each seller is realizing from AI.

Through this exercise, organizations can identify gaps in the their current tech stack and assess areas for further investment and enablement across their team. For example, if 60% of their team is finding value in conducting account and buyer research via BYOAI, chances are it’s an area that warrants a further assessment.


Beyond informing an organization’s AI roadmap, org-provided solutions prove to have a larger business impact. When compared to BYOAI, reps using solutions provided by their organization spend 19% more time on customer facing activities, approximately 2 hours per week.



Looking ahead

While early adopters are already reaping the benefits of AI, the insights revealed in this report underscore the importance of strategic implementation and governance to maximize its impact. As AI continues to evolve, revenue leaders must prioritize clear communication, investment, and training to ensure their teams are equipped to fully leverage this technology for sustained success.

Whether you're just getting started, or are looking to refine your AI strategy to maximize productivity, we've put together a comprehensive playbook to help.



PLAYBOOK

AI for sales: Transforming hype into business growth

GONG

In “AI for sales: Transforming hype into business growth” you’ll learn how to:

- Use AI to achieve your revenue goals
- Identify the types of AI and how to use them in your day-to-day
- Apply AI to your workflows to create meaningful change

[Get your copy of the playbook](#)

Appendix: Survey respondent demographics

By role

Account Executive	36%
Account Manager	23%
Sales/Business Development Rep	16%
Customer Success Manager	10%
Sales Engineer/Specialist/Overlay	7%
Sales Management	5%
Other	3%

By Industry

Technology, software, and services	65%
Business/Professional services	7%
Finacial services	5%
Media	4%
Advanced manufacturing	3%
Healthcare	6%
Staffing	2%
Telecom	3%
Other	5%

By geography

North America	65%
EMEA	30%
APAC	5%

By number of employees

Less than 100	25%
101 to 500	33%
501 to 1000	13%
More than 1000	29%

