

How SMB sales teams are keeping up in 2020



Consumer expectations have changed a lot this past year.

In June 2020, Zendesk partnered with Dimensional Research to analyze the top trends in SMB sales today. [A survey](#) of 403 sales executives, managers, and reps revealed that customer expectations and buying behavior have changed significantly over the past five years. Let's take a look at how SMB sales teams are adapting to keep up.

The State of SMB Sales in 2020

In an increasingly digital-centric world, today's consumers expect to communicate with brands on the channel they prefer, and they want to buy their products online. To meet customers where they are, sales teams must adapt their sales cycles accordingly. For many SMBs, that means implementing the right tools and technology. Here's what respondents of Zendesk's [2020 State of SMB Sales](#) had to say:

Shifting customer expectations and behaviors

94%

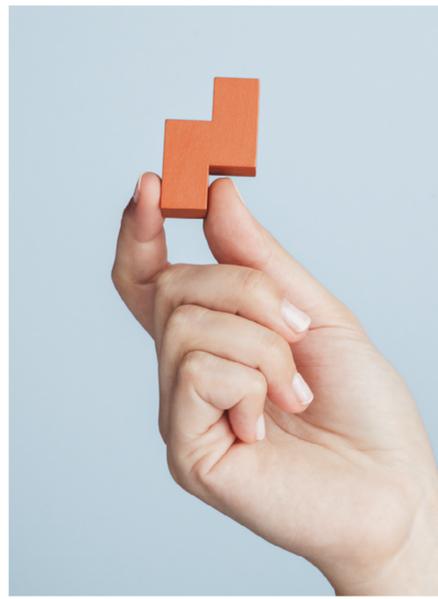
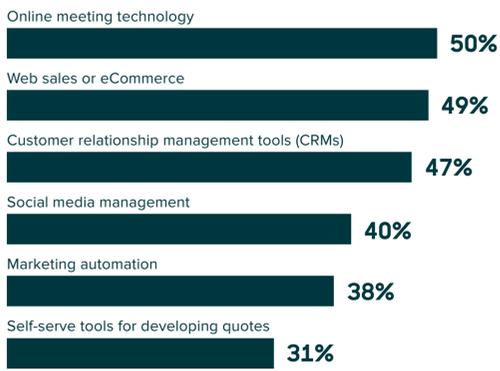
of surveyed sales teams said their customers had changed in the past five years. 76% called these changes "significant" or even "extreme."

Surveyed sales teams reported the following shifts in customers:



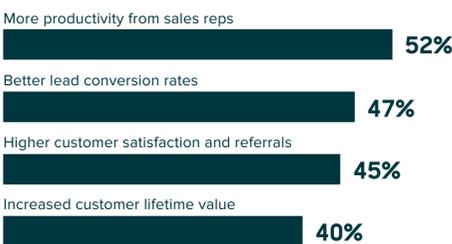
Investment in sales technology

In order to meet customers' changing—and increasingly higher—expectations, SMB sales teams are adopting new tools and technology. Surveyed stakeholders reported that they were adopting the following solutions to improve their sales cycle:



Greater productivity and conversions

SMB sales teams who have adopted CRMs are seeing positive results from the investment. Some of the specific business benefits our surveyed respondents reported seeing include:



Keep your SMB sales team agile and adaptable with Sell

Zendesk Sell gives your team the power to continually adapt to your customers' changing needs and expectations. Start building better customer relationships and driving more sales by starting a [free trial of Sell today](#).

