



Outreach Sales Confidence Index Report: Winter 2023



The Outreach Sales Confidence Index is a quarterly survey that measures how optimistic or pessimistic B2B sales leaders in the U.S. and U.K are regarding their ability to drive growth for their companies.

The index is published quarterly by [Outreach](#), the leading sales execution platform that helps market-facing teams efficiently create and predictably close more pipeline.



Methodology

Outreach partnered with Dynata to survey 507 B2B sales leaders in the United States and United Kingdom across industries. Out of those survey, 64% identified as male and 36% as female. 30% respondents identified as VP of Sales, 29% as director of sales, 27% as sales team leader or manager, 7% as sales administrators, and 6% as individual contributors.

📍 Sales Confidence Index

Key Findings



Positive Outlook on Economy

Sales leaders continue to be optimistic about revenue forecasts



Adopting New Sales Tech

Generative AI is on the rise and sales leaders are quickly adopting it for daily use



Return to In-Person

A larger number of salespeople are holding in-person meetings, with virtual only meetings dropping in popularity

Positive Economic Outlook

82%

of Sales Leaders surveyed
expect to increase revenue in
the current quarter

Industry-specific
positive economic
outlooks:



Technology: 89%



Telecom: 87%

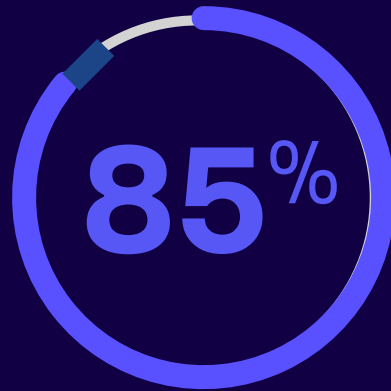


Finserv: 69%



What are your expectations for revenue performance in the upcoming quarter?

Fall 2022



85%

Slight/significant revenue increase

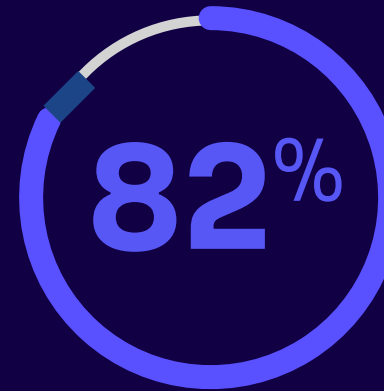
14%

Flat growth

1%

Slight/significant revenue decrease

Winter 2023



82%

Slight/significant revenue increase

15%

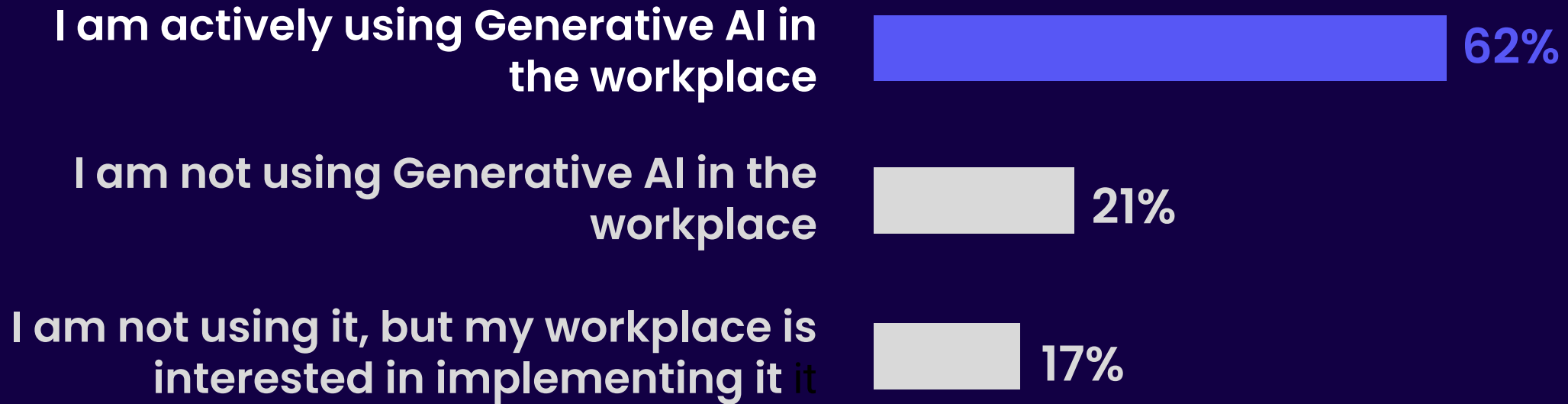
Flat growth

3%

Slight/significant revenue decrease

Generative AI in the Workplace

Are you actively using generative AI at work to facilitate your job?





Investment in sales tech is crucial to sales leaders

How much of a priority does your company put on investing in sales technology?



- High/Somewhat of a priority
- Low Priority

Top factors attributed to revenue outlook for the quarter*

36% Overall Sector Performance

32% Customer Buying Intentions

32% Customer Budget

31% Change in Sales Processes

30% Intro of New Offerings

29% Intro of New Sales Tech

**Sales leaders were asked to select their top three factors to attribute to their revenue outlook*

Sales Leaders are expecting to increase headcount in the next six months

October 2022

77%

Out of these respondents, 68% of are looking to increase headcount by up to 15%

January 2023

74%

Out of these respondents, 67% of are looking to increase headcount by up to 15%

The Return of In-Person Meetings

Mostly meeting with customers through a video meeting platform with some in-person meetings, with business travel

Are holding mostly in-person meetings

Hosting only virtual meetings

Winter '23

53%

32%

13%

Fall '22

53%

24%

21%

Breakdown of Respondents by Industry

Industry	Fall '22	Winter '23
Advertising and/or marketing	3%	2%
Agriculture, food, and/or beverage	1%	1%
Business or professional services	1%	4%
Chemicals and/or metals	1%	1%
Construction	3%	3%
Consumer product goods and/or manufacturing	6%	7%
Consumer Services	2%	1%
Education and/or nonprofits	1%	2%
Electronics	1%	4%
Energy, utilities, and/or waste management	3%	4%
Financial services and/or insurance	6%	7%

Industry	Fall '22	Winter '23
Government	0%	1%
Healthcare	9%	9%
Technology and/or technology services	4%	5%
Legal services	0%	2%
Manufacturing and materials	17%	12%
Media and/or leisure	3%	3%
Retail	34%	22%
Telecommunications services	2%	3%
Transportation and logistics	2%	3%
Travel and Hospitality	0%	1%
Other	1%	3%



Positive Outlook on the Economy by Industry

Industry	Positive Outlook
Advertising and/or marketing	89%
Agriculture, food, and/or beverage	71%
Business or professional services	56%
Chemicals and/or metals	57%
Construction	88%
Consumer product goods and/or manufacturing	97%
Consumer Services	86%
Education and/or nonprofits	80%
Electronics	68%
Energy, utilities, and/or waste management	76%
Financial services and/or insurance	70%

Industry	Positive Outlook
Government	33%
Healthcare	75%
Technology and/or technology services	89%
Legal services	100%
Manufacturing and materials	76%
Media and/or leisure	93%
Retail	92%
Telecommunications services	88%
Transportation and logistics	64%
Travel and Hospitality	71%
Other	92%