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The Modern Selling Team

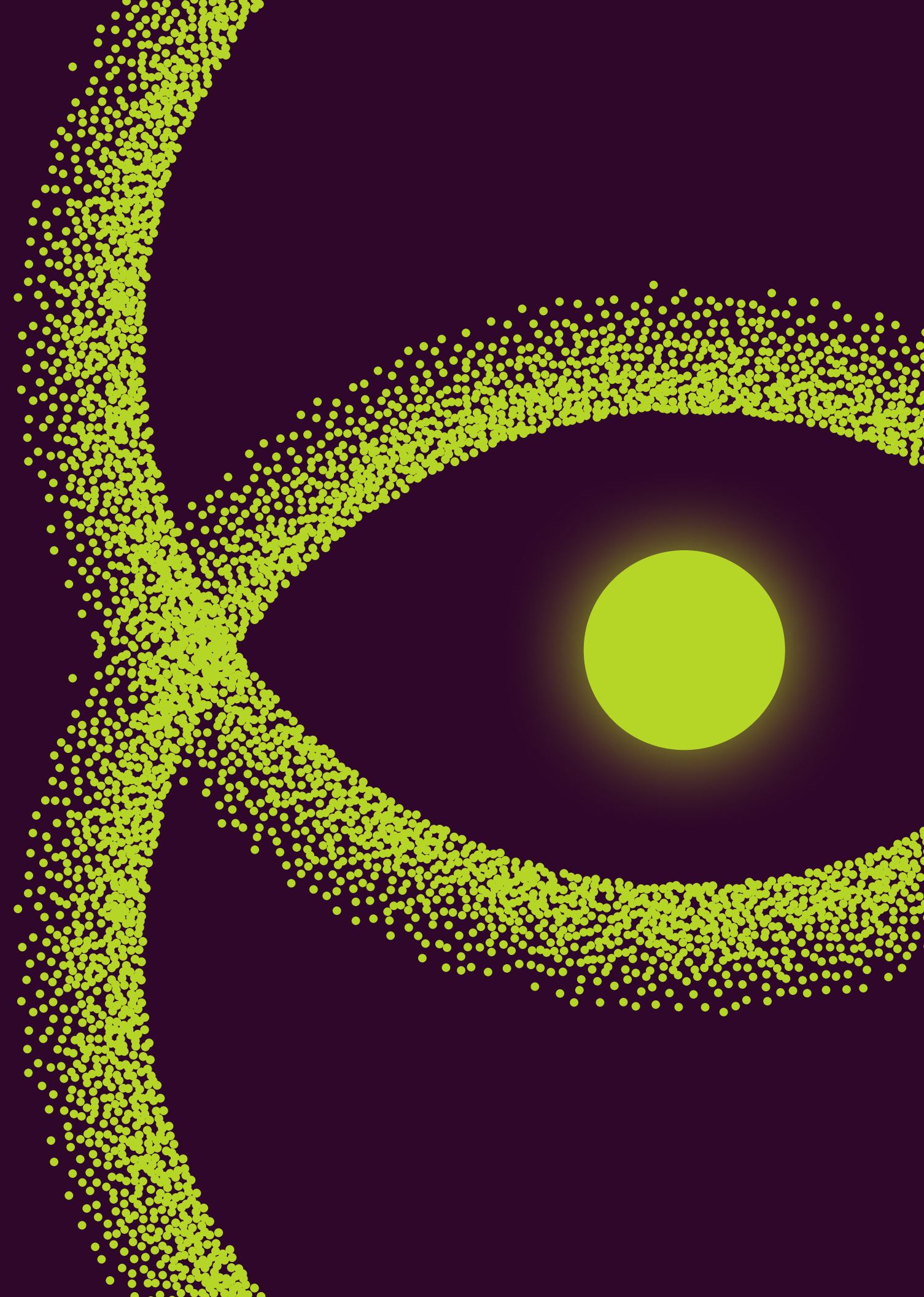


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The Modern Selling Team

Shrinking pipeline, more admin work, and spiraling AI pilots are forcing teams to rethink what it means to be a “modern selling team.”

Everywhere you look, the old revenue playbook is falling apart. Pipeline is harder to fill as reps get buried in internal administrative tasks. Cadences get ignored, and customer behavior is harder to track. AI promises to close deals faster, but most companies struggle to apply it in ways that matter.

According to Gartner®, reports that “Seventy-four percent of B2B sales leaders report that closing deals has become significantly more difficult, evidenced in sales cycles increasing by an average of 20 days per year from 2022 through 2024.”¹ And we’re hearing the same questions from revenue leaders across companies of every size: **What should a modern selling team actually look like, and how do we get there?**

“We are seeing the same pains from technology transformations of the past: Teams wavering on adopting new tools, lagging executive sponsorship, and challenges with change management. Our formula to solve those pains and achieve modern selling is evolving with AI.”



David Sacco

Innovation & Transformation: Revenue, Salesloft

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Technology isn't the challenge. Operationalizing it is.

Automation, analytics, and AI are already here. What's missing are the foundational components to use them well:

- Revenue needs an operating model that won't fall apart if top sellers leave.
- Reps need AI collaborators that help them sell.
- Managers need to replicate what works.
- Leaders need a strategy that keeps people, tools, and processes working together.

Winning teams know how to wrap technology around these goals, accelerating the alignment, governance, and systems needed to scale execution.

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3.7X

greater likelihood
of quota attainment for
reps who use AI

Gartner ²

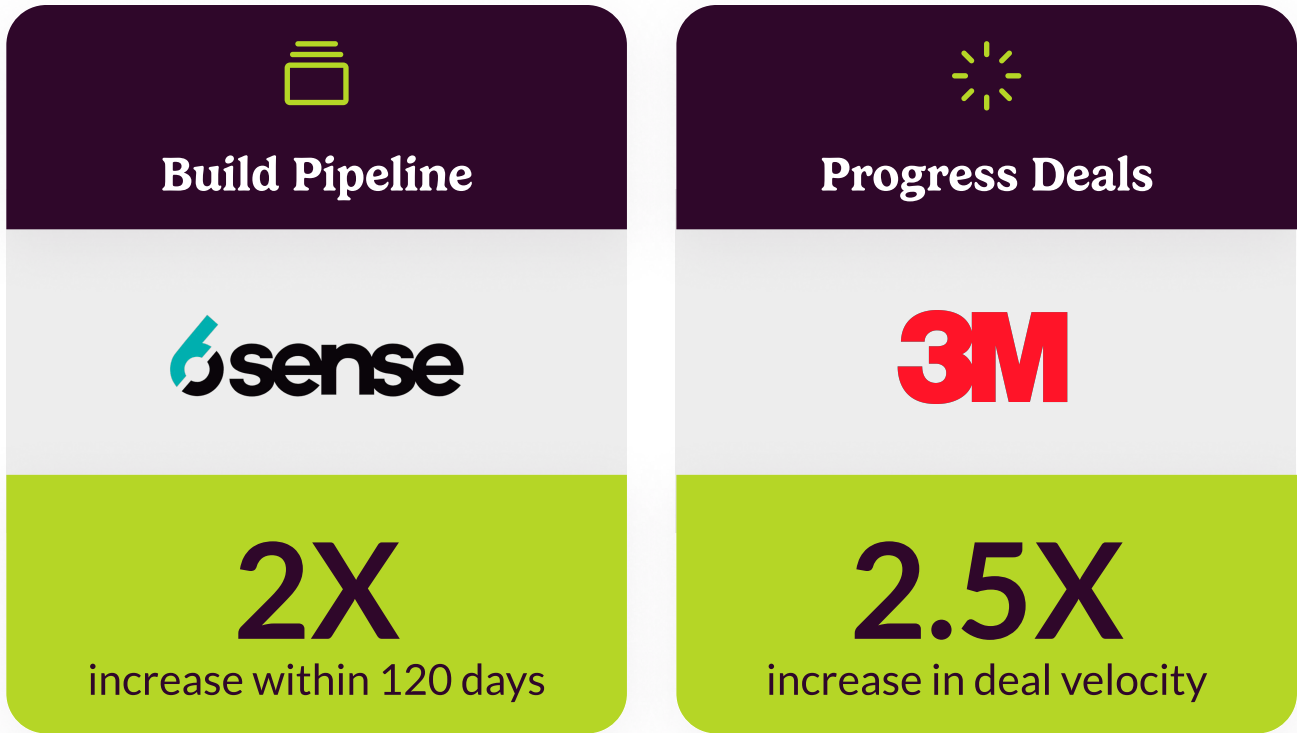
This expert guide breaks down the three defining capabilities of the modern selling team — an aligned culture, full-funnel pipeline execution, and an orchestrated revenue system — and shows how each one drives more consistent execution.

**Get ready to transform
your selling team.**

What does “modern selling” mean, anyway?

Modern selling teams adapt to the age of data and AI with signal-based selling and meaningful AI adoption. By embracing these modern approaches, they see clear results across the opportunity lifecycle.

When the sales team at 6sense shifted to modern selling, they doubled pipeline within 120 days. And at 3M, modern selling has accelerated deal velocity by 2.5 times.



Let’s look at the differences it makes to level up your selling strategy with the right combination of culture, execution, and systems.

Old Playbook		Modern Selling Team
Add headcount to chase targets	→	Scale a system that performs, even when top talent turns over
Sellers jump between disconnected tools and systems	→	AI and signals prioritize actions, reduce admin, and keep sellers focused
Hard to enforce sales process across the team	→	Best practices, plays, and execution are codified and repeatable through a shared system
Training left to managers or individual effort	→	AI agents provide in-the-moment feedback and coaching, giving managers more time for deeper conversations
AI used by a few, for hyper-specific tasks	→	AI agents power execution across the full funnel and are embedded into how the team works every day

Your journey starts with knowing where you stand

Everyone is under pressure to modernize, but few have a clear view of what maturity looks like or how to get there. The shift from the old playbook to a modern selling system doesn't happen all at once. It's a progression that unfolds as teams use AI in more coordinated and measurable ways.

After hearing hundreds of revenue leaders ask, "Where do we stand with AI?" we built a comprehensive sales AI maturity model that answers that question.

The next page offers a simplified version of the framework we use internally and with customers.

For a more complete view of where your team stands and what to do next, take our [AI Maturity Assessment](#).

"In today's selling environment, you could hire 100 additional reps and still miss your number if your GTM stack isn't modernized."



Ben Weikert

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Assess your current approach

WHAT'S YOUR SALES AI MATURITY LEVEL?			
	INITIAL EXPLORATION	OPERATIONAL INTEGRATION	STRATEGIC TRANSFORMATION
	You're experimenting with AI in isolated ways, typically through unsanctioned tools or features inside existing platforms. Teams are curious, but usage isn't tied to strategy or measurable outcomes yet.	You're moving beyond pure experimentation. AI is approved, in use across key workflows, and starting to show measurable business impact. Leadership is aligned, and you're building internal momentum across GTM teams.	You've embedded AI into how your team builds demand, sells, and grows customer relationships. AI forms part of your workflows, measurement strategy, and planning conversations. And it's contributing directly to performance.
EFFICIENCY	✓ ✓ ✗ ✗ ✗ ✗	✓ ✓ ✓ ✓ ✗ ✗	✓ ✓ ✓ ✓ ✓ ✓
GROWTH	✓ ✓ ✗ ✗ ✗ ✗	✓ ✓ ✓ ✓ ✗ ✗	✓ ✓ ✓ ✓ ✓ ✓
CHALLENGES	There is no standard approach to scaling AI use cases across the team, and learnings are not systematically shared.	While AI adoption grows, not everyone can leverage AI effectively.	It's difficult to maintain data quality and integrate signals across the customer life cycle to preserve AI's accuracy, reliability, and trust.

“

Saving a rep three hours on research isn't sales transformation. It's when you redesign the business around AI agents and help reps scale in a way that wasn't possible before that you've really moved the needle.



Ben Weikert

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Roadmap to a modern selling team

The teams that scale successfully embed cultural alignment, sharpen execution across the funnel, and connect every revenue function into a unified system.

The following core capabilities reframe modernization from a series of experiments into a consistent operating model, where people, processes, and AI reinforce each other.



Components of the modern selling team



1. Aligned and adaptive culture

Modernizing your sales team starts by getting people to shift how they work. Without a shared understanding and common goals, even the strongest strategy will fall apart.

Cultural alignment gives people context for change and a shared picture of what “good” looks like. It equips managers to reinforce new habits and gives sellers the clarity to trust new approaches — especially when changes affect how they’re evaluated or compensated.

An adaptive culture responds to change rather than resisting it. Connecting the dots between AI features and real outcomes helps everyone buy into change; reinforcing top behaviors among peers keeps the mindset momentum going.

“Every AI rollout starts with joint planning between go-to-market, product, and platform leadership, so there’s clarity on what’s changing and why. We also have a cross-functional AI council to guide adoption, collect feedback, and help us evolve with the tech. This keeps alignment high and resistance low to help us move faster and scale smarter.”



Ben Weikert

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To build similar alignment in your org, start by partnering at the top:

- Lay the foundation for alignment by following our [CRO + CIO Playbook for Revenue-Driving AI Agents](#)
- Create a governance model that scales using our [Revenue Leader’s Guide to AI transformation](#)

2. Full-funnel pipeline execution

Modern teams change how pipeline is created, managed, and actioned.

- Reps work the full funnel, enabled by systems that eliminate data fragmentation and context switching, while surfacing insights in real time.
- AI-driven signals capture buying and selling activity across inbound and outbound.
- Agents transform them into action by automating time-intensive work, improving message quality, and keeping execution tight across every stage.
- And managers get the visibility they need to coach reps in context, in real time.

“Agents don’t just save time, they guide action in the moments that matter. Look for signals that already exist in your systems, define the response you want within minutes, not days, and activate agents to close those gaps. That’s how you accelerate execution at scale.”



David Sacco

Innovation & Transformation: Revenue, Salesloft



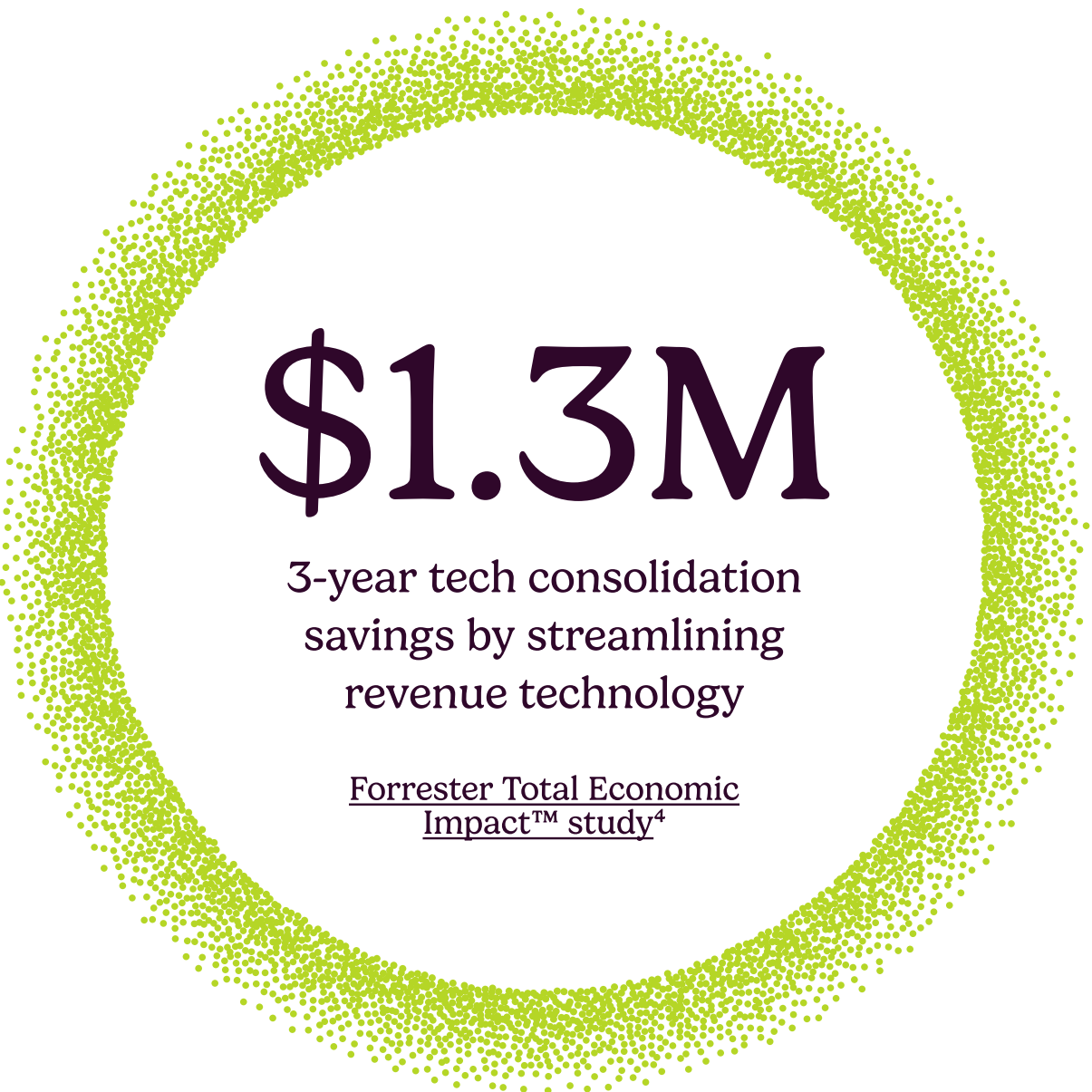
How to move towards full-funnel pipeline execution



See how Salesloft agents handle these motions out of the box. [AI Agents at Your Service](#)

3. Orchestrated revenue system

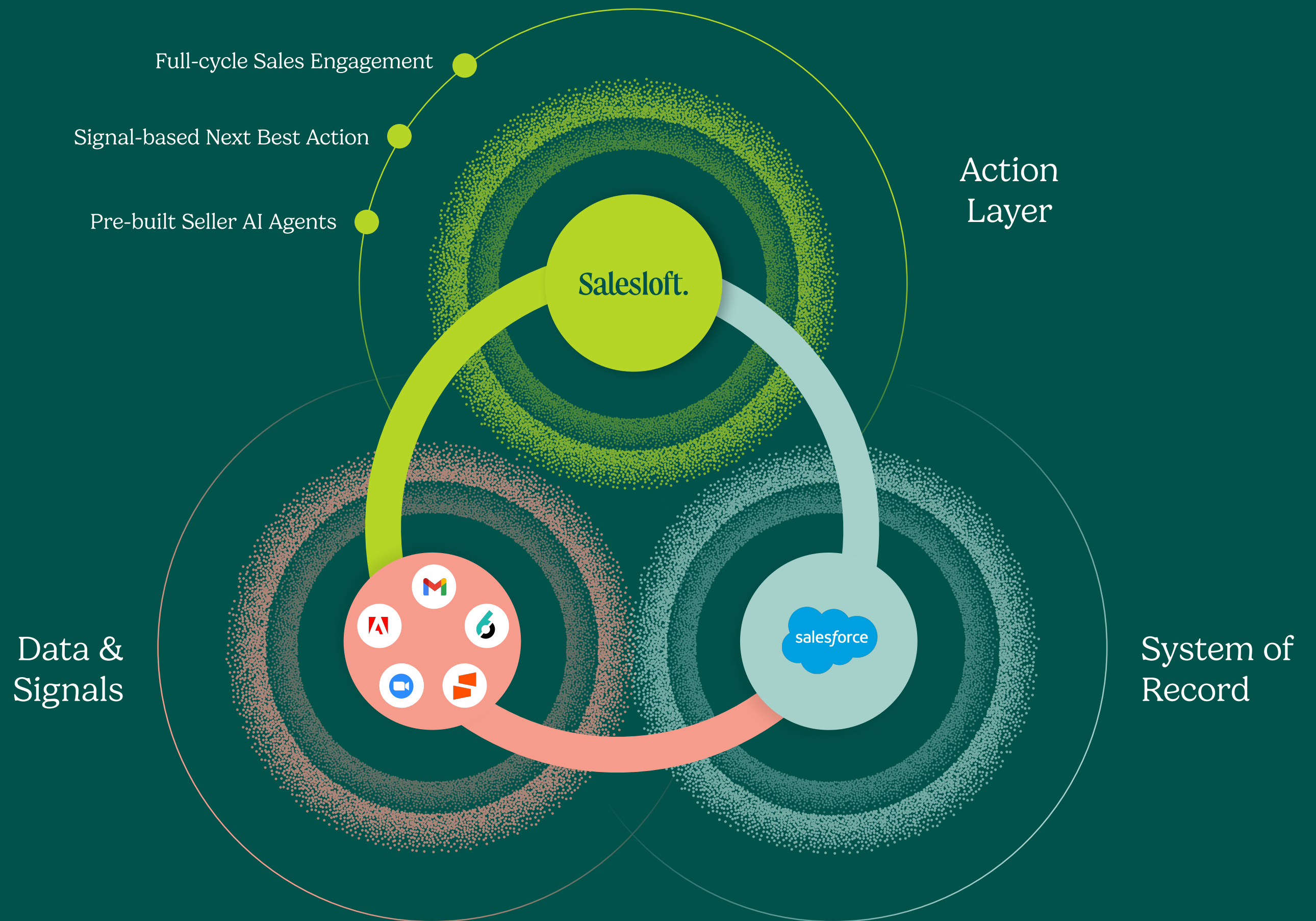
The last section demonstrated how sellers execute inside the pipeline. Now, let's talk about how all stakeholders — sales, marketing, and customer success — operate as one system to keep momentum from first touch through expansion.



An orchestrated revenue system pulls trusted data into one workspace, applies AI to sellers' natural workflows, and gives every team the same view of what's happening in the pipeline and what should happen next. It's the center of gravity for all revenue activity and enables:

- **Shared signal definitions across teams:** Whether it's a pricing update, product usage dip, or contract at risk, everyone aligns with the same trigger and one next best action.
- **Cross-team plays running from a single place:** Sales sends a tailored sequence, marketing reinforces it with in-stage content, and CS schedules a health check in lockstep motion.
- **Role-based permissions and governance:** Everyone works with the right data, and every activity is auditable.
- **iPaaS connectors:** Automatically synchronize between CRM, product usage, support, and marketing systems, without long IT queues.
- **Agents embedded where leverage is highest:** Get call summaries with risk flags, renewal alerts tied to health, and next-step guidance for complex buying groups.
- **One inspection rhythm:** Actionable data and insights are available to all managers, including time to action from signal, stage conversion, renewal health, and expansion rate.

The result is one revenue system that ensures actions are aligned, consistent, and repeatable across every function.





Start your journey towards sales modernization now

Modern selling teams are built on aligned culture, full-funnel execution, and orchestrated revenue systems powered by AI agents. But to apply the new playbook, you'll need to know where your organization sits today, and what it will take for your team to move forward.

What's your sales AI maturity level?

Take our 3-minute interactive assessment to find out. It's designed from our work with hundreds of go-to-market leaders and reflects the shifts required to go from early AI experiments to fully embedded, revenue-driving adoption.

You'll get personalized recommendations based on your maturity level, showing exactly where to focus and what to build next, shaped by lessons learned from our most successful customers.

[Start your AI maturity assessment](#) →

Salesloft builds AI agents that transform revenue teams into modern selling powerhouses. If you're ready to see what that looks like for your team, [talk to sales](#).



¹ Gartner, "The Great Sales Awakening: How to Lead Sales in the AI Era," Dan Gottlieb, Betsy Gregory-Hosler, Robert Blaisdell, June 24, 2025. Gartner is a registered trademark of Gartner, Inc. and/or its affiliates and is used herein with permission. All rights reserved.

² Gartner, "Gartner Sales Survey Reveals B2B Sellers Who Partner with AI Are 3.7 Times More Likely to Meet Quota," September 16, 2024

³ Forrester Consulting study commissioned by Salesloft, "The Total Economic Impact™ Of Salesloft: Cost Savings And Business Benefits Enabled By Salesloft," April 30, 2025. Results are for a composite organization representative of interviewed Salesloft customers.

⁴ Ibid.

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