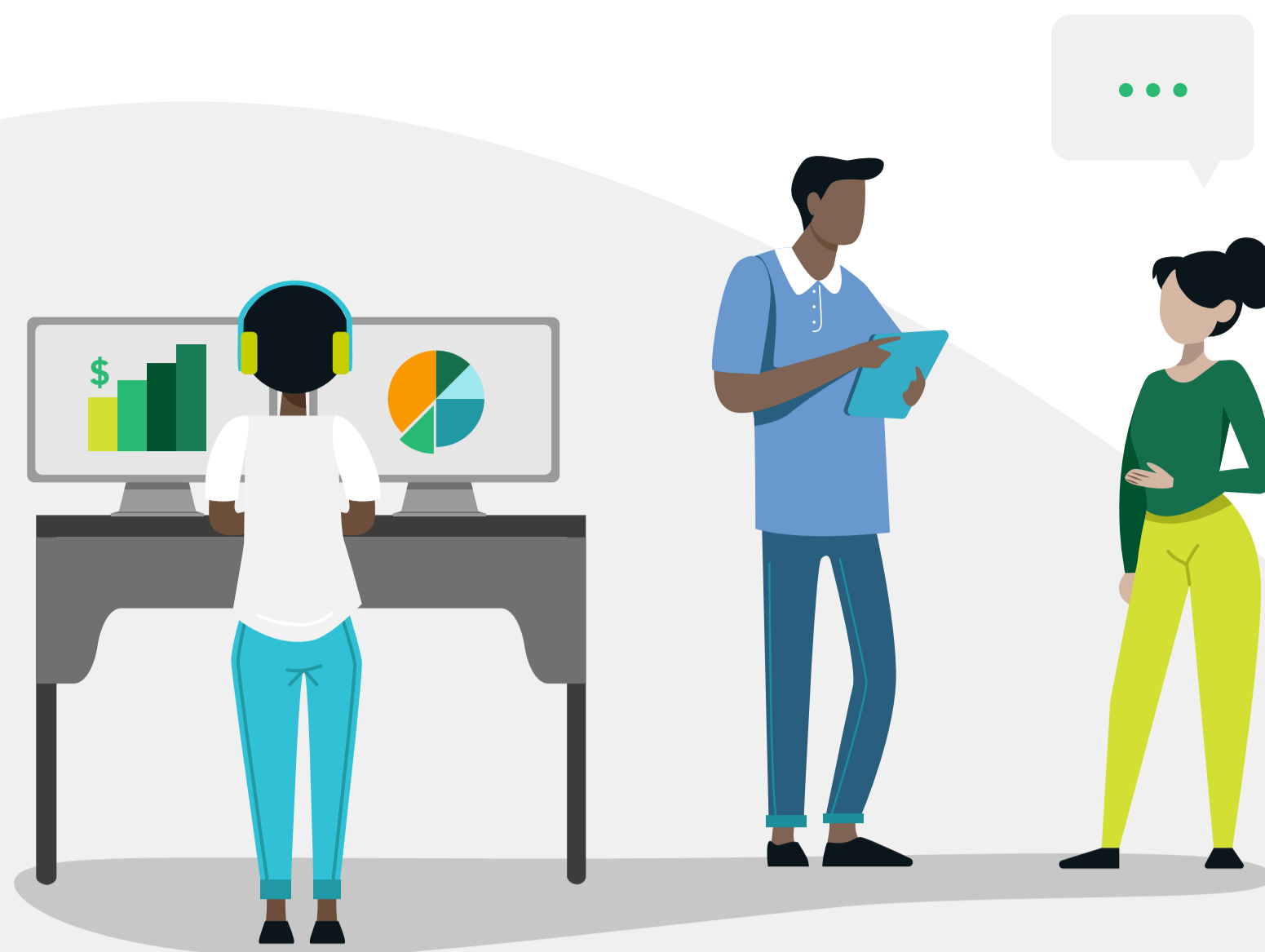


# BCG Digital Sales Market Insights

VOLUME ONE



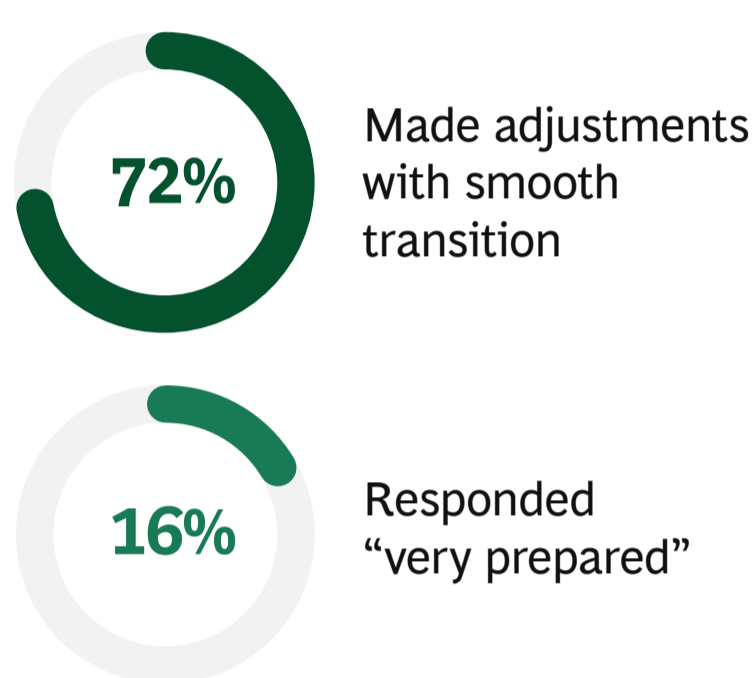
## Inside Sales COVID Response

In the first installment of this study, we surveyed C-Suite leaders at Fortune 500 companies on how COVID-19 impacted the sales function and how their inside sales organizations responded. Based on the survey, we uncovered four key insights.

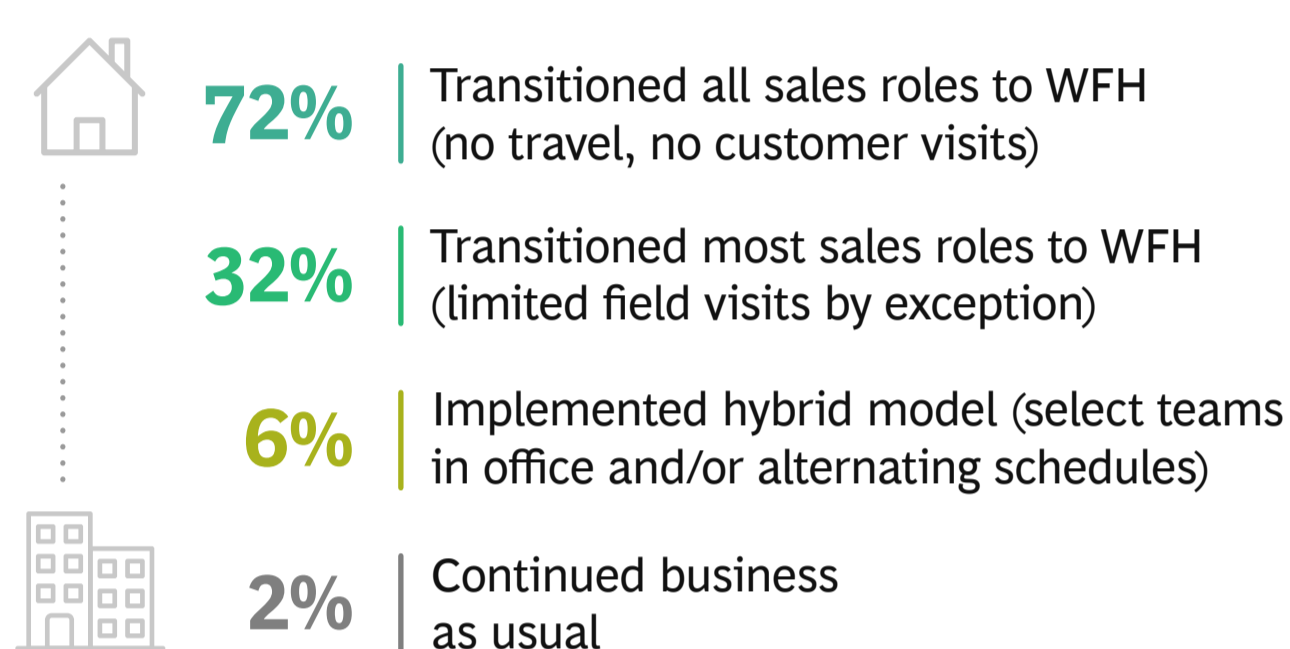
1

It was hard, but we did it

### COMPANY COVID PREPAREDNESS



### REMOTE WORKING MODEL



### CHANGES TO BE KEPT AFTER "RETURN TO NORMAL"

78%

Increased communication, motivation, training and coaching programs

78%

Increased use of inside sales/remote sales

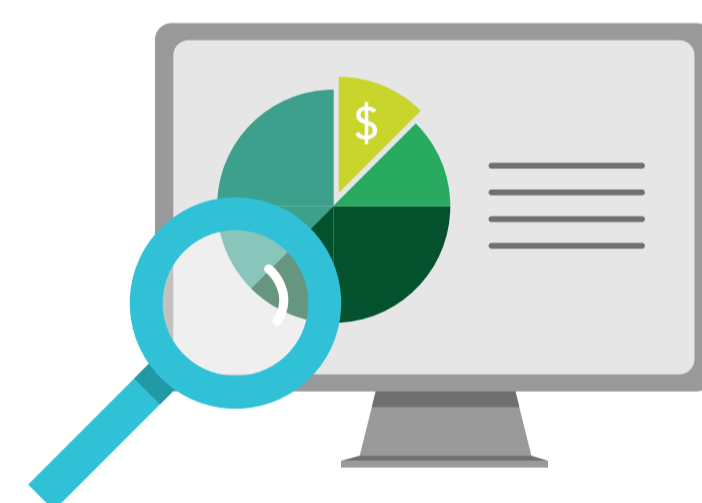
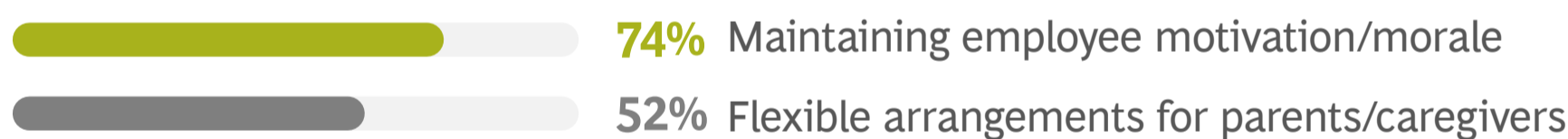
70%

Adoption of new sales tech/tools

2

Leadership matters (and so do tools)

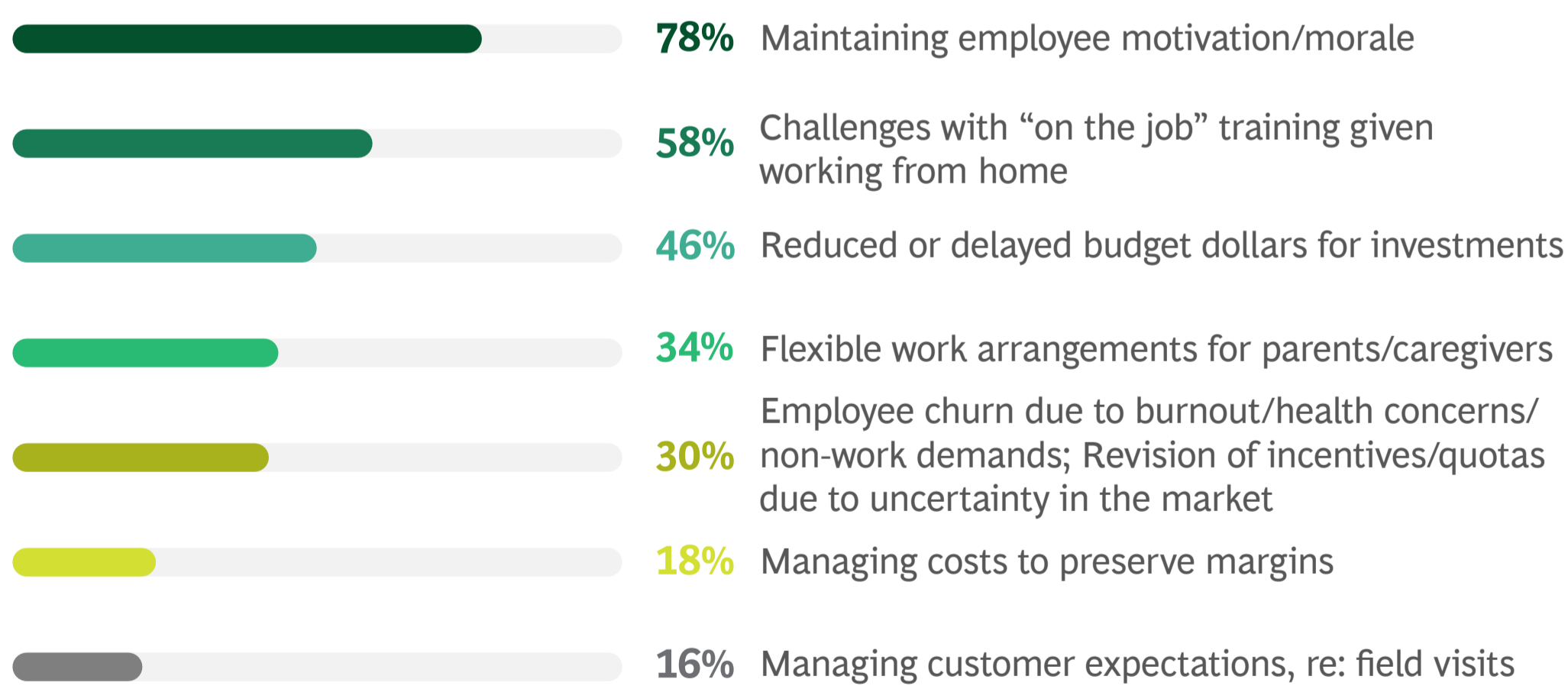
### MOST SIGNIFICANT CHALLENGES WE HAD TO OVERCOME



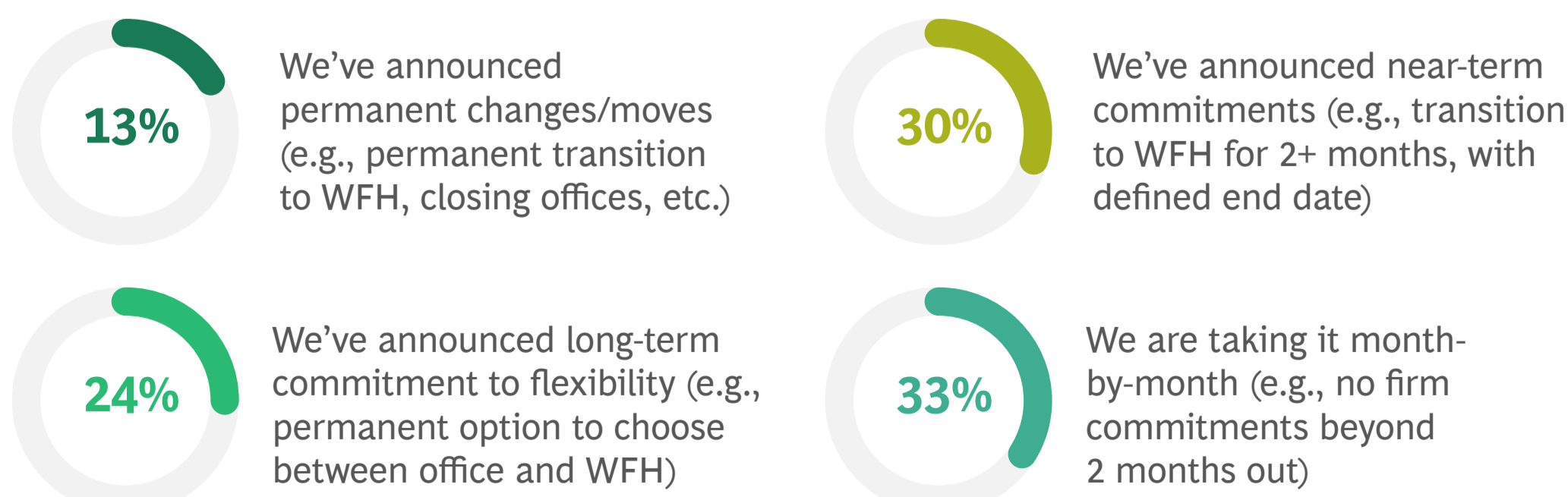
3

The biggest challenge ahead is motivation and training

### MOST SIGNIFICANT CHALLENGES WE EXPECT GOING FORWARD



### THE LONG-TERM COMMITMENTS COMPANIES HAVE MADE RELATED TO COVID



4

The world will be different (but we don't yet know how)

Source: BCG Survey, December 2020/January 2021, fielded to AAISP Membership.