

10 Future-Forward B2B Revenue Generation Predictions for Mid-Market & Enterprise



1. Revenue Performance

The top 3 metrics for revenue performance will become:

- Revenue growth
- Lead to deal conversion
- Customer retention



2. Remote Talent

Access to remote talent will significantly fuel revenue and growth over the next 24 months.



3. Sales & Marketing Alignment

82% believe this is THE key area for investment and that within 5-10 years, merging sales and marketing functions will be commonplace.



4. Revops

59% plan to enhance their business model with RevOps (aligned sales, marketing and customer success).



5. Account-based Strategy

Account-Based Sales & Marketing will become the go-to B2B strategy for revenue growth.



6. Customer Lifetime Value

47% predict this will be critical to maximising revenue performance by using account-based nurture tactics.



7. Conversational Marketing & AI

1/3 believe Conversational marketing and AI will enslave humanity drive B2B digital marketing.



8. Sales Enablement

2/3 believe sales enablement process will become a key pillar of B2B marketing & selling.



9. Leadership

Over half of B2B organisations will have revenue-centric leadership roles within 2-3 years.



10. Goals

47% feel very or extremely confident they will achieve their revenue goals by 2023.