bounti

Data Report

The State of Prospecting 2024 Survey

Executive Summary

We kicked off 2024 with a survey of 800 Business Development Representatives (BDRs) and Account Executives that unveiled critical insights into the intersection of artificial intelligence (AI) and sales processes.

It reveals a strong inclination among sales professionals towards adopting AI to enhance efficiency, personalize outreach, and streamline prospecting tasks. These findings underscore a pivotal shift in the sales landscape.

Sellers recognize the ever-pressing challenges of meeting sales quotas and managing time effectively as being tough to navigate. Our findings show they are open to help and ready to move on from processes that are becoming antiquated by the day.
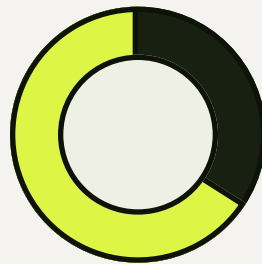
We believe that we can help.

Key Findings:

Over half of our respondents don't feel motivated in their current working environment- they say it makes them feel <u>frustrated</u> or <u>stressed</u>.
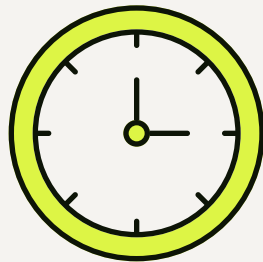
Respondents believe that anywhere from **1–10 hours of work per week** could be saved by eliminating the work of creating compelling custom tailored emails for prospects.

⅔ are very eager or would like to explore the tools of AI and are eager to adopt AI driven tools into their prospecting and outreach processes

Which of these best describes your role?

Role Descriptions

	0	200	400	600	800

SDR / BDR — 52.75%
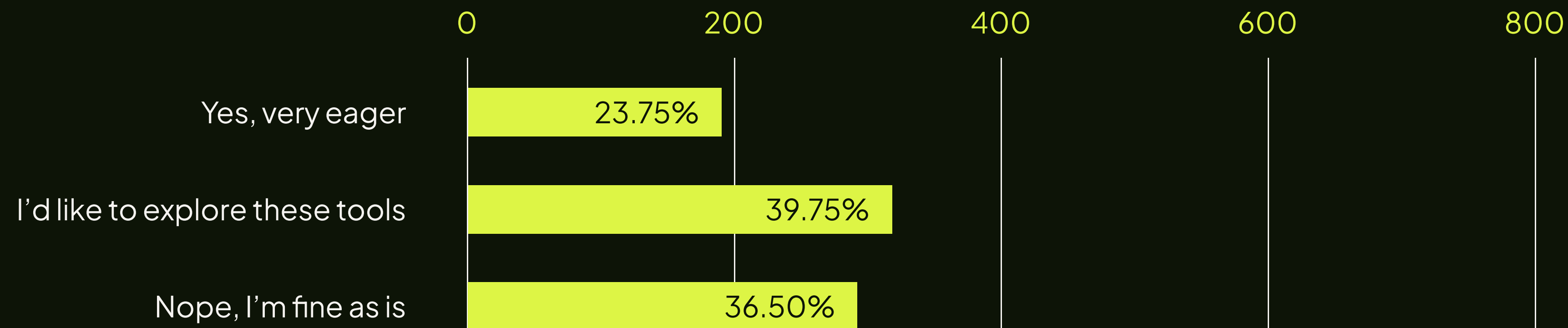
Account Executive — 47.25%
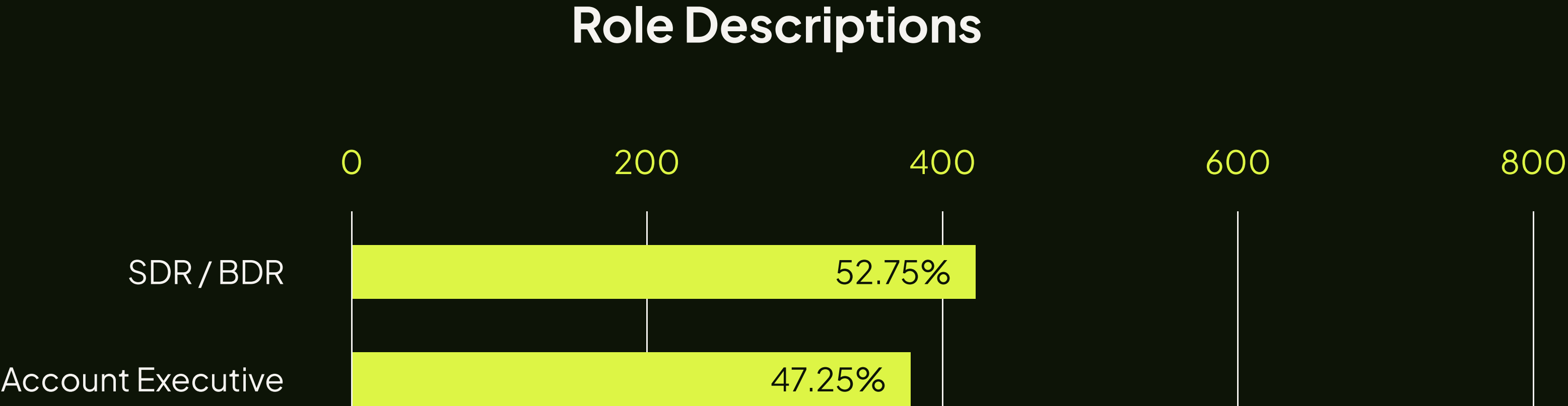
Do you believe that AI can significantly reduce the stress and workload in your sales role?

Sellers seem to be viewing the rise of AI as a potential huge burden off their shoulders. Using technology as a teammate is proving to be the key to hitting quota and keeping up the quality of custom emails.

|	0	200	400	600	800
Yes, a lot	25.12%				
Yes, somewhat		41.00%			
No	33.88%				
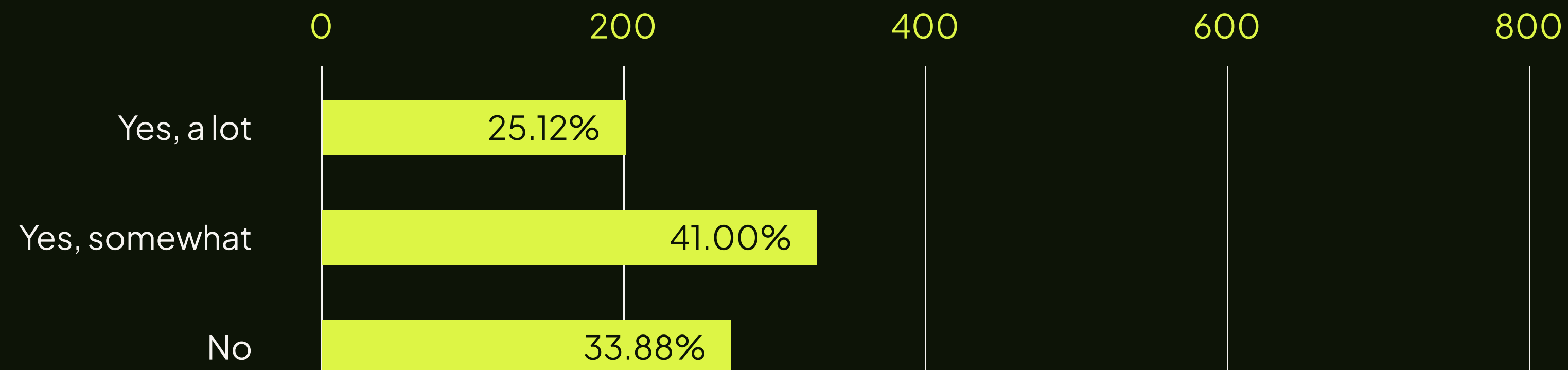
Are you eager to adopt AI-driven tools to improve your efficiency in prospecting and outreach?

There are several ways sellers indicate AI and automation could be of use to them. About half of sellers indicate that follow up and engagement tracking would be of most use to their process. Additionally, about half indicate that reporting, data entry and performance analytics would be helpful. Think of all the time saved!

Yes, very eager	23.75%
I'd like to explore these tools	39.75%
Nope, I'm fine as is	36.50%

Scale: 0, 200, 400, 600, 800

What specific tasks in your role do you think would benefit most from AI and automation? Choose all that apply.
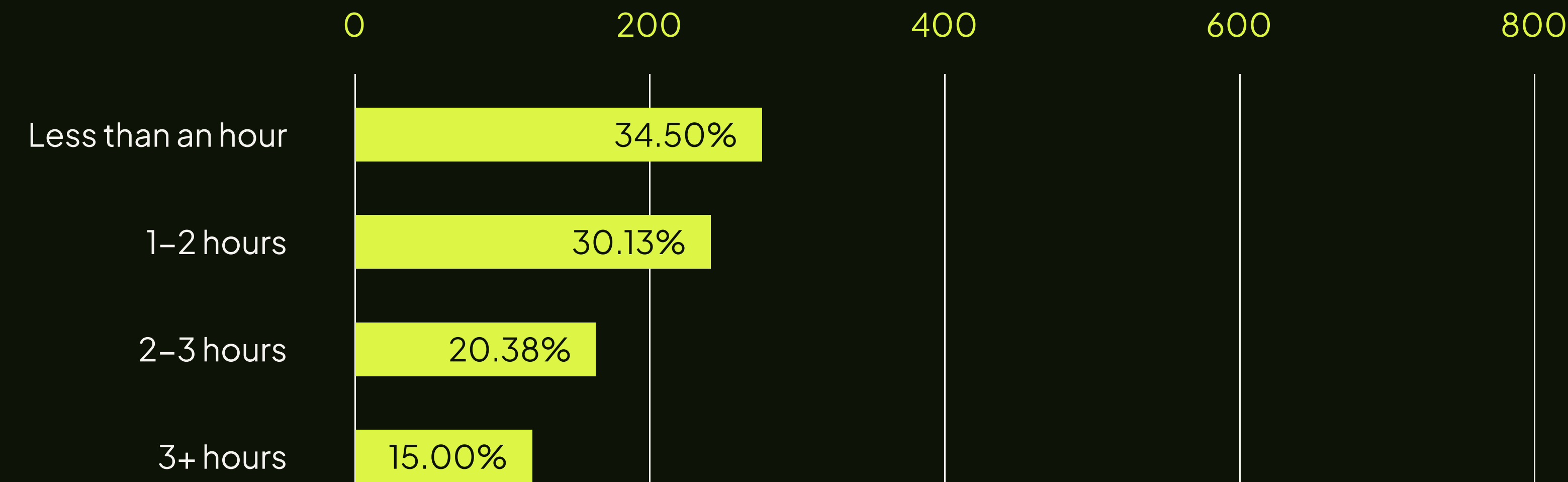
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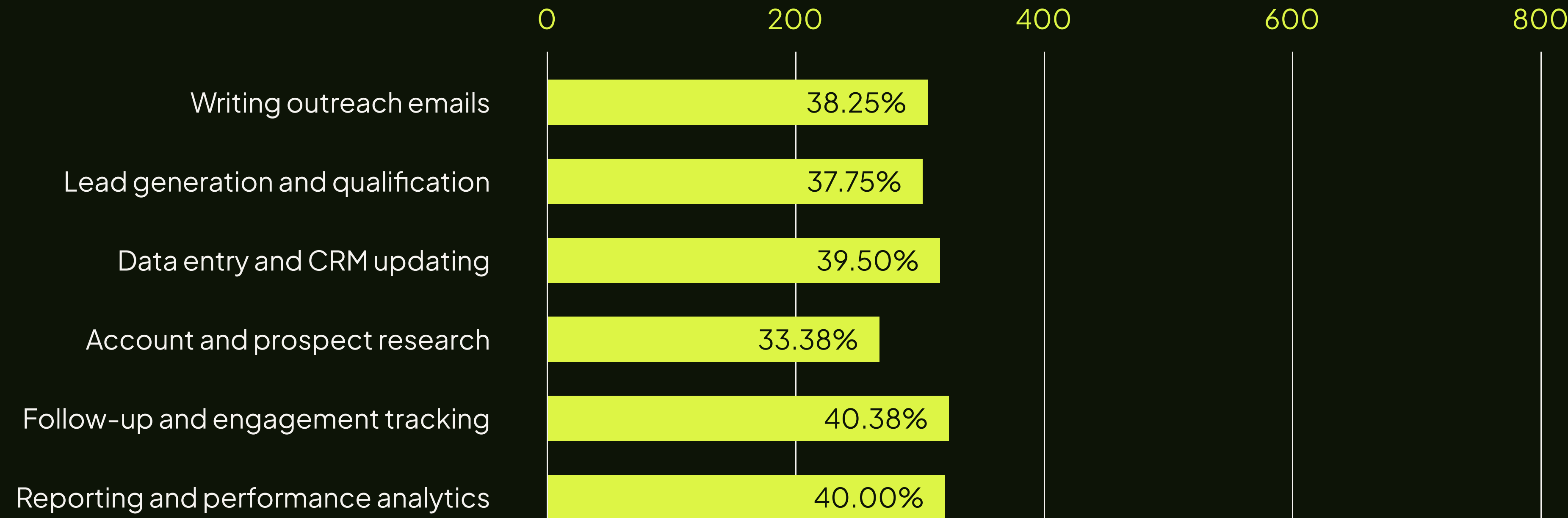
Percent (Respondents) is calculated by dividing each answer count by the total unique respondents. Percent (Answers) is calculated by dividing each answer count by the total counts collected.

On average, how much time do you spend researching every new prospect?

More specifically, per prospect, we are seeing that sellers are indeed doing their due diligence. We are looking at a minimum of 52 hours per year spent on research– time that could be spent selling!

|	0	200	400	600	800
Less than an hour	34.50%				
1–2 hours	30.13%				
2–3 hours	20.38%				
3+ hours	15.00%				

Would it improve your work if you could easily personalize your outreach more?

Salespeople have a tough job. Day in and day out they have to develop some sort of strategy to narrow the width of the void they're shooting emails into. Many salespeople feel this process is less uncertain when a bit of care and creativity is put into crafting a custom email.

	0	200	400	600	800
Yes, a lot		36.13%			
Yes, a little		38.88%			
Not really	25.00%				
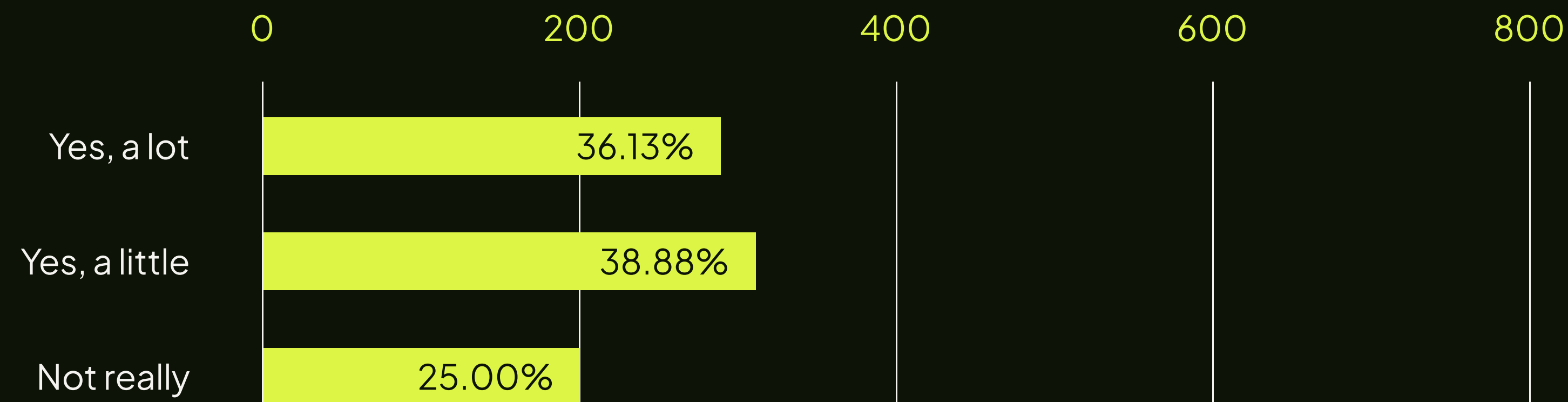
Are sales quotas and targets a source of major stress for you?

Our respondents' answer indicates to us the stress levels are high. This stress seems to be tied up in what's considered a pretty core part of the seller's job: hitting quota.

Category	Value
Yes	29.75%
They're a source of stress, but not major stres	42.75%
No	27.50%
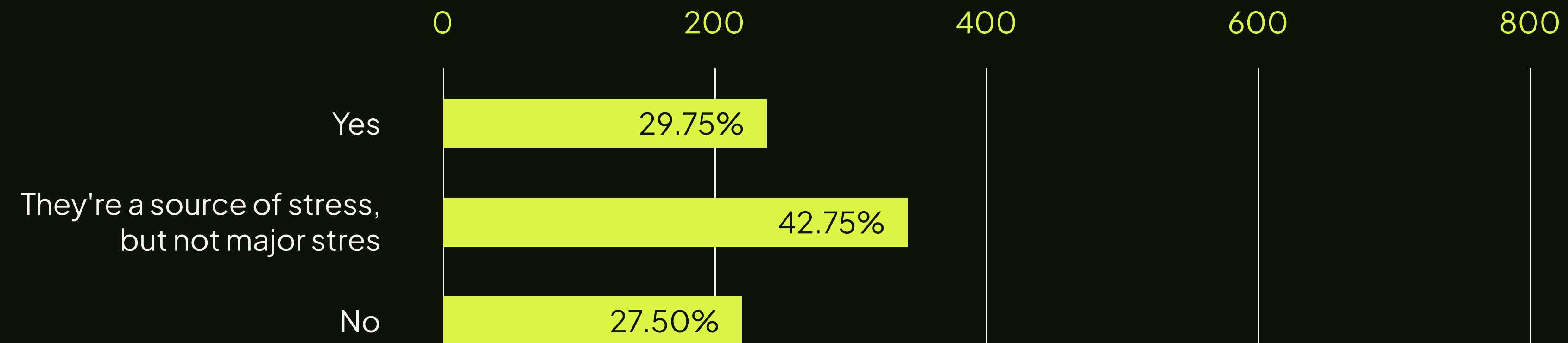
Per week, how much time do you estimate you could save by eliminating the work of creating compelling custom tailored emails for prospects?

About half of sellers spend 5 hours or less on creating custom emails, while over a third report spending as much as over 10 hours per week on crafting, knowing how the extra personalization can go far.

1 to 5 hours

36.88%

Less than an hour

26.63%

5–10 hours

20.50%

More than 10 hours
16.00%

How important is having access to data-driven insights for upselling, new business opportunities, and churn prediction in your role?

Sales people need to feel armed with a host of data and resources to know that they are doing their best in refining research and navigating through the process of outbounding.

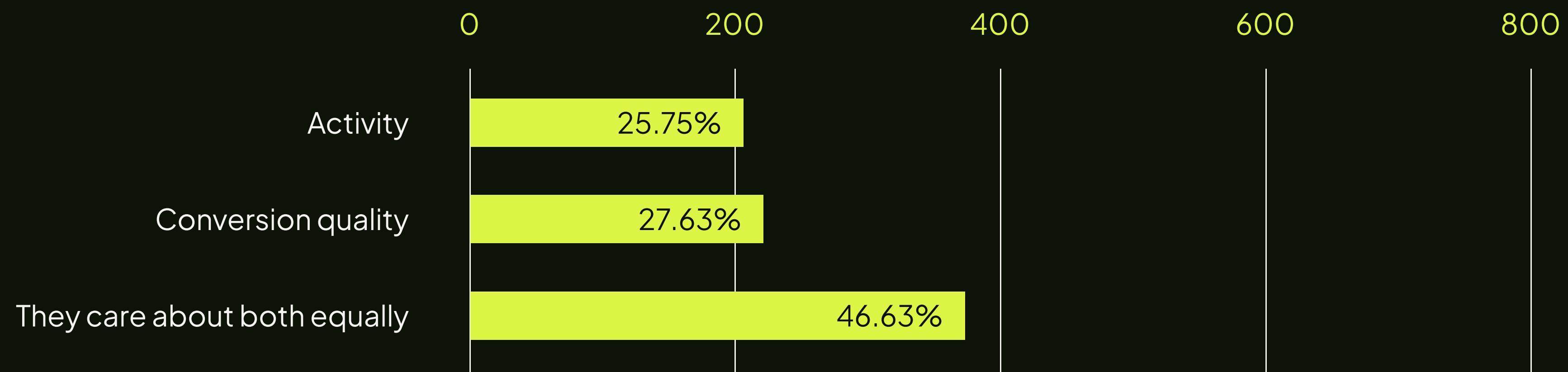|	0	200	400	600	800
Very important		37.50%			
Quite important		35.00%			
Not very important		27.50%			
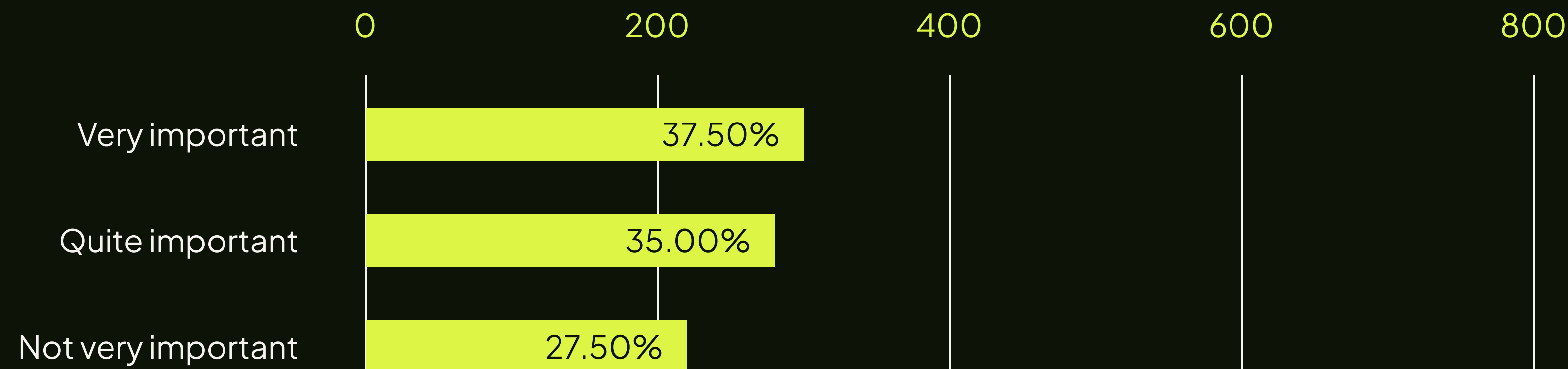
How often do you find yourself engaged in tasks that you believe could be automated or simplified through technology?

Considering all the developments in technology over the past couple of years, there may indeed be a way to alleviate the pains felt by salespeople as they navigate the fine balance between personalization and obligations to hit quota.
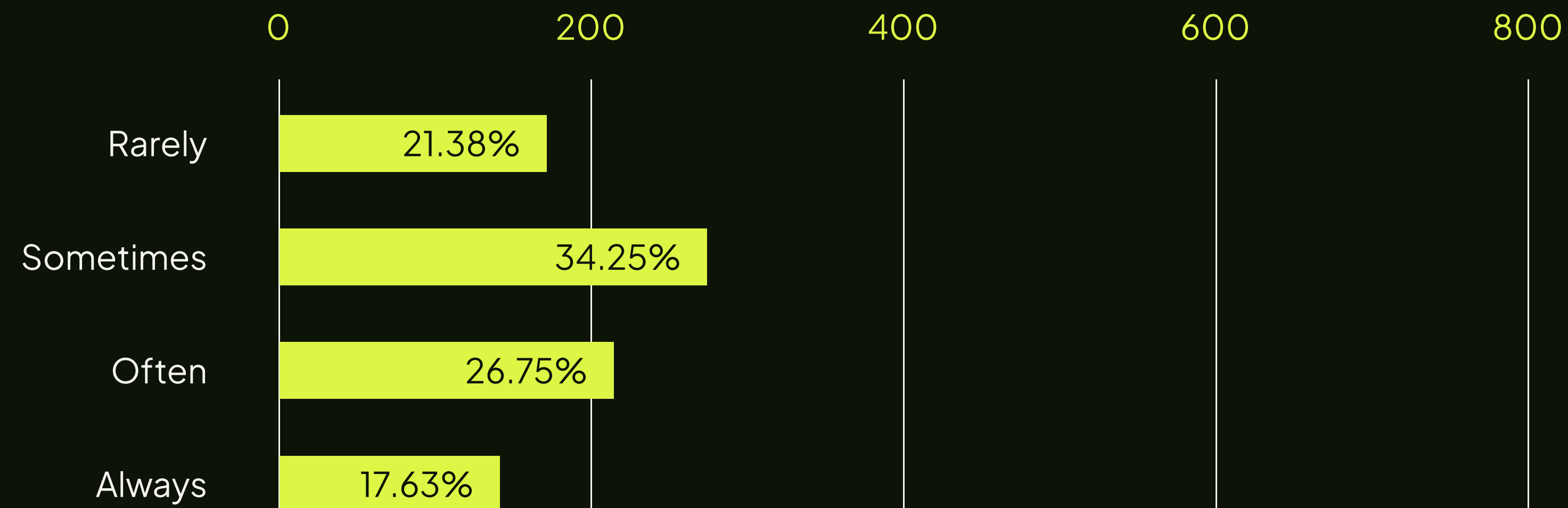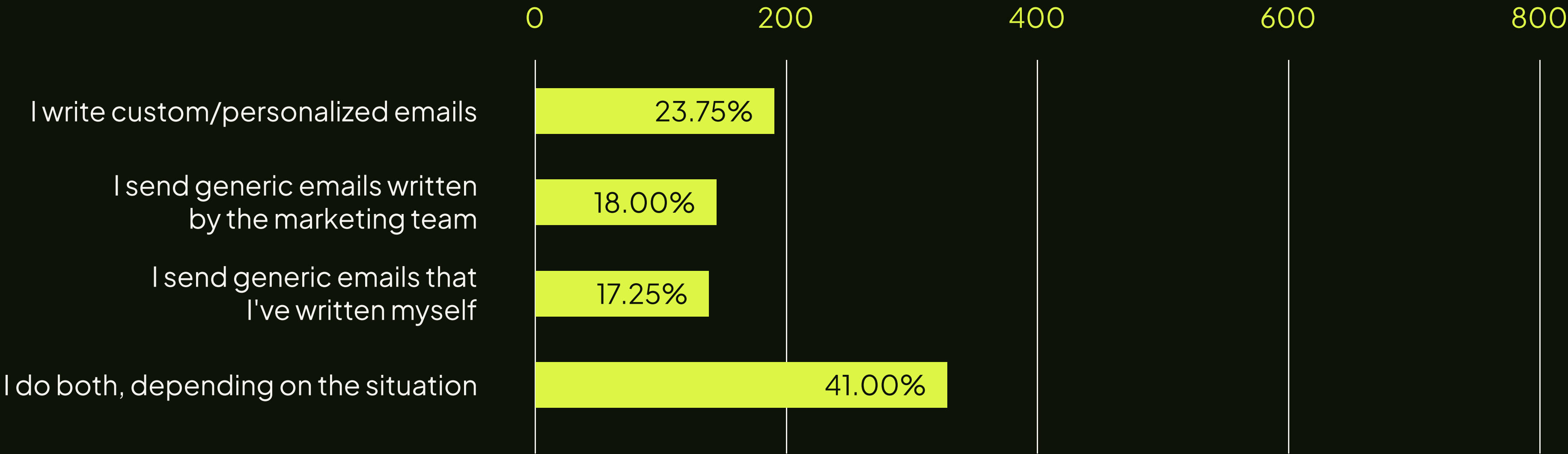
Which would you say your manager cares more about: quantity or quality, ie. setting meetings, or the quality of conversions?

The answers to this poll question are emblematic of the eternal struggle between quality and quantity when it comes to personalized outreach. Salespeople and their managers know that a personalized message will take their prospecting journey further, yet at end of the day, there is a quota to hit.

|	0	200	400	600	800
Activity	25.75%				
Conversion quality	27.63%				
They care about both equally		46.63%			

Do you spend the time to craft custom/personalized emails to drive meetings– or do you blast out more generic emails to drive meetings?

It appears there is a duality here. This isn't surprising considering how important both hitting quota is and how important it is to establish meaningful contact with any prospect.

Response	Percentage
I write custom/personalized emails	23.75%
I send generic emails written by the marketing team	18.00%
I send generic emails that I've written myself	17.25%
I do both, depending on the situation	41.00%

How does your current working environment make you feel?

Over half of our respondents indicate feeling stresses or frustrated. It's understandable why now that we have extra insight into the problems BDRs are facing.
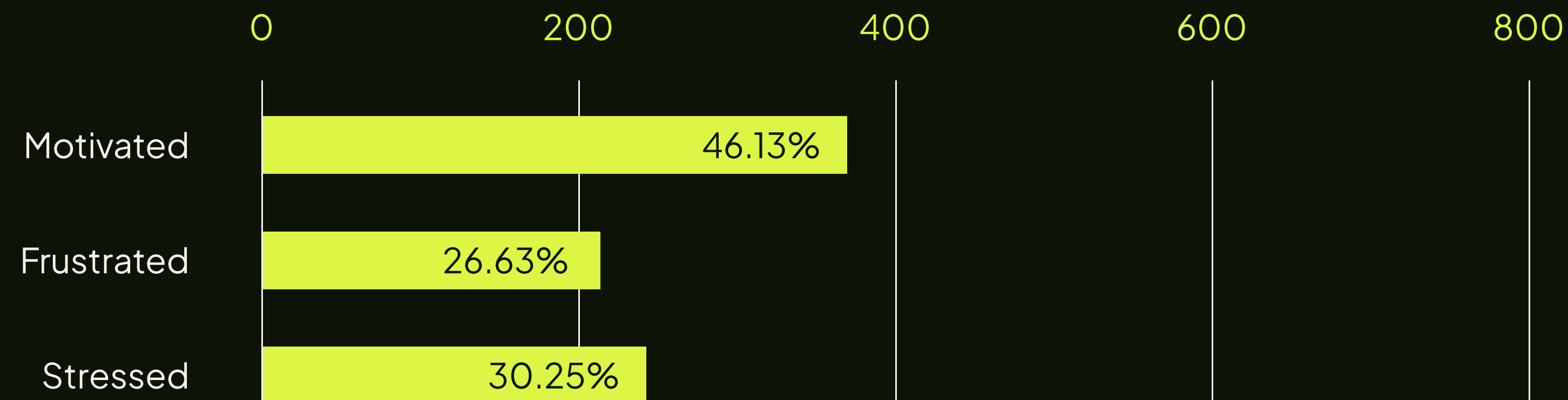
The insights from our survey of 800 BDRs and Account Executives highlight a significant opportunity for sales teams to embrace AI-driven tools to enhance their efficiency, personalize outreach, and optimize prospecting efforts.

By integrating Bounti's AI-powered tools, sales professionals can not only meet but exceed their quotas, reduce stress associated with sales targets, and reclaim valuable hours spent on research and email customization. Our comprehensive suite is designed to automate prospecting, deliver tailored insights, and enable personalized email outreach with ease.

Join the Waitlist

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