

2024 Sales Trends

Here are 8 trends you may encounter this year in your sales and how to best leverage them:

1. **Increase the use of AI in sales.** Saving over 2 hours daily and finding it effective in streamlining manual tasks, enhancing efficiency, and providing personalized experiences.
2. **Buyers are more informed due to AI.** AI enables buyers to conduct research and make informed decisions without engaging with sales reps.
3. **Implement a customer relationship management (CRM) system.** Automate your outreach, establish newsletter campaigns, visualize your sales pipelines, and efficiently manage them.
4. **Social selling and value-based selling are essential.** Salespeople must act as consultants and relationship builders. Identify your prospects' needs and wants before tailoring your offer to them. Build rapport that creates trust and long-lasting relationships.
5. **Create more videos about your product/service.** Use videos to communicate your value instead of long text. "Subject lines containing the word "video" are 8x more likely to be opened." Easily gain insights into how much of the content viewers watch or skip.
6. **Expand touchpoints in the sales process.** The average salesperson makes only two attempts to reach a prospect, but more effort is required in 2024. Use email, social media, your website, live chat, press releases, and more to communicate with prospects.
7. **Prioritize existing customers.** "Existing customers make up 72% of company revenue on average, while new customers only make up 28%." Be sure to reach out to your current clients and use upselling and cross-selling tactics.
8. **Personalization is the key to success.** "Almost a quarter of sales professionals believe the importance of personalization is the biggest change in the sales field this year." Use insights from your social media platforms and CRM to effectively cater your strategies to your clients.

References—read the following articles to learn more:

<https://nethunt.com/blog/sales-trends/>

<https://blog.hubspot.com/sales/sales-trends-2018>