

4 Manufacturing Industry Trends That Could Derail Your Sales Targets



According to Deloitte, 95% of manufacturing leaders agree that automation and AI are critical to their company's future success.

Yet, most efforts to date have focused on manufacturing lines and distribution – not on the go-to-market (GTM) functions responsible for actually marketing and selling products or services.

Here are four industry trends that highlight why your organization can't afford to be among the laggards:



1. Digital transformation is a must.

In 1964, a manufacturer remained in the S&P 500 for 33 years on average. By 2027, companies are projected to stay in the index for just 12 years. Manufacturing enterprises that don't keep up risk getting left behind.



2. Buying and selling have gone digital.

Your sales reps no longer control the cadence and conversations with prospective customers exclusively through in-person or virtual meetings. According to Gartner, 80% of the B2B buyer journey will be online by 2025.



3. Buying groups are growing.

In line with manufacturers producing more complex and connected products, buying groups have grown dramatically. In just two years, purchasing decisions involving 4+ people increased by 30%, according to Forrester. Our own research suggests the same – the bigger the deal, the bigger the buying group, which increases by 27% for deals valued at \$100,000+.



4. Sales needs to be a well-orchestrated effort.

According to Gartner, buyers only engage with sellers for 5% of the sales process. Yet, they expect a frictionless, personalized experience, where the right stories, messages, and next steps are conveyed at the right time to the right people.

Addressing these trends requires a powerful GTM organization, fueled by the knowledge that resides in sales reps' heads, but augmented by AI and automation that makes data easier to capture, surface, and leverage.

Download our eBook to get a guided, 5-step process to transform your manufacturing organization's GTM strategy, so you can continue to produce massive success at scale.

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