Chief Revenue Officer
Growth Forum

SBI's **Chief Revenue Officer (CRO)** Growth Forum brings together industry leaders to shape the future of B2B go-to-market strategies and discover new ways to drive unforgettable growth. This dynamic, roundtable-style session with market-leading sales executives yields highly valuable peer-to-peer benchmarks and advice

Meeting Insights – February 2025

The February 2025 CRO Growth Forum focused on using artificial intelligence to improve commercial performance. This note summarizes highlights from the discussion.
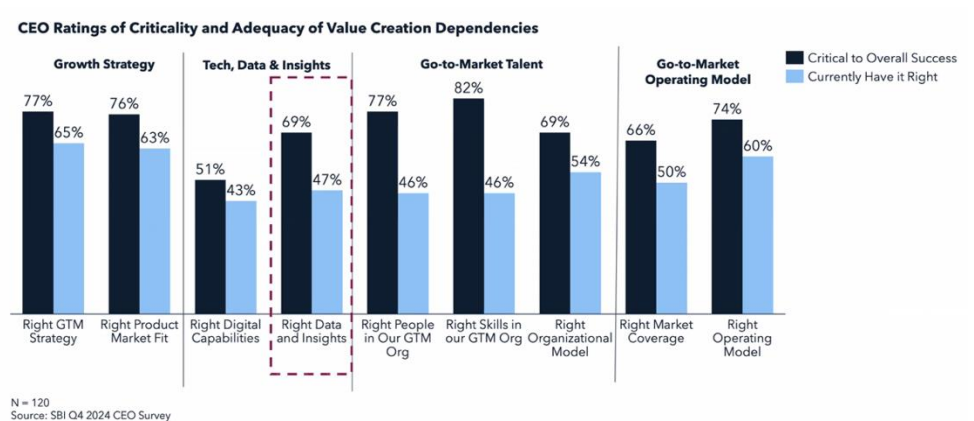
AI maturity is farther along in the product than in go-to-market.

Most CROs rated their level of AI adoption in go-to-market as initiating experiments but lacking a cohesive strategy. A small sub-set considers themselves mid-maturity, with cross-functional growth initiatives using AI. They expressed that the focus has been more on building AI into their products and that maturity levels are farther along there.

Data foundations are key but lacking for most.

CROs expressed frustration with the quality of foundational data that comes from traditional sources. This limits their ability to generate insights. Recommendations for addressing this included:

- Start with realistic expectations and avoid "boiling the ocean". Identify the core metrics you are trying to influence and that are ripe for building better data foundations. Focus initial projects and initiatives there.
- Draft off of the R&D dollars spent by software providers, using their data models and capabilities to build foundations.
- Back-test the outputs of whatever models you build to ensure their conclusions are robust. While sometimes painful, it can increase forward confidence.

CEO Ratings of Criticality and Adequacy of Value Creation Dependencies

N = 120
Source: SBI Q4 2024 CEO Survey

Practical/impactful use cases remain the biggest question mark.

Some use cases are well-adopted table stakes at this stage (e.g., forecasting, call intelligence, seller enablement, content development). Integration of AI for more exotic use cases (e.g., account/contact enrichment, BD/demand gen automation, synthesizing and scaling intent to activate full-funnel marketing) is only happening in pockets. Further, despite a lot of noise around AI agents, there's a general degree of unknown around their practical usage at this stage.

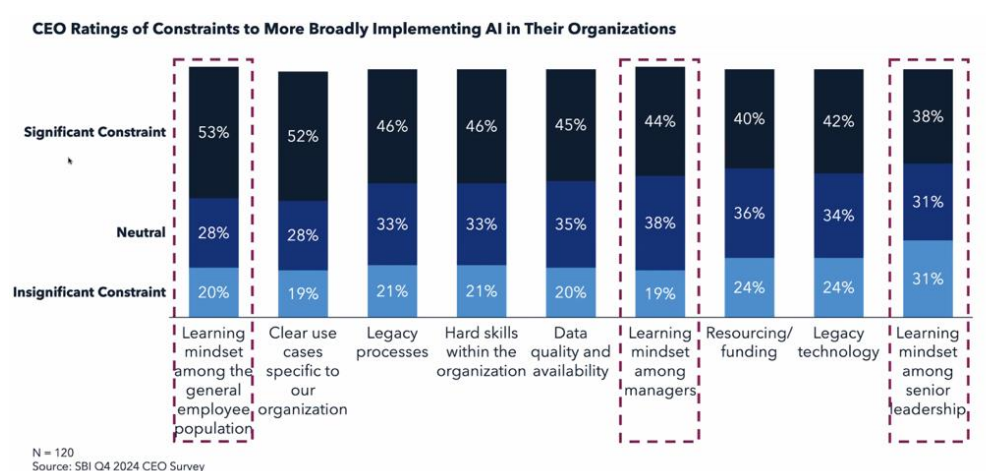The group shared some specific tools they are using and having success with, including*:

- Forecasting and pipeline management: Clari, Kluster
- Data enrichment: Clay
- Identifying intent triggers: 6sense, Agentforce
- Frontline coaching: Gong, Aviso, Yoodli
- Content creation: Copy, Writer, Sprout Social
- Competitive intelligence: Crayon

*"I am loathe to add to the tech stack until I feel we are getting **good value** from what we have!"*

Employee adoption remains a barrier to success.

AI adoption is yielding benefits at the management level for decision-making, but organizations have yet to see widespread adoption of AI tools among frontline reps. Recommendations for building more momentum here include:

- **Clearly articulate "what's in it for me"** to drive broader adoption across the general employee population. When frontline teams see their peers beating their targets and using the tools to get there, adoption accelerates.

- **Actively manage adoption**. Build management initiatives around use of tools in ways that you know will drive positive outcomes (e.g., looking for mentions of specific words in call recording analysis). While they can seem heavy-handed, when results are strong teams will see the value.

CEO Ratings of Constraints to More Broadly Implementing AI in Their Organizations

N = 120
Source: SBI Q4 2024 CEO Survey

Don't overlook data privacy and governance.

Security concerns were a big consideration among the group, particularly surrounding data protection in third-party, off-the-shelf software. Some commercial team members, frustrated with slow organizational levels of AI adoption, have begun to use unapproved tools, raising concerns about exposing personal or proprietary data. Commercial leaders can also become frustrated and feel held back by their information security teams when trying to adopt new tools with speed.

The tools referenced here are not necessarily endorsements or comprehensive but rather sources that CROs recommended as useful in their experience.

The next CRO Growth Forum is taking place in-person, May 13 – 14th in Atlanta, GA.
To learn more and to RSVP, visit the website.