

16 Smart Inside Sales Trends in 2016

1 By 2020 There Will Be over 6 Million Inside and Field Salespeople in the US

the majority will be inside salespeople.

Current ratio:



2 An Estimated 1 Million Salespeople Will Be Replaced by Virtual Armies by 2020

As mobile and web-based applications change the way buyers research products, many B2B salespeople are at risk of losing their jobs to automated bots.



3 Talent Growth Will Be Exponential, Not Linear



Average sales employee tenure has dropped from 5 to 7 years, to 2 to 3.

Think: what will the job description look like in the next 3 months? What about the next 3 years?

4 True Authority Will Be Defined by Merit

There is a huge shortage of leaders who know how to inspire, manage and lead in a fast-changing global environment.



5 100 Million People in the Over-50 Market Means A Longevity Boom

40%

of the massive Boomer workforce is planning to retire.

At 78 million strong, they are not going to disappear quietly.

80%

of the US aggregate net worth is controlled by Boomers.

Companies that can help them live the way they want to live, even as they age, will reap benefits.

6 Millennial Managers Will Grow Up

Millennials are next in line to lead, and they are ready. They don't want to be in a leadership position for the power; instead, they choose to "empower others to succeed."



7 Gen Z is primed to become the youth influencers of tomorrow



8 Productivity Will Depend on a Cross-Gen Cohort



We're now building tribes with similar passions. This will create a landscape of productivity and collaboration instead that works far better than the old atmosphere of skirmishes across the generational divide.

9 Sales and Marketing Still Can't Avoid the No-Po's

People with no power and no potential hit every white paper and webinar on the site, so lead-scoring market them as serious prospects and potential to buy.

In 2016, with competition so fierce, we need to raise our No-Po awareness more than ever.



10 Distance is Officially Dead

Everyone's working remotely. Salespeople are already attending sales meetings and sales kick-offs via conference phone and Skype.



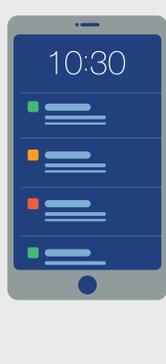
11 The Gig Economy Rules

Seems like everyone has a side-gig these days, whether it's as an Uber or Lyft driver, an Airbnb host or a TaskRabbit.

By 2020, 40% of Americans will be part of the Gig Economy.



12 Stealing Micro-moments While Multitasking

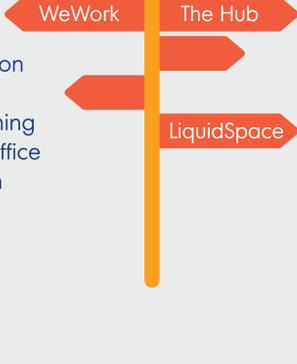


Short attention span buyers shop in spare moments, search while on the go, and buy on a break by picking up their mobile phone.

Salespeople will need to take advantage of these multitaskers – seize the moment to sell!

13 Workspaces Are Popping up Everywhere

As collaboration technologies, generational preferences, globalization and employee desire for work-life balance increase, the office is becoming more decentralized. The amount of office space per employee is shrinking from 400 square feet to 150 square feet.

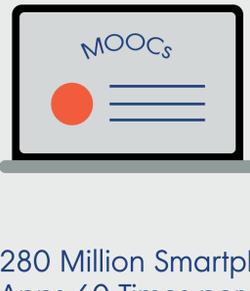


14 From Work-Life Balance to Work-Life Integration

The 40-hour workweek is a thing of the past because we bring our work lives home and our personal lives to work.



15 The self-paced eLearning market is expected to reach \$49.9 billion this year



The online corporate training market is expected to grow by 13% this year.

16 280 Million Smartphone Users Launch Apps 60 Times per Day

At this point, any business that fails to take advantage of the mobile landscape is truly doing itself a disservice.

