Gartner.

Market Guide for Sales Engagement Applications

15 July 2024 - ID G00805277 - 35 min read

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Sales engagement applications help sales operations leaders streamline daily seller workflows and guide seller decision making. SEAs capture activity data and provide a seller-centric user experience. Use this Market Guide to evaluate best-fit vendor options to optimize B2B sales productivity.

Overview

Key Findings

- Sales engagement applications (SEAs) have the potential to become the primary system of action for daily B2B seller activities. SEAs improve sales tech adoption by providing a seller-centric user experience that focuses on seller efficiency.

- SEAs optimize seller productivity by providing capabilities to support different stages of the sales process, enabling users to complete prospecting, account planning and deal management tasks from a single application.

- SEA buyers prioritize specialization and vertical integration, as integrated generative AI (GenAI) large language models (LLMs) become available.

- To improve versatility for a wider range of B2B selling roles, SEA vendors continue experimenting with the packaging of their rapidly expanding solution portfolios, spanning

multiple sales tech categories. This trend has resulted in the emergence of what Gartner has termed the "action platforms."

Recommendations

- Identify core sales engagement and execution challenges. Prioritize a short list of vendors that can partner with your team in configuring key solution components to support specific sales processes and roles.

- Prevent unwanted implementation obstacles or compliance violations by identifying enterprise CRM data interoperability and governance requirements early in the evaluation process.

- Establish a cross-functional team to continuously optimize sales engagement. Empower the organization to develop a comprehensive sales content strategy, including the improvement or introduction of playbooks that enable the organization to maximize the technology.

Strategic Planning Assumptions

- By 2026, 75% of B2B sales organizations will augment traditional sales playbooks with AI-guided selling solutions.

- By 2026, B2B sales organizations using GenAI-embedded sales technologies will reduce the amount of time spent on prospecting and customer-meeting prep by over 50%.

Market Definition

Sales engagement applications (SEAs) streamline how sellers execute sales activities and deal workflows at scale. They optimize seller productivity by combining three key capabilities into a single interface: multichannel engagement (e.g., email, voice, SMS, video, social media), outbound workflow execution and time-saving AI/automation. Sellers rely on SEAs to streamline guidance into whom to engage and when, and what messaging to use, while capturing sales activities back into sales force automation (SFA) platforms.

SEAs can improve seller productivity and effectiveness by consolidating and prioritizing sellers' daily workflow into a single platform for managing AI-generated recommended actions. This technology helps sellers to create and send emails, make calls and conduct meetings. It also simplifies the process of logging interactions, managing leads, and maintaining accounts and opportunities.

SEAs support numerous B2B sales use cases including deal prospecting, sales activity management, lead management, account management and opportunity management. Sellers can potentially use their SEA as their primary system of action for these use cases, since the SEA integrates with their CRM system for access to SFA data.

Mandatory Features

The mandatory features of this market include:

- Activity intelligence — Detects buyer interactions in other systems (e.g., email, calendars, web meeting platforms and team collaboration tools) and turns this information into insight for the seller and manager.

- Prospect intelligence — Supports prospecting with lead data enrichment, AI lead scoring and prescriptive nurturing guidance.

- Multichannel buyer engagement — Enables sellers to interact with prospects and customers across various communication channels from a single interface.

- AI-guided selling — Provides sellers with a consolidated list of tasks based on AI analysis of buyer interactions and other deal signals. Drives seller effectiveness and efficiency by delivering feedback on deal-related efforts and prescriptive guidance on what actions to take next.

- Sales workflow execution — Provides a connected end-to-end workflow for sellers to complete daily sales tasks and is configurable for different sales roles.

- Cadence management — Enables an organization to curate a library of sales cadences, manage accessibility and permissions for content, and measure attribution and performance.

- Sales skills coaching — Provides an interface for seller evaluation and coaching based on metrics, engagement effectiveness, activity insights and sales outcomes.

- Programmable sales automation — Provides extensive automation capabilities, allowing admins to set criteria for automatic actions with editable rules.

Common Features

The optional capabilities for this market include:

- Conversation intelligence — Analyzes conversations between buyers and sellers, using AI to deliver relevant insights to improve interaction quality.

- Persuasion insight — Uses cues from interactions related to buyer behavior, sentiment, role and personality to provide insight into customer relationship health or the success of a buyer/seller interaction.

- Deal scoring — Uses activity information, combined with other deal attributes, to provide insight on overall deal health.

- Sales forecasting — Uses augmented analytics to offer insight on deals in the pipeline through an AI-driven predictive forecast recommendation that allows managers and leaders to periodically submit a bottom-up sales forecast at multiple levels of the sales hierarchy.

- Pipeline analytics — Offers sales managers a view of their teams' pipelines, incorporating outcomes of activity intelligence and opportunity health assessment to illustrate risks and opportunities down to the deal level.

Market Description

The SEA market helps sales organizations improve the productivity of individual contributors. By consolidating the daily workflow into a centralized application for managing sales activities, sellers can intelligently send more emails, make more calls, and simplify the process of managing leads, accounts and opportunities. These applications help tie seller activities to sales outcomes in a more granular, observable way.

Today, SEA vendors specialize in streamlining workflows across prospecting, activity management, opportunity management and account management. The most common outcomes include improved daily activity output of sellers, increased pipeline generation, improved pipeline conversion metrics, and improved sales force automation (SFA) data capture and quality.

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*The value of SEAs varies by the nature of how sellers interact with buyers, the digital dexterity of the individual contributor and the data quality of the underlying SFA/CRM data customers put into the product (see **Elevate Sales Engagement Applications From Tools to Teammates**).*
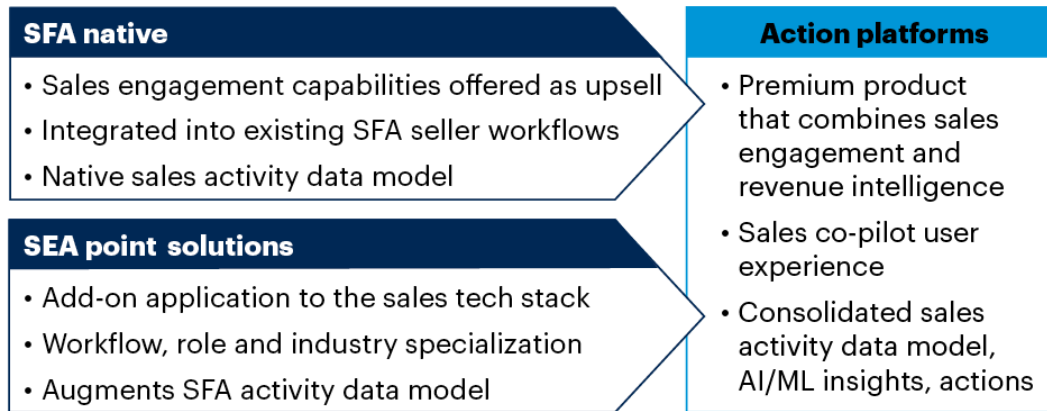

The SEA market is primarily defined by three types of vendors (see Figure 1):

- **SFA-native —** SFA vendors develop sales engagement features to integrate directly with their existing SFA workflows. These platforms focus on capturing all sales activity data within the SFA product itself. SEA applications are often bundled into broader SFA SKUs. This approach to SEA can enable more customization and potentially more insights, but may also require more resources to manage and thus get value from.

- **SEA point solutions —** These vendors provide more specialization than SFA-native vendors in the workflows and industries they support. SEA point solutions offer a wide range of user experience (UX) flexibility to frontline sellers and augment sales organizations with AI/machine learning (ML) analytics that may not exist in their SFA solutions.

- **Action platforms —** The action platform is an advanced offering that combines sales engagement with revenue intelligence capabilities and offers AI actions to sellers, managers and sales leaders. Action platform vendors provide a consolidated sales activity data model, making them attractive for sales operations leaders looking for streamlined solutions spanning both markets. These platforms are positioned as premium products from SFA and point solution vendors, requiring an upgrade for a more comprehensive product offering.

Figure 1: SFA-Native and Point Solutions Moving Toward Action Platforms

SFA-Native and Point Solutions Moving Toward Action Platforms

SFA native
- Sales engagement capabilities offered as upsell
- Integrated into existing SFA seller workflows
- Native sales activity data model

SEA point solutions
- Add-on application to the sales tech stack
- Workflow, role and industry specialization
- Augments SFA activity data model

Action platforms
- Premium product that combines sales engagement and revenue intelligence
- Sales co-pilot user experience
- Consolidated sales activity data model, AI/ML insights, actions

Source: Gartner
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Understanding the nuances between these vendor approaches can help sales operations leaders make informed decisions about which type of application would best support their companies' workflows, data strategies and technology maturity.

Market Direction

The market for SEAs is moving toward increased vendor consolidation, greater data interoperability and enhanced seller workflows driven by AI. The market is evolving to support a wider range of go-to-market and industry roles, such as account management, insurance brokers and field sales, through the use of action platforms. This development is due to vendors' ability to configure the applications for different go-to-market roles.

Sales Tech Mayhem: Market Convergence Around Action Platforms

The emergence of action platforms is changing the SEA market landscape by combining revenue intelligence and sales engagement functionalities and catering to a wider range of sales roles. This shift is driven by buyer pressure to partner with fewer sales tech vendors that provide more comprehensive value and demand for AI in sales. The primary sales engagement capabilities that will benefit end users include:

- **Seller workflow execution** consolidates day-to-day customer engagement, internal team selling and pipeline/forecasting workflows with the same products that generate customer-facing insights. These products use GenAI to make seller user experiences more intuitive and thus the product easier to adopt.

- **AI-guided selling** offers more complex and more valuable AI/ML insights that help a seller take advantage of optimal timing, targeting and messaging for a given deal.

- **Multichannel engagement** enables sellers to collaborate with their customers across a wider range of channels from a single application, such as using mutual action plans, digital sales rooms and website chat.

Additionally, SFA-native vendors introduced popular AI features, including meeting transcription, email generation and conversational insights. This shift reduces the differentiation of point solution vendors by commoditizing some SEA features. Buyers may be less likely to add a point solution when their SFA vendor offers the same capabilities, even at an additional cost.

Vendor investor dynamics are also advancing the action platform race among vendors. Investors are pushing for their portfolio companies to meet growth expectations by expanding share of wallet within customers (see Figure 2). Therefore, vendors in the sales engagement and revenue intelligence markets are ripe for consolidation, evidenced by Clari's acquisition of Groove, a sales engagement platform, Salesloft's acquisition of Drift, a conversational marketing solution, and ZoomInfo's acquisition of SetSail, a sales activity tracking application. These dynamics could lead to further acquisitions and mergers, with point solution vendors potentially becoming absorbed by larger players, a possibility that buyers should be aware of when selecting vendors.

Figure 2: Market Convergence Around Action Platforms

Market Convergence Around Action Platforms
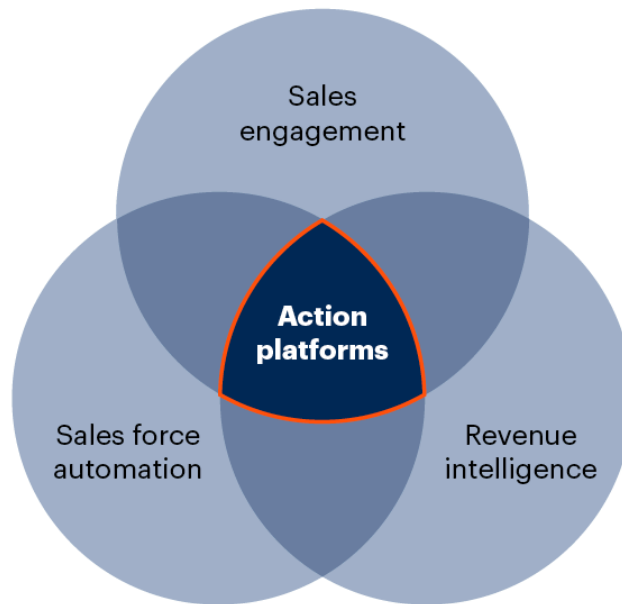
Source: Gartner
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Workflow and Data Interoperability as Key Differentiators

Interoperability refers to the ability of different systems, software or technologies to seamlessly communicate, exchange data and work together effectively. Gartner anticipates data interoperability will be a major factor in vendor selection and will include interoperability at multiple levels (see Figure 3):

1. At the workflow level, where the platform enables sellers to execute complex workflows across sales systems from one interface.

2. At the ML insight configuration level, where platform administrators can configure and adapt its insights based on the enterprise's unique data attributes.

3. At the analytics level, where the platform can integrate its insights with other enterprise data sources for comprehensive analysis.

Figure 3: Workflow and Data Interoperability in SEAs

Workflow and Data Interoperability in SEAs
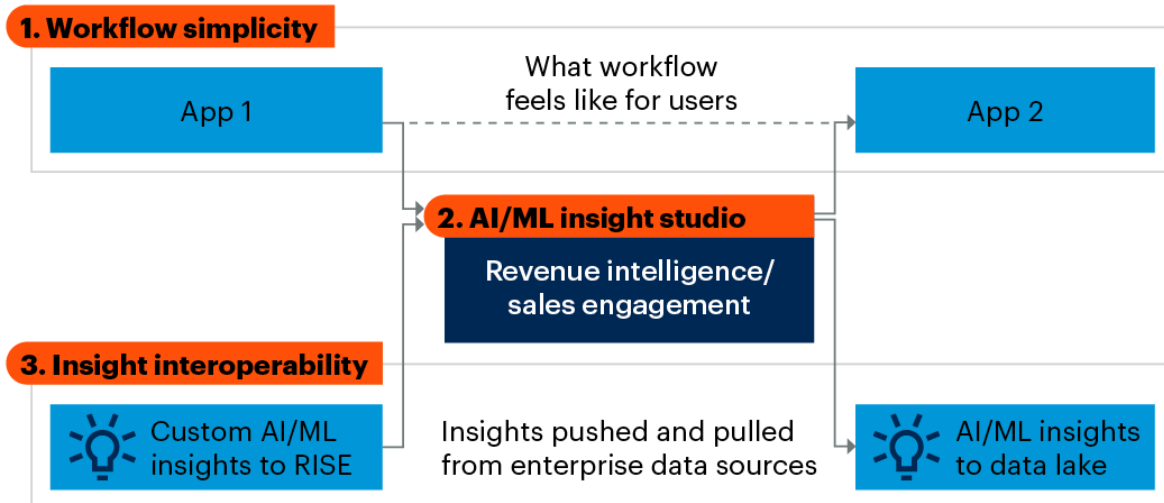
Source: Gartner
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Gartner

Vendors are increasingly flexible in their methods of data interoperability. This flexibility can be seen in the more streamlined capabilities for extraction, transformation and loading of data into or out of the platform, and how the vendor supports an enterprise metadata strategy. Specifically, organizations can see how the applications connect to the metadata of different systems (e.g., data lakehouses) and whether data portability is possible.

The Impact of GenAI on SEA UX

Gartner's 2024 Sellers Skills Survey reveals sellers with an advanced understanding of GenAI are three times more likely to attain quota. [1] However, not all sellers are on board with GenAI. Fifty-seven percent of sales technology users agree the use of AI made them concerned their jobs could be eliminated. Employee resistance is cited by 39% of sales leaders as a top challenge to implementing GenAI, higher than any other business function (marketing, service, supply chain, etc.). To overcome adoption hurdles, sales engagement applications must use GenAI to augment seller workflows and make their products easier to use.
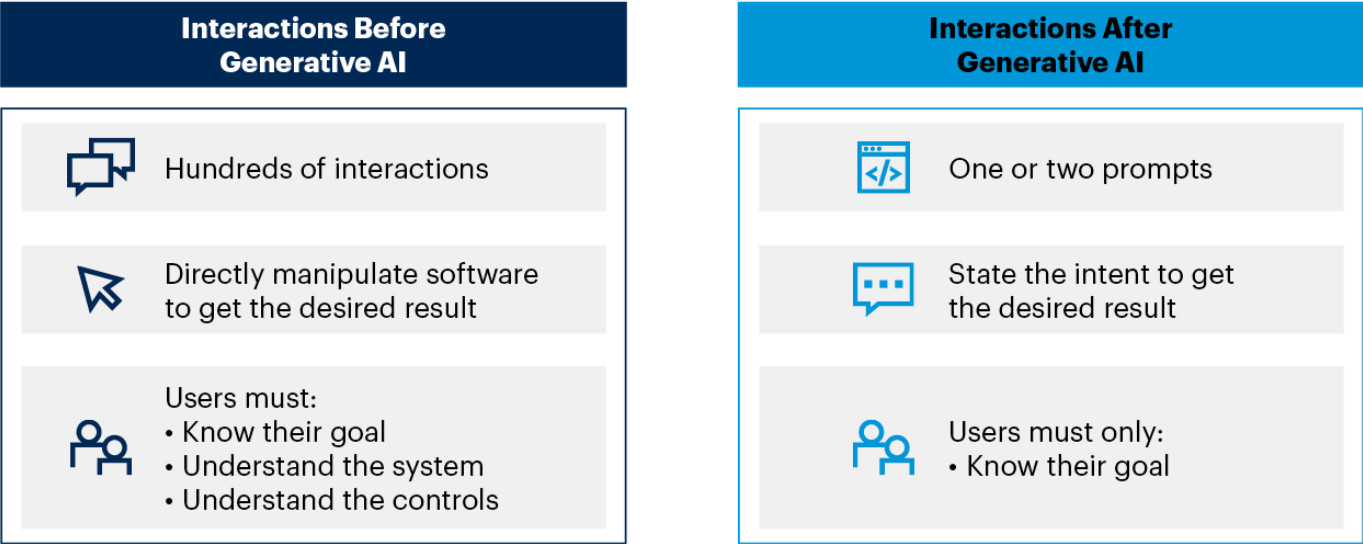
SEAs will present sellers with a conversational interface for receiving and executing sales actions, then guides the user to a more opinionated, graphical user experience to complete sales work (see Figure 4). Sellers no longer need to understand the system controls or underlying data and concepts to achieve their desired results. Instead, they can simply state

their desired outcome through a series of prompts, and the application will present them with a guided workflow. Autonomous use cases are also expected to emerge, in which sellers can direct their SEA to take actions on behalf of the user. This combination of chat-based and graphical user interfaces is expected to reduce seller skepticism of job displacement and improve adoption.

Figure 4: User Experiences Before and After Conversational Prompt-Based Interfaces

User Experiences Before and After Conversational Prompt-Based Interfaces

Interactions Before Generative AI	Interactions After Generative AI
Hundreds of interactions	One or two prompts
Directly manipulate software to get the desired result	State the intent to get the desired result
Users must: • Know their goal • Understand the system • Understand the controls	Users must only: • Know their goal

Source: Gartner
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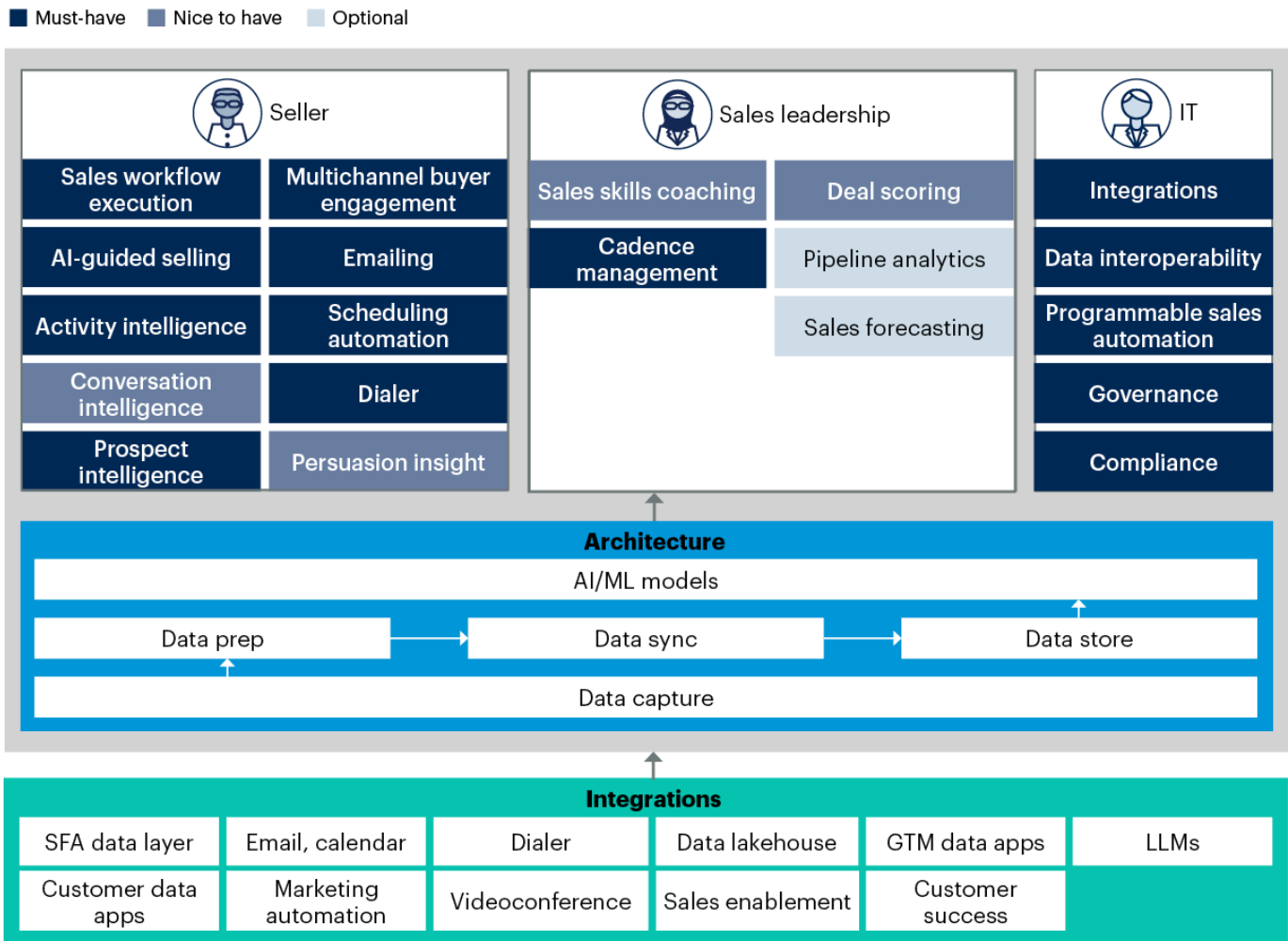# Industry Specialization Becoming a Key Requirement for SEA Buyers

While one portion of the market's roadmap focuses on becoming action platforms, the point solutions in the market are focusing on industry and segment specialization. The capacity for industry customizations are becoming crucial differentiators for both SEA-native and point solution vendors. These vendors, by focusing on specific industries or roles, can carve out a niche in the market and make significant gains. This trend is expected to continue. Examples include financial services (Vymo, SalesVue), insurance (Vymo), and healthcare (Gryphon.ai).

Market Analysis

Must-have and nice-to-have capabilities of SEAs are shown in Figure 5. Definitions of required and nice-to-have capabilities are included in Note 1. Optional capabilities depicted here are often offered in action platforms to support revenue intelligence use cases.

Figure 5: Capabilities of Sales Engagement Applications

Capabilities of Sales Engagement Applications

Legend: ■ Must-have ■ Nice to have □ Optional

Seller		Sales leadership		IT
Sales workflow execution	Multichannel buyer engagement	Sales skills coaching	Deal scoring	Integrations
AI-guided selling	Emailing	Cadence management	Pipeline analytics	Data interoperability
Activity intelligence	Scheduling automation		Sales forecasting	Programmable sales automation
Conversation intelligence	Dialer			Governance
Prospect intelligence	Persuasion insight			Compliance

Architecture

AI/ML models

Data prep → Data sync → Data store

Data capture

Integrations

SFA data layer	Email, calendar	Dialer	Data lakehouse	GTM data apps	LLMs
Customer data apps	Marketing automation	Videoconference	Sales enablement	Customer success	

Source: Gartner
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SFA-Native Platforms

Pros:

- **Cost —** Procuring SEAs from SFA-native platforms is simpler and often more cost-effective because they bundle SEAs into SFA pricing.

- **SFA data model —** SEAs within SFA platforms capture all sales activity data within the SFA product, reducing data issues and volume of API calls with SFA products when syncing activity data.

- **Fewer apps —** Embedding SEAs into SFA workflows reduces the number of apps sellers have to interact with.

- **Customization —** SFA platforms often offer more customization options, allowing businesses to tailor the software to their specific needs.

Cons:

- **Procurement —** SFA contracts include a wider range of capabilities than SEAs and command higher total costs, which can extend the negotiation process.

- **CRM tech debt —** Decisions made about the current CRM setup, such as the use of leads versus contacts, can make it more difficult to use an SEA on top of the CRM system.

- **Limited specialization —** While SFA platforms can be customized, they may not offer the same level of specialization in workflows, roles or industries as point solutions.

- **Adoption challenges —** Due to their complex nature and the need for customization, SFA platforms can face adoption challenges among sales teams that may find them less user-friendly compared to more specialized point solutions.

Point Solutions

Pros:

- **Specialization —** Point SEA solutions focus on highly detailed prospecting and buyer engagement workflows, configurable for industries like high-tech, insurance, financial services, healthcare and banking. Available community resources based on workflow expertise enable sales teams to start benefiting from SEAs faster.

- **Seller-first UX —** Point solutions are designed primarily for end-user sellers and may be easier for sales teams to adopt and use effectively. Granular seller workflow execution features are often cited as reasons sellers prefer a vendor following SEA pilots.

- **Out-of-the-box insights —** These solutions often provide out-of-the-box AI/ML, such as AI-guided selling tasks, email sentiment analysis, conversation intelligence signals and buyer engagement scores.

Cons:

- **Data fragmentation —** Since point SEA solutions are separate from the main CRM or SFA system. Syncing SEA data with SFA can be challenging, potentially leading to data fragmentation, with sales data spread across multiple applications.

- **Potential lack of customization —** While point SEA solutions offer specialized capabilities, they may not offer the same level of data or activity data customization as SFA-native platforms, potentially limiting their fit for specific business needs.

- **Vendor risk —** Smaller or newer vendors sometimes struggle to attain long-term viability and sustained development. Additionally, many point solutions vendors face the possibility of vendor mergers and acquisitions leading to potential disruptions or changes in the product.

Action Platforms

Pros:

- **Unified data model —** Action platforms combine the capabilities of sales engagement and the functionalities of revenue intelligence into one application. These platforms provide a consolidated sales activity data model, making it easier to manage and analyze data across different sales activities.

- **AI sales assistants —** Because of the unified sales data model, action platforms are better suited to provide AI sales assistant capabilities in the form of configurable, guided selling actions, as well as a GenAI interface for simplifying how sellers execute workflow.

- **Data interoperability —** To support more configurable, guided selling actions, action platforms offer better flexibility in data interoperability, allowing for better configuration and

integration with other enterprise systems (e.g., productivity tools and marketing automation systems).

Cons:

- **Adoption risk —** Due to their comprehensive nature, action platforms can be complex to conceptualize and orchestrate for different sales roles; they may require extra training and time for sales teams to fully use. The attributes of sellers that prefer to work out of an action platform are currently unclear, especially in industries like high-tech, manufacturing, financial services and insurance.

- **Resource intensive —** Evaluating and implementing action platforms can require significant resources, including bringing a wider range of stakeholders and managing potential switching costs. As premium products that combine multiple functionalities, action platforms can be more expensive than stand-alone point solutions or SFA-native platforms.

- **Potential sacrifice of best-fit features —** Organizations may have to make concessions on certain features in one component of the product for more platform consistency. Action platforms cover a broad range of functionalities but may not offer the same level of specialization in certain areas compared to point solutions.

Representative Vendors

The vendors listed in this Market Guide do not imply an exhaustive list. This section is intended to provide more understanding of the market and its offerings.

Vendor Selection

Vendors featured in this Market Guide offer the must-have capabilities shown in Figure 5. Table 1 organizes the market based on whether a vendor is either SFA-native or a point solution, and whether it also offers an action platform.

Representative Vendors in Sales Engagement Applications

Amplemarket	Amplemarket	✓	
Apollo.io	Execution, Intelligence	✓	✓
Aviso	Aviso AI Revenue Operating System	✓	✓
Clari	Clari Revenue Platform	✓	✓
Gong	Gong Engage	✓	✓
Gryphon.ai	Gryphon ONE	✓	
HubSpot	Sales Hub	✓	✓
Koncert	Koncert AI Dialer Platform	✓	

Source: Gartner (July 2024)

Vendor Profiles

Amplemarket

Headquarters: San Francisco, California, U.S.

Product Name: Amplemarket

Differentiators: Amplemarket captures prospects from profiles and activities on LinkedIn, applying AI tools to provide sellers with insight to curate prospects into targeted multichannel outreach sequences based on persona and business activity (e.g., job change or competitor

engagement). Its AI Copywriter provides personalized value message generation, including directly from within LinkedIn pages. LinkedIn data is supported by a range of other data sources to verify contact data and offers touchpoint engagement through text, video, voice and post. Amplemarket recently launched AI Replier to support sellers' email management. The service uses AI and ML to detect email content and generates a personalized reply using sellers' email history, enterprise content and calendar scheduler. Amplemarket natively integrates with Salesforce, Zendesk Sell and HubSpot, with API and webhooks for further integrations.

Planned Improvements: Amplemarket plans to provide AI- and ML-based talk track creation for sellers operating cold-call outreach with its dialer, using intent and profile signals data. It also expects to enhance its LinkedIn and email account deliverability health diagnostics.

Implementation Services: Amplemarket's self-service implementation method is supported by in-house success teams.

Apollo.io

Headquarters: San Francisco, California, U.S.

Product Names: Execution, Intelligence

Differentiators: Apollo combines sales workflows with firmographic, contact and intent data to help companies discover and reach their target market, as well as move deals forward with signals, insights and context through the deal cycle. Native contact and company signals, along with AI insights and guidance, help users prioritize, automate and time deals correctly. Its self-serve model is designed for ease of use, especially in mass prospecting environments found in lead generation agencies.

Planned Improvements: Apollo's future enhancements include account-based sales execution, actionable analytics, enterprise-grade product-led growth features and improved UX. Its roadmap includes GenAI writing functionalities and AI-assisted content collection and generation. Additional planned improvements include out-of-the-box campaign execution with templates and account-prospecting automation.

Implementation Services: Apollo offers in-house implementation services, in addition to partners who provide consulting and other value-added services, including Blue Frog,

SendtoWin and Growth Marketing Firm.

Aviso

Headquarters: Redwood City, California, U.S.

Product Name: Aviso AI Revenue Operating System

Differentiators: Aviso offers robust AI seller guidance where actions are clearly tied to interactions and risk factors for explainability. Its conversation intelligence provides buyer-sentiment information based on dialogue and visuals. Aviso supports custom hierarchies and the ability to build flows and customization for each customer's unique business needs. Its database is integrated with marketing automation platforms (MAPs) and ERP applications, analytics and business intelligence platforms to unify the sales, revenue planning, marketing, customer success and other go-to-market (GTM) processes.

Planned Improvements: Aviso's Machine Intelligent Knowledge Interface (MIKI) is planned as a purpose-built, assistive front end on top of the platform to provide quick, AI-driven analysis, recommendations, automation and content generation, as well as to automate GTM activities. Its planned enhancements using GenAI focus on helping its customers evolve from simple automation through autonomous selling. Its product roadmap focuses on developing its first autonomous agents for account planning, RFPs and sales development.

Implementation Services: Aviso offers an in-house team for all customer implementations, from planning to execution.

Clari

Headquarters: Sunnyvale, California, U.S.

Product Name: Clari Revenue Platform

Differentiators: Clari's breadth of capabilities, informed by a wide range of external signals, address the revenue life cycle with data capture, proactive sales engagement, conversation intelligence, collaborative selling and mutual action plans, inspection, comprehensive

forecasting, and analysis. The platform uses AI, GenAI and ML to generate insights, automate routine tasks and identify trends, patterns and anomalies.

Planned Improvements: Clari has integrated Copilot and Align into the platform and plans to complete the integration of Groove. It also plans to use more AI, GenAI and ML to automate routine tasks, such as creating CRM updates and meeting follow-ups, summarizing risk across deals, recommending prioritization, and synthesizing context across multiple engagements communications. Its roadmap includes enterprise scale for any company size, expansion strategy or operating model, building an extendable unified platform and the continued expansion of AI for productivity-enhancing capabilities, next best actions, and accurate predictions.

Implementation Services: Clari offers an in-house implementation team, along with implementation partners, such as Deloitte and PwC, which support sales transformation practices and Clari's most complex enterprise customers.

Gong

Headquarters: San Francisco, California, U.S.

Product Name: Gong Engage

Differentiators: Gong's "Ask Anything" feature enables users to generate content and receive coaching based on deal data and interaction context. The messaging composition interface surfaces AI-generated activity summaries to augment sales activities. Furthermore, AI-generated peer insights, enable sellers to find top-performing talk tracks and messaging used by peers. An initiatives board enables isolated program management via keyword and concept monitoring over time using interaction data.

Planned Improvements: Gong aims to analyze customer interactions to improve AI-powered email writing. Automations will remain a priority, with AI-driven workflows and streamlined revenue processes. Additionally, Gong will focus on collaboration and enabling more team selling.

Implementation Services: Gong provides in-house implementation services and uses a network of implementation partners, consulting partners and systems integrators.

Gryphon.ai

Headquarters: Boston, Massachusetts, U.S.

Product Name: Gryphon ONE

Differentiators: Gryphon ONE offers real-time compliance with the U.S. Telephone Consume
Protection Act (TCPA) and national Do Not Call rules and regulations with automated screening
and blocking of outbound calls at the point-of-dial to mitigate compliance risk. Its custom AI
detects in-conversation moments to surface real-time sales play enablement for sellers. The
solution's recording-optional functionality leverages proprietary Tier-1 telephony to inform real-
time guided selling and postcall conversation intelligence with or without recording a call.

Planned Improvements: Gryphon.ai plans more support for omnichannel conversations
through productized partner connectors, expanded reporting and activity intelligence. Its
GenAI enhancements will include expanded postcall capabilities using an LLM to determine
next steps, improved platform configuration and maintenance, and additional real-time
recommendation capabilities. Its roadmap includes chatbot integration for real-time
compliance, more industry-specific solutions (including collections, insurance claims, wealth
management and healthcare servicing), and additional third-party partnerships for productized
integrations to support systems integrator relationships (e.g., NICE, Five9, Genesys, Salesforce,
Microsoft Dynamics, Twilio).

Implementation Services: Gryphon.ai provides in-house implementation services and partners
with systems integrators (e.g., Capgemini) and customer experience experts (e.g., Heart of the
Customer).

HubSpot

Headquarters: Cambridge, Massachusetts, U.S.

Product Name: Sales Hub

Differentiators: HubSpot's platform is built on a unified codebase that incorporates
comprehensive deal and lead management tools. HubSpot's platform also has advanced
scheduling automation capabilities. It can synchronize with prospect calendars, propose

suitable meeting times and seamlessly integrate into webpages. Customers can further tailor the platform using business logic for more efficient routing.

Planned Improvements: HubSpot plans to release AI-powered guided prospecting and selling features in 2024. These features will equip prospecting reps with AI-guided actions, insights and meeting summaries to build more pipeline and improve effectiveness. It also plans to deepen its lead management solution by expanding the data model, adding advanced automation and routing, and streamlining the handoff between marketing and sales. HubSpot plans to introduce new reports and enhance existing ones to help sales leaders better understand the activities and outcomes of their prospecting and selling efforts. Its AI tools will leverage CRM data across the enterprise to help create, interpret and take action on reports. Additionally, its roadmap includes advanced lead management and sales reporting capabilities.

Implementation Services: HubSpot uses an in-house team for implementation, along with partners to assist clients with execution.

Koncert

Headquarters: Windham, New Hampshire, U.S.

Product Names: Koncert AI Dialer Platform, Cadence, Virtual Salesfloor

Differentiators: Koncert is optimized for high-volume outbound calling operations with parallel dialing that includes automated local presence with local caller IDs automatically selected based on a prospect's area code to increase connect rates. It automatically manages caller IDs to ensure bad spam numbers are removed so prospects aren't avoiding calls. Quick Connect technology reduces call latency, and Anti-Call Blasting dials only one number for each prospect.

Planned Improvements: Koncert plans improved analysis of conversations and emails between prospects and sales reps, scoring them based on interactions. Its planned enhancements using AI include upgrading guided selling for sales reps that can select and serve the next set of questions and knowledge assets. It also plans to use AI/ML to analyze datasets defined by a customer and predict the next set of prospects to target.

Implementation Services: Koncert offers an in-house team for customer implementations, supported by numerous value-add consulting partners, including some who also support implementation.

Microsoft

Headquarters: Redmond, Washington, U.S.

Product Name: Microsoft Dynamics 365 Sales

Differentiators: Microsoft's platform stands out due to its seamless integration and the power of its product roadmap, backed by GenAI capabilities. The platform includes comprehensive tools to support email intelligence, meeting intelligence, CRM updates, account nurture and revenue intelligence through existing product stack using Office 365 and Dynamics 365 Sales, all underpinned by a single low-code/no-code platform experience.

Planned Improvements: Microsoft plans more enhancement to productivity features, such as additional voice and Copilot capabilities. Its sales engagement improvements will include a focused mode for uninterrupted work, an SMS chat pane for customer engagement and form load updates for faster navigation to new records. Moreover, it plans to add AI recommended content to its Copilot capabilities, along with additional language support, usage and adoption metrics within the customer dashboard.

Implementation Services: Microsoft's extensive partner ecosystem works alongside its internal implementation team, as needed, for projects.

Outreach

Headquarters: Seattle, Washington, U.S.

Product Name: Sales Execution Platform

Differentiators: The Sales Execution Platform's account planning user experience provides a configurable combination of activity intelligence, persuasion insight and integration with GTM data applications. Outreach data interoperability enables data teams to integrate AI/ML insights into enterprise data lakehouse architectures.

Planned Improvements: Outreach plans GenAI enablement account planning capabilities and an emphasis on deal/account risk mitigation. To support industry specialization, the company is investing in mobile capabilities. It is also planning additional investment in enterprise data interoperability, such as support for Databricks.

Implementation Services: Outreach has an in-house customer success management team to support all customers and an in-house professional services team that offers implementation services. Outreach also works with implementation partners, including Abstrakt Cloud Solutions, Greaser Consulting, Leadfabric, Lyte Sales, Outbound Funnel, RevShoppe, Skaled and Xebra Consulting.

Reply

Headquarters: San Jose, California, U.S.

Product Name: Reply Platform

Differentiators: Reply enhances sales outreach and lead generation capabilities with its Sales AI technology and an AI chatbot, capturing, qualifying and routing leads to a sales team. Its tools support deliverability, brand and personalization, engaging prospects through multichannel outbound sequences. Its Sales AI agents generate and suggest target audiences for outreach sequences and create sequences or campaigns to meet customer goals. AI agents personalize communication with prospects using real-time data and learn what strategies succeed or fail through A/B testing, content generation and channel optimization. Reply focuses on sales outreach and lead generation, but has limited support for progressing deals.

Planned Improvements: Reply designed its AI Chat to work with the platform, with each tool amplifying the other as interconnected systems. Its GenAI enhancements focus on refining sales development and business development AI agents to offer personalized and context-aware communications. This move will use content generation that adapts to the nuances of customer interactions, use A/B testing to optimize outreach strategies and use channel optimization to ensure messages are received in the most effective medium. Other plans include email deliverability improvement and using AI to automate tasks and anticipate the needs of sales teams and prospects.

Implementation Services: Reply uses partners to help support implementation.

Revenue Grid

Headquarters: Atlanta, Georgia, U.S.

Product Names: Activity Capture 360, Sales Engagement, Revenue Forecasting

Differentiators: Revenue Grid's data capture uses comprehensive activity tracking that focus on relevance and detail from email, calendar, web meetings, and Slack and Microsoft Teams interactions. Its native, two-way SFA integration provides data consistency and integrity with real-time synchronization. Its Signals feature provides risk indicators and AI-guided selling based on interaction history and content. Personalized insights from rule-based actions and AI-powered analysis from prebuilt models trigger notifications and suggest corrective actions after the interaction. It offers cadence management and email templates, with AI-generated content personalization.

Planned Improvements: The company plans to leverage AI for actionable insights and real-time coaching, focusing on dynamic playbooks, and summaries to highlight trends and changes in deals, conversations and overall pipeline health. Its AI copilot will analyze conversations, emails and customer data to suggest real-time talking points, highlight relevant customer information and generate scripts. Other plans include pipeline cleaning and prioritization and a GenAI-powered suite to transform revenue meetings, enhance contact communication, and clarify and organize pipeline data. Additional GenAI roadmap features include 360-degree views of each opportunity, suggested reengagement strategies and personalized content tailored to leads.

Implementation Services: Revenue Grid offers an in-house team for implementations, without third-party partners.

Revenue.io

Headquarters: Los Angeles, California, U.S.

Product Name: Revenue.io

Differentiators: Revenue.io offers lead data enrichment, AI lead scoring and prescriptive nurturing guidance. Its real-time AI provides guidance on phone, Microsoft Teams and Zoom

calls, equipping sales reps with tailored conversation strategies, analysis of spoken content and detection of deviations from desired paths. Real-time guidance is possible when call recording isn't allowed. Guided selling links sellers to sequences in Salesforce and a library of actions to choose from. The platform uses AI to evaluate interactions based on methodology and context, guiding follow-ups and actions to close deals. Its suite of AI-powered tools includes conversation summaries, scorecards and follow-up emails.

Planned Improvements: Revenue.io's plans include highly compliant, vertical-specific solutions that leverage real-time AI for automated sales methodologies with a focus on highly regulated industries requiring custom compliance solutions. Its focus on private LLMs, real-time AI and tailored compliance solutions will assist sectors like financial services and healthcare. Its roadmap includes automated enforcement of sales methodologies (e.g., MEDDICC) in real-time, automatic logging of qualitative conversation data to CRM fields, and GenAI analysis of opportunities and accounts.

Implementation Services: Revenue.io uses an in-house team.

Salesforce

Headquarters: San Francisco, California, U.S.

Product Name: Salesforce Sales Engagement

Differentiators: Salesforce's Sales Engagement is now available in multiple editions, namely, the Sales Cloud Unlimited and Einstein 1 Editions, revealing the extent to which it has become core to many sellers' workflow productivity. It combines traditional lead through funnel SFA/CRM processes with Einstein AI and data interoperability features to strengthen the automation of seller activities to prepare for and execute sales engagements. Einstein Copilot brings conversational assistance to sellers, while the Salesforce Everywhere extension allows customers to use these capabilities on any webpage and mobile device. Relationship Graphs automate the population customer organogram and relationship charts with contacts, including intelligence gleaned from first- and third-party data mentions.

Planned Improvements: Salesforce plans to expand its conversational Einstein Copilot and release app capabilities like Generative Close Plans to help sellers close deals. It also plans to deploy a Generative Pitch Studio tool for reps to create personalized content optimized to

obtain higher close rates with prospects. Automated Deal Tracking extends the existing automated activity capture to draw opportunities from disparate communications.

Implementation Services: Salesforce gives customers the option to use its in-house team and supports an expansive partner ecosystem to help customers with implementation and postdeployment guidance. For small deployments, customers can self-service their implementations.

Salesloft

Headquarters: Atlanta, Georgia, U.S.

Product Name: Salesloft

Differentiators: Salesloft's Rhythm converts buyer signals into seller actions via Conductor, its AI model. Actions, ranging from prospecting to deal management to closing to renewal tasks, are prioritized by urgency and impact on behalf of sellers. By integrating GenAI capabilities, Rhythm's actions enable sellers to progress and complete actions directly from a queue. The acquisition of Drift adds website chat and video messaging to the channels sellers can use to engage buyers.

Planned Improvements: Salesloft plans to invest in the capabilities of Rhythm via partner integration expansion and a customizable AI insight configuration product, Arc. It plans to integrate the Drift product into Salesloft to include new workflows for sellers to engage when buyers visit the company website throughout the life cycle of a deal. Part of the effort to integrate Drift includes investing in expanding its data model to support comprehensive buying journey insights, with benefits for the Conductor and Arc AI models.

Implementation Services: Salesloft has an internal onboarding team with extra-cost consulting services. It also partners with external professional services firms.

VanillaSoft

Headquarters: Plano, Texas, U.S.

Product Name: VanillaSoft

Differentiators: VanillaSoft provides a call-center user experience in a sales engagement platform that only shows sellers the next best task, a design choice meant to eliminate distractions by removing the element of choosing the next person to call. The Intellective Routing engine enables rule-based contact scoring to prioritize which contacts a seller should reach out to.

Planned Improvements: VanillaSoft plans to integrate Autoklose, its cadencing and GTM dat product, into a single VanillaSoft application. This move will integrate GenAI writing capabilities, conversation intelligence and automatic data capture into the product. VanillaSoft plans to invest in advanced deliverability monitoring and compliance for regulated industries. It also plans to offer more customizable options and analytics in the form of predictive analytics and advanced monitoring.

Implementation Services: VanillaSoft relies on an in-house team, along with industry-specific implementation partners (e.g., Legends and {{firstname}} in the area of higher education/fundraising).

Vymo

Headquarters: San Francisco, California, U.S.

Product Name: Vymo

Differentiators: Vymo's sales engagement platform offers preconfigured sales engagement solutions for insurance and financial services industries. The action cards configuration uses industry-specific terminology. Its UX is mobile-first and nudges users to capture activity data immediately following sales activities. The product enables physical field meeting guidance based on a seller's geographic proximity to relevant prospects.

Planned Improvements: Future enhancements include additionally specialized configurations within insurance and banking. Improvements will focus on sales forecasting and sales performance management capabilities, such as incentive management. GenAI plans include an AI-powered copilot to help reps sell more effectively with guided selling, training assistance and service support.

Implementation Services: Vymo offers in-house implementation services.

ZoomInfo Technologies

Headquarters: Vancouver, Washington, U.S.

Product Name: ZoomInfo Sales

Differentiators: ZoomInfo offers unique sales signals, distinct company and contact data (including intent data), and the ability to combine its customers' first-party data with its third-party dataset. The platform ingests data from Office 365 and CRM applications to automate conversation intelligence, as well as GenAI capabilities to produce call summaries. Its market presence and financial stability contribute to its customers' confidence to consider tech consolidation as they face budgetary pressures.

Planned Improvements: ZoomInfo Copilot aims to deliver actionable insights that sellers need to drive efficiency and effectiveness. Copilot will offer activity intelligence and will be supported by email, meeting and online call data ingestion running on ZoomInfo's Chorus back end. It will offer recommendations about who to contact, when to engage, what to say and then execute these actions across channels. The company also plans to make the feature available via API, CRM sync, data warehouse marketplaces and data cubes. Its roadmap includes prioritized accounts, breaking alerts, next best actions, AI-generated email, and embedded dialing with prompts and account summaries.

Implementation Services: ZoomInfo uses an in-house team, without third-party partners, but has an extensive network of value-added consulting partners.

Market Recommendations

Sales operations leaders evaluating SEA vendors should:

- **Prioritize and maintain vendors that support high SEA governance and data interoperability standards.** Prioritize compliance with the U.S. Controlling the Assault of Non-Solicited Pornography and Marketing Act and data privacy policies by ensuring correct syncing of opt-in and opt-out data. Prevent unnecessary distractions for sellers through effective use of visibility filters. Implement guardrails to protect response rates and email deliverability by limiting excessive emailing.

- **Create and maintain an SEA content strategy.** Centralize content creation and moderation to avoid confusion when reviewing content performance analytics. Undertake regular audits of snippets, email templates and cadences to determine which messaging needs revisiting or replacing.

- **Establish cross-functional, collaborative SEA management roles.** Successful SEA deployment requires shared, cross-functional ownership of the tool. Key stakeholders include marketing (content curation), sales operations (usage and process improvement), sales enablement (building out playbooks and training), sales managers (coaching capabilities) and IT (CRM/SFA integration).

- **Find the right fit.** Evaluate functionality offered natively in a CRM/SFA suite before deciding to invest in an SEA. Weigh the cost-savings appeal of an action platform against the costs associated with a rip-and-replace of other software with overlapping capabilities.

⊕ Evidence

Note 1: Description of Capabilities

Capability Descriptions and Definitions

Capability	Description
Capability	*Description*
Activity intelligence	Detects buyer interactions in other systems (e.g., email, calendars, web meeting platforms and team collaboration tools) and turns this information into insight for the seller and manager.

Capability	Description
AI guided selling	Provides sellers with a consolidated list of tasks based on AI analysis of buyer interactions and other deal signals. Drives seller effectiveness and efficiency by delivering feedback on deal-related efforts and prescriptive guidance on what actions to take next.

Source: Gartner

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