

# Software Advice BuyerView: Sales Force Automation SMB Software Report

Insight into today's software buyer

# Abstract

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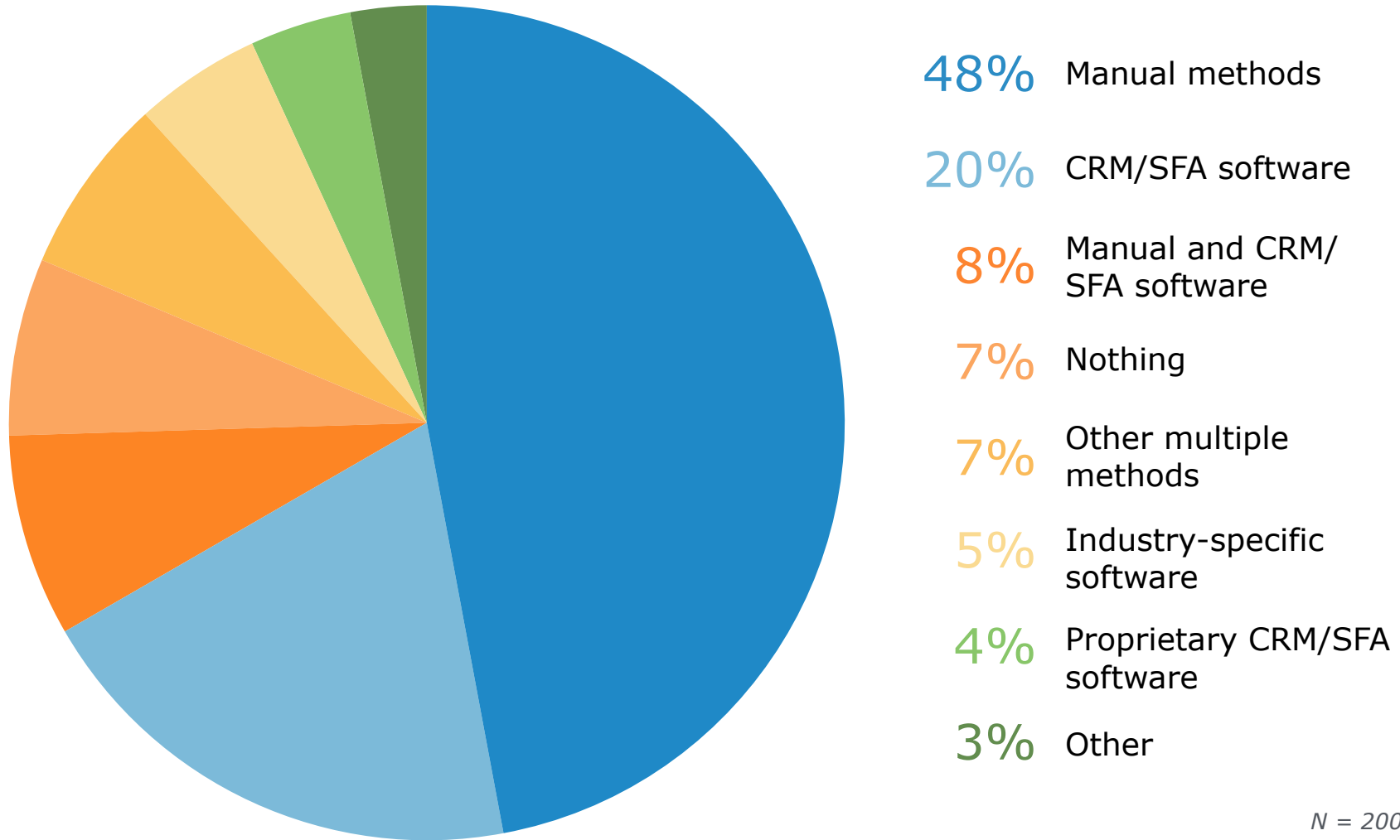
Sales force automation (SFA) software is meant to help sales teams streamline the sales process, gain visibility into the sales pipeline and provide real-time data to help sales managers quickly make informed decisions. SFA software can also help companies maximize profits by using fewer people to get more done in less time.

To learn more about the methods prospective SFA software buyers currently use and what functionality is most important to them, Software Advice analyzed a random sample of 200 buyer interactions.

## Key Findings:

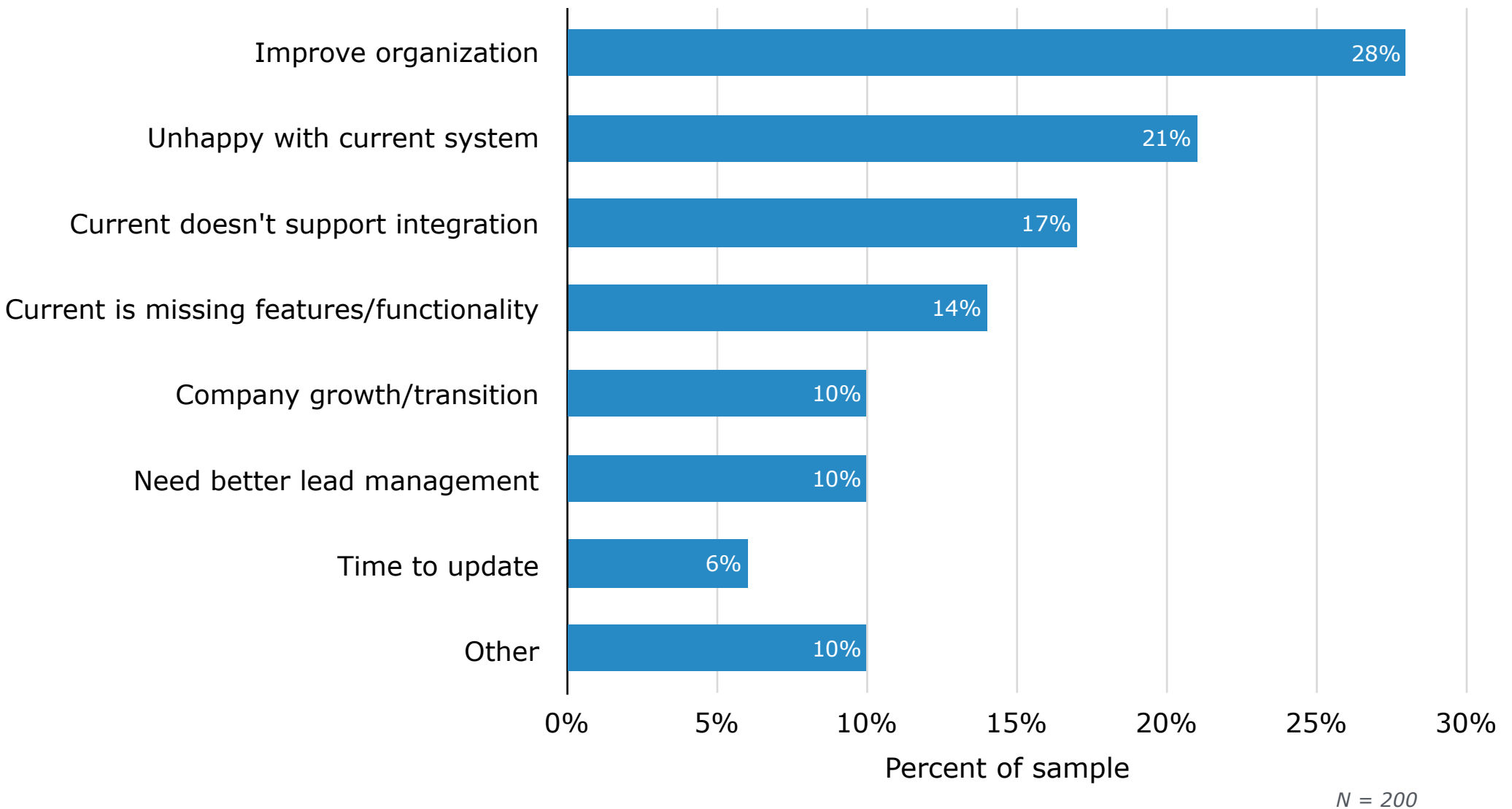
- Nearly half (48 percent) of buyers rely solely on manual methods to manage their sales activities, while a combined 32 percent are currently using a customer relationship management (CRM) or SFA system.
- While many buyers in our sample seek contact management (83 percent) and lead management (48 percent) functionality, just 17 percent seek reporting functionality.
- As evidence that more businesses are learning to use technology to extract maximum profit from smaller teams, 61 percent of our buyers are from very small companies.

## Many Still Use Manual Methods



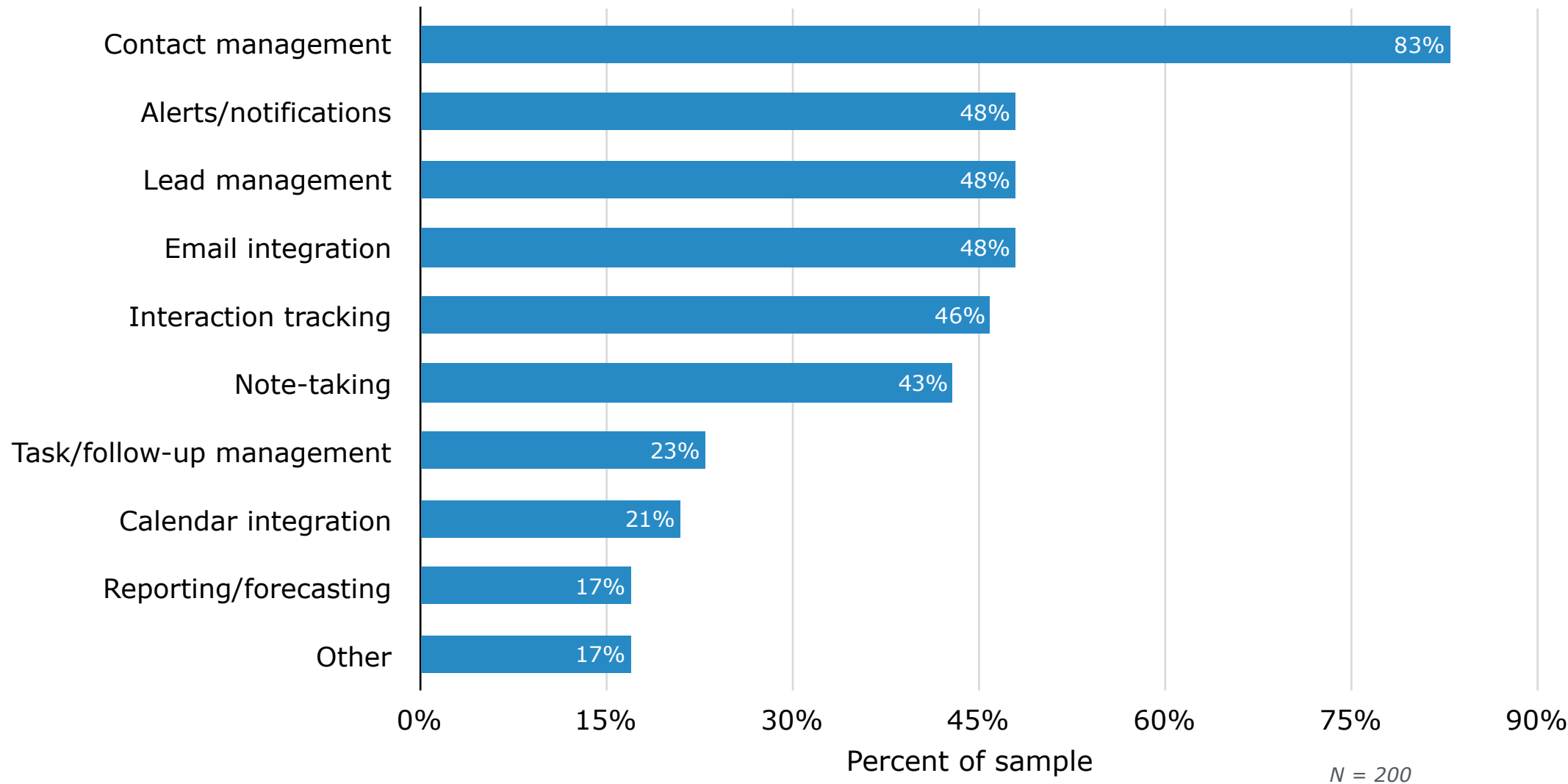
While a third of buyers are currently using a CRM or SFA system, nearly half of buyers still rely on manual methods to manage their sales activities.

# Largest Percentages of Buyers Are Focused on Organization



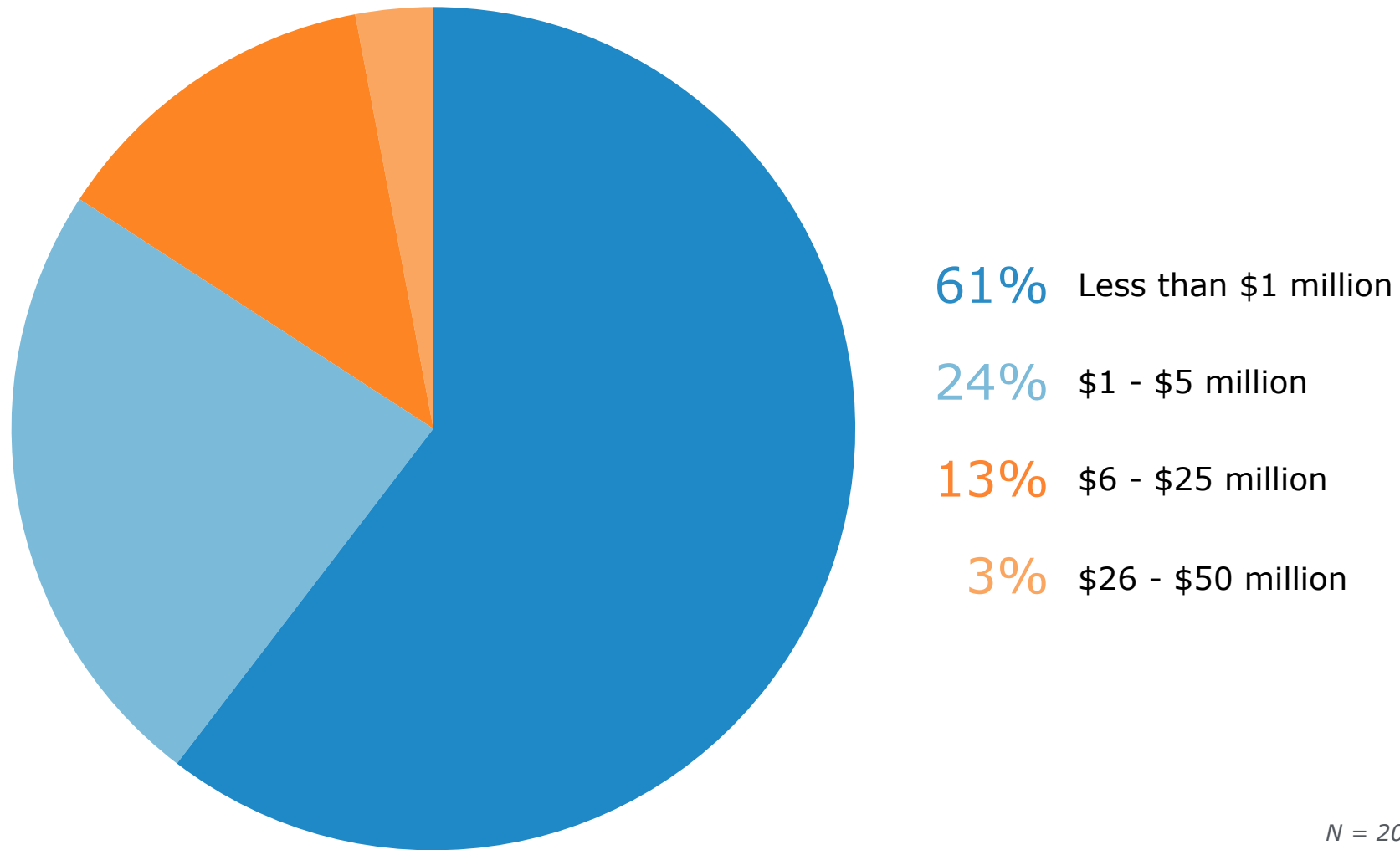
Nearly one-third of buyers (28 percent) say they want to be more organized, and are seeking a SFA system to help them achieve this goal.

# Contact and Lead Management Trump Reporting



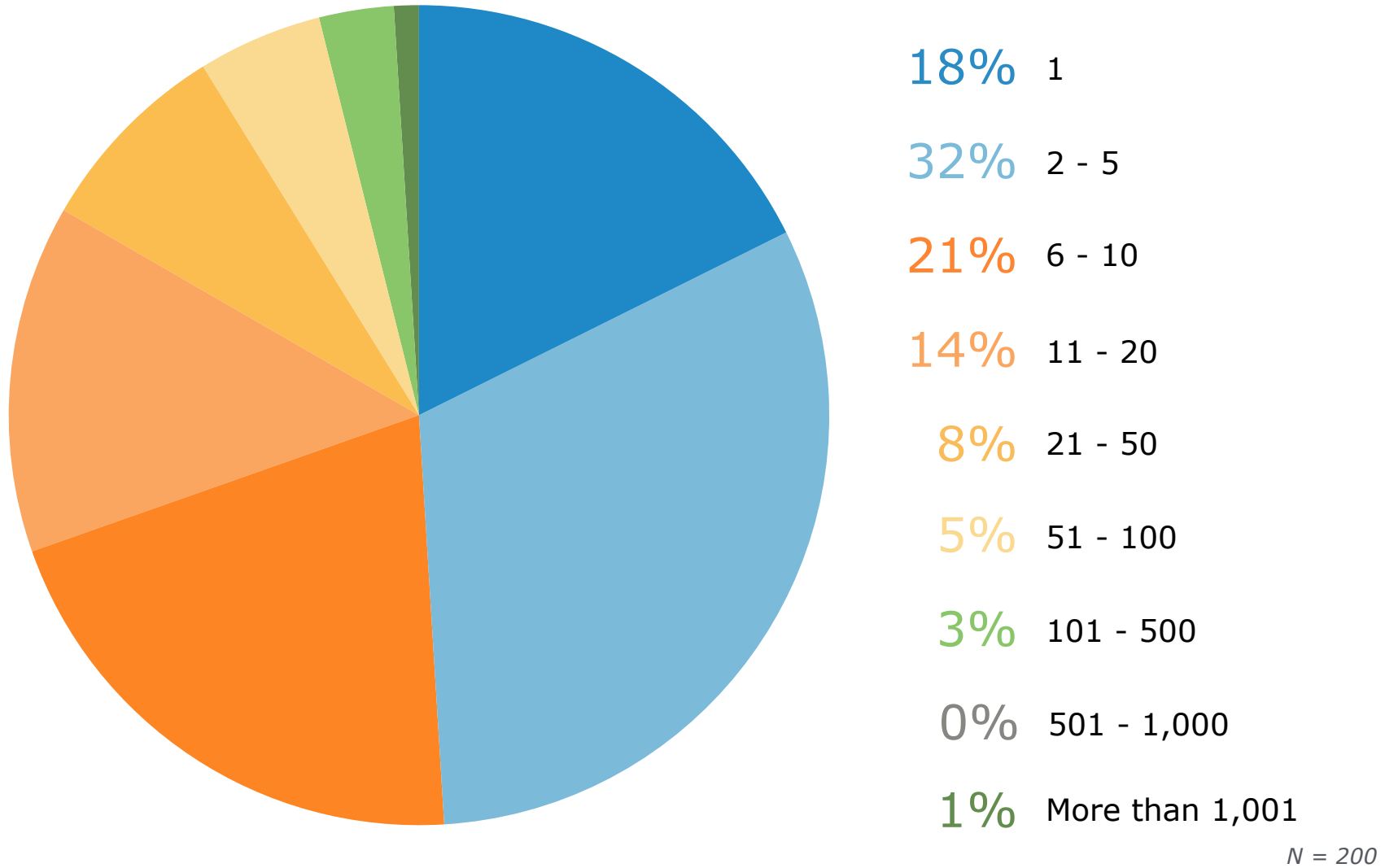
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## Majority of Buyers Are From Very Small Companies



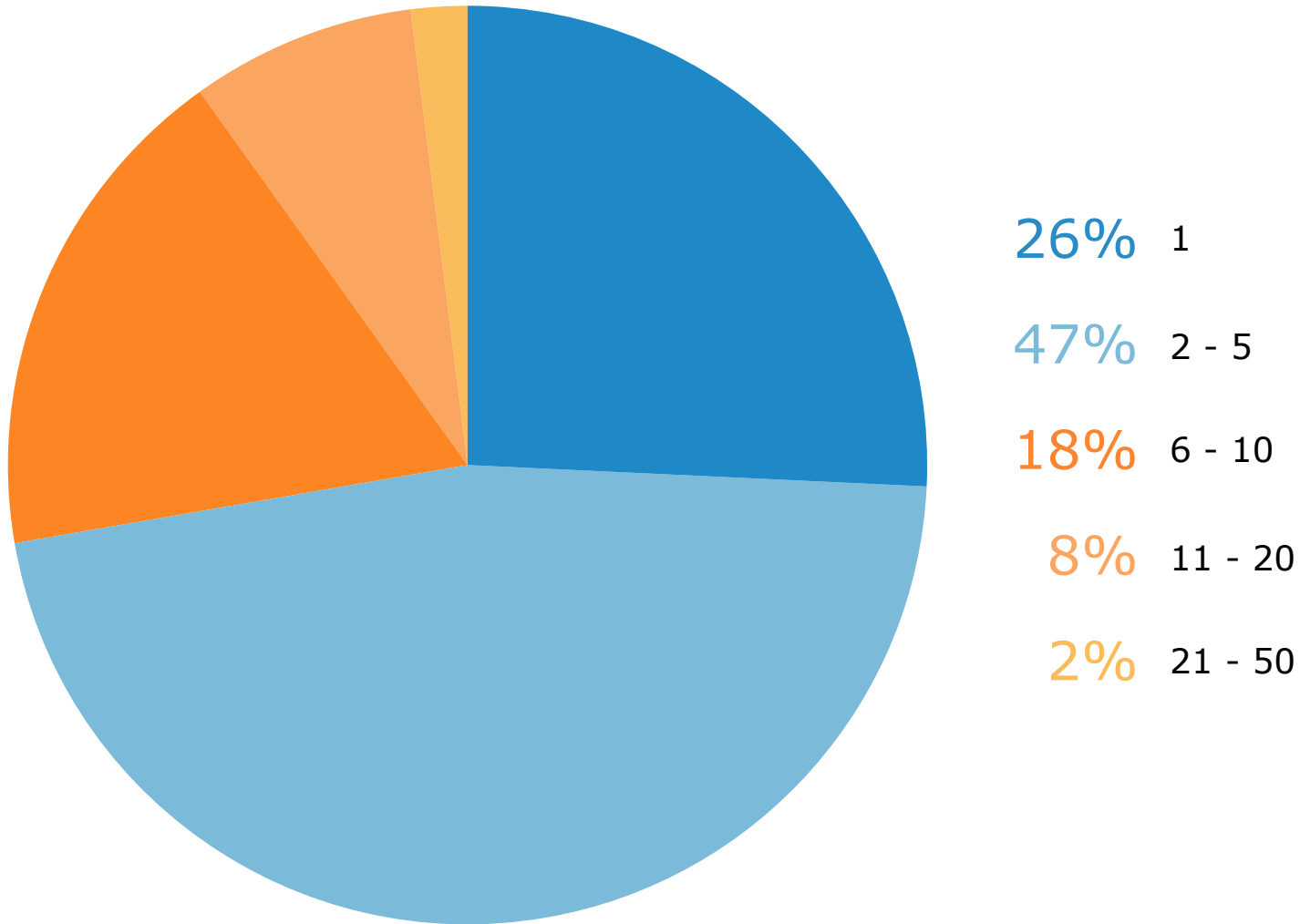
Over half of buyers (61 percent) are from companies with less than \$1 million in annual revenue.

## Majority of Buyers Are From Very Small Companies



Seventy-one percent of sales force automation software buyers have 10 employees or fewer.

## Majority of Buyers Are From Very Small Companies



*N = 200*

Buyers also tend to have small teams: The majority (73 percent) request software for five or fewer users.



# Learn More About **Sales Force Automation** Software

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