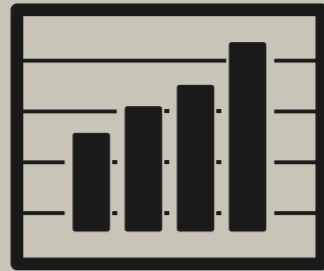


**60%**

decrease in the number of salespeople over the next ten years.

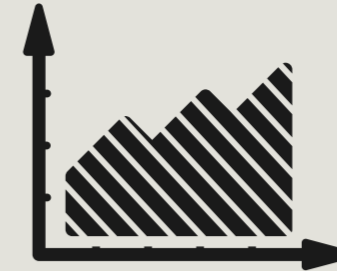
source: MarketingProfs



**32%**

annual revenue growth for companies with highly aligned sales & marketing functions

source: LeadManagement.com



**60%**

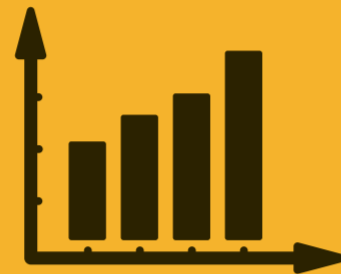
of the buying decision is completed before a salesperson is allowed to meet the buyer

source: FastCompany.com

**24%**

faster 3-year revenue growth in companies with highly aligned sales & marketing teams

source: LeadManagement.com



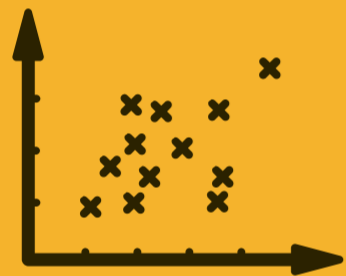
**VanillaSoft**  
the power of simplicity™

**2014 Trends in B2B Sales**

**90%**

of business buyers say when they're ready to buy, they'll find you.

source: SalesStaff



**78%**

Of salespeople using social media outsell their peers

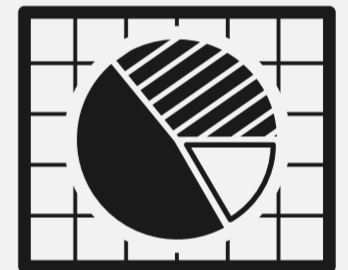
source: Forbes.com



**80%**

of a sales rep's day is spent on non-revenue generating activities.

source: SalesStaff



**70%**

of mishandled leads will buy from your competitor within 24 months.

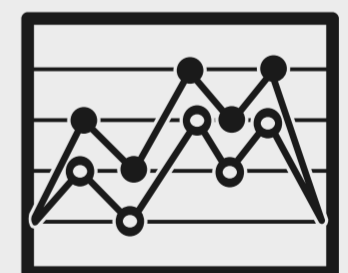
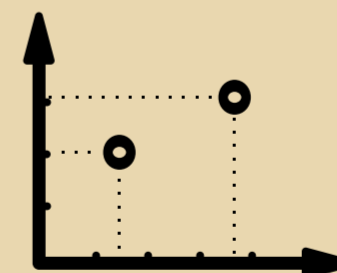
source: Pardot



**27%**

faster 3-year profit growth in companies with highly aligned sales & marketing teams

source: LeadManagement.com



**30 - 100%**

improvement in sales productivity with VanillaSoft for inside sales teams.

**alignment**

of sales and marketing goals with VanillaSoft lead management software and reporting.

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**Start Your**

**FREE Trial**