

# 2025 B2B sales benchmarks

What separates **high-growth** sales teams from the pack

*Key sales and revenue operations insights from SaaS Technology firms*

# High-growth sales teams don't just execute better – they think differently.

This report uncovers what sets high-growth B2B SaaS sales teams apart, based on insights from annual research into sales operations, commercial models, and GTM challenges. By comparing their strategies, budget priorities, and structural decisions to slower-growing peers, we reveal the mindset shifts and approaches fueling success.

Tailored for sales leaders and CROs, the report provides a clear roadmap to identify and activate growth opportunities with precision.

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# Respondent Profile

Survey respondents were exclusively B2B SaaS Sales and Revenue Operations leaders – with clear insight into strategic priorities and historical operations. Organization size was variable however, somewhat surprisingly, size was not a strong indication of revenue success or overall growth.

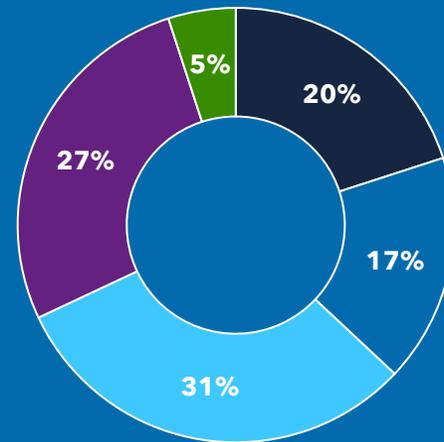
## INDUSTRY

100%

B2B Software-as-a-Service Organizations

## COMPANY SIZE

trailing 12-month revenue



## ROLE

53%



Chief Sales Officer /  
Chief Customer Officer

19%



Sales Leaders Reporting  
to CRO / CSO

16%



Sales Operations  
Leader

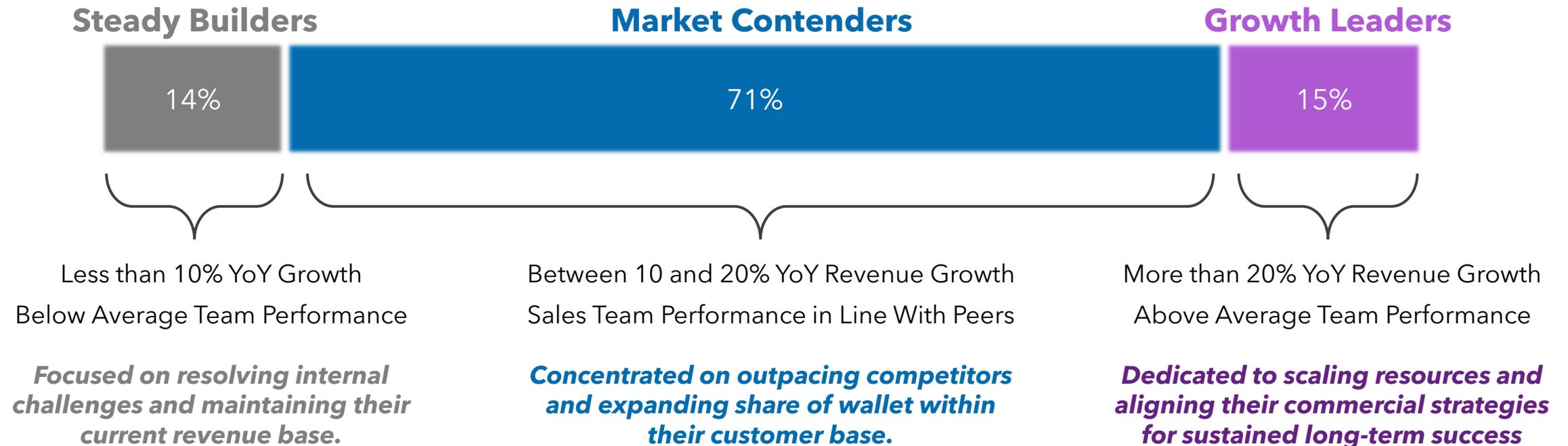
12%



Chief Revenue  
Officer

# From steady to standout: Key sales team differences

Our analysis revealed three distinct profiles of sales organizations, segmented by their growth performance and team effectiveness. While only a small group achieved standout results, these profiles help illustrate the varying priorities and challenges sales leaders face across the spectrum.



# The hallmarks of growth leaders

For high growth companies, a focus on future opportunity is foundational to commercial operations, impacting everything from plan development to segmentation and team structure through to execution.

	Growth Leaders	Market Contenders	Steady Builders
STRATEGIC FOCUS	✓ Long Term Growth Plan	Market Positioning	Internal Operations
PARTNERSHIP WITH MARKETING	✓ Orchestrated	Connected	Disconnected
SALES MOTION	✓ Segment & ICP Prescribed	Segment Considered	One Size Fits All
SEGMENTATION CRITERIA	✓ Whitespace/Opportunity	Past Performance	Management Input
PRIMARY COVERAGE MODEL	✓ Single Account Owner / Pod	Mixed	Hunter-Farmer
SALES EXECUTION PRIORITIES	✓ New Revenue Pathways	Expand Existing	Protect the Base
2025 OBJECTIVES	✓ Sales Model Efficiency	Market Positioning	Attract & Retain Talent

# Priorities of growth leaders vs. steady builders

Top-performing organizations create clear plans focused on future growth and use targeted sales and marketing strategies to achieve their goals.

## Growth Leaders

Target based on opportunity potential *not existing revenue*

**+33%\***

*Targeting*

Have long term growth plans *clearly documented*

**+29%\***

*Long-term growth plan*

Utilize unique, segment based sales strategies

**+23%**

*Segmentation*

Partner with Marketing teams for demand generation

**+21%**

*Marketing partnership*

Have sales compensation plans that reflect strategy

**+18%**

*Compensation*

## Steady Builders

Focus sales efforts on new opportunities, not just current revenue.

Build support by sharing and refining the strategic plan.

Adjust sales strategies based on buyer needs and account complexity.

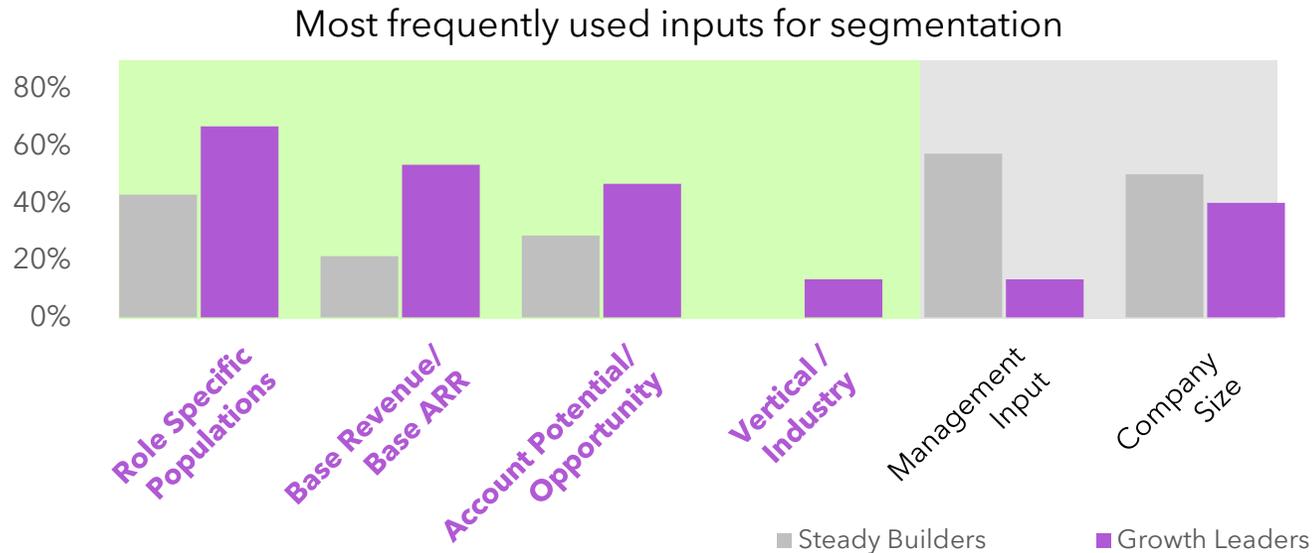
Align marketing as a key partner with shared goals.

Use structural tools like compensation to drive execution.

\* Represents statistically significant difference with 95% Confidence interval, Figures represent T2B score based on respondent self-explicated level of agreement in evaluating dynamics within their revenue organizations

# Smart segmentation sets high-growth sales apart

High growth sales teams combine growth potential, past performance, and buyer roles for segmentation, while low performers rely on company size or opinions.



**“For us, Segmentation is fundamental to our sales approach, we use it in almost every aspect of our Go-To-Market Strategy. From annual planning, to coverage, to sales compensation; all these things are going to change depending on the context of the Segment.”**

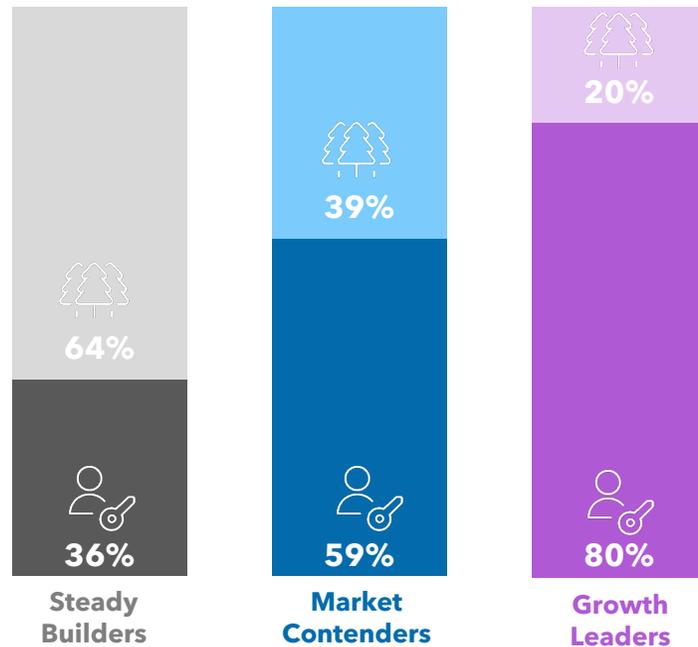
-Chief Revenue Officer  
\$250M Vertical SaaS Company

- ✓ **Don't oversimplify**  
High growth sales teams use **~3** segments on average compared to **~2.5** for Middle of Pack and **~2** for low performers
- ✓ **Use blended Inputs**  
Top performers tend to incorporate a mix of **historical, prospective, and industry** specific inputs
- ✓ **Verticals for new motions**  
Verticals are used by only **~15% of top performers**; consider them only when new sales motions are needed

# Optimizing coverage models for success

Top-performing sales organizations often prefer single account ownership, but the right model depends on strategic priorities and customer context.

## Hunter-Farmer vs. Single Account Ownership



■ Single Account Ownership ■ Hunter / Farmer



Single Account Ownership



Hunter / Farmer

### Higher Contract Values

Organizations with single account ownership reported ~40% greater average ACVs compared to hunter-farmer

### Land and Expand

Model is applied more frequently to Enterprise segment scenarios, where expansion is paramount

### Dedicated Focus on New Logos

Hunter/farmer model users reported less need for improving new logo prospecting & indicated fewer total roles on average

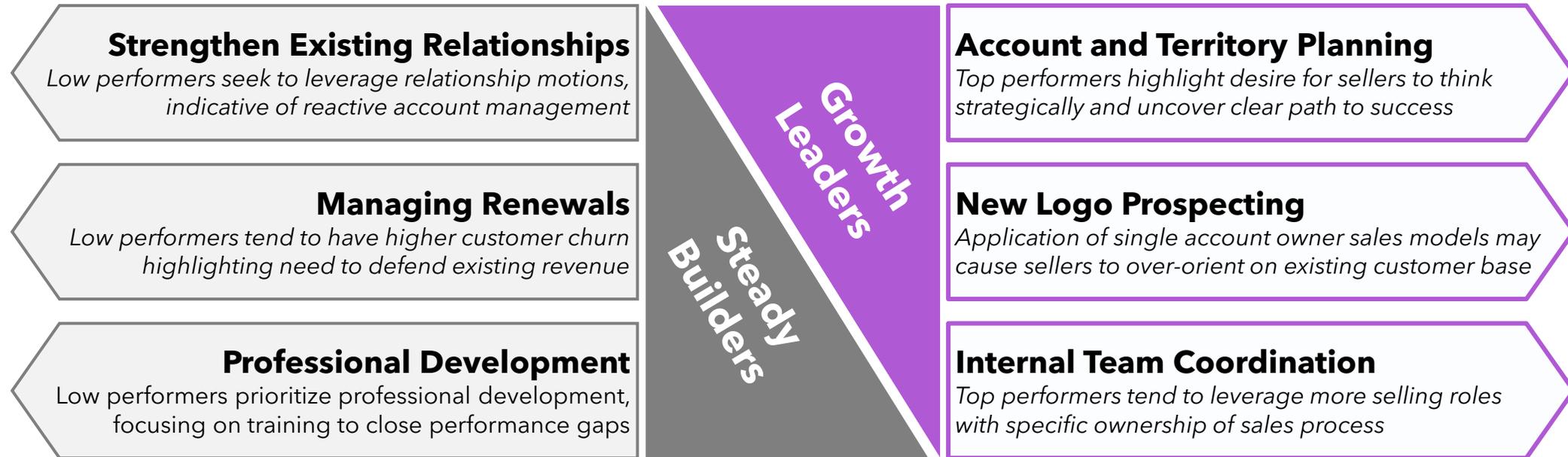
### Sell and Move On

Hunter/Farmer model is applied more frequently to midmarket segment scenarios, where deal volume is critical

# Activating seller models for growth

Top performers focus on strategic planning and collaboration, while low performers emphasize relationship management and professional development.

Key priorities for core selling roles  
across high and slow growth cohorts



# Ways to win in 2025

Looking across cohorts, three distinct priorities emerged as revenue leaders prepare to execute in 2025

## 1 Increasing sales model efficiency

- ✓ Evaluate sizing and deployment plans
- ✓ Optimize pricing strategy
- ✓ Increase seller bandwidth through automation

## 2 Targeting the right accounts

- ✓ Incorporate future opportunity into segmentation
- ✓ create scenario-based value propositions
- ✓ drive sales and marketing alignment for demand

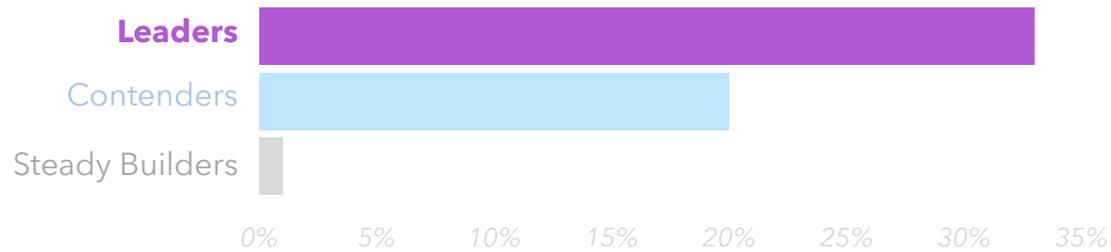
## 3 Attracting and retaining talent

- ✓ Refine sales compensation plans
- ✓ Set achievable quotas & balance territories
- ✓ Establish competency programs & career pathing

# Ways to win in 2025: Increasing sales model efficiency

Top performers prioritize system optimization to boost sales efficiency

## Who is prioritizing sales model efficiency?



## Best practices for the year ahead

- ✓ **Evaluate sizing and deployment plans**  
Develop models and forecasts to systematically scale or right size sales role resourcing in line with growth
- ✓ **Optimize pricing strategy**  
Refine pricing strategy that is differentiated based on strategic priority and customer context
- ✓ **Increase seller bandwidth through automation**  
Integrate technology and/or AI solutions that improve seller productivity and boost time engaged with clients

## Scaling smart: how a SaaS company unlocked hidden growth

Facing inefficiencies in sales coverage, inconsistent performance, and missed revenue, a SaaS company sought to overhaul its go-to-market strategy. MarketBridge uncovered that 43% of accounts were misaligned, with top revenue opportunities concentrated in just two deciles.

### How we fixed inefficiencies:

- Conducted a baseline assessment to identify gaps in segmentation, territories, and roles.
- Redesigned segmentation and account allocation to align resources with the sales cycle.
- Implemented dynamic territories, a scalable framework, and a performance-based compensation model.

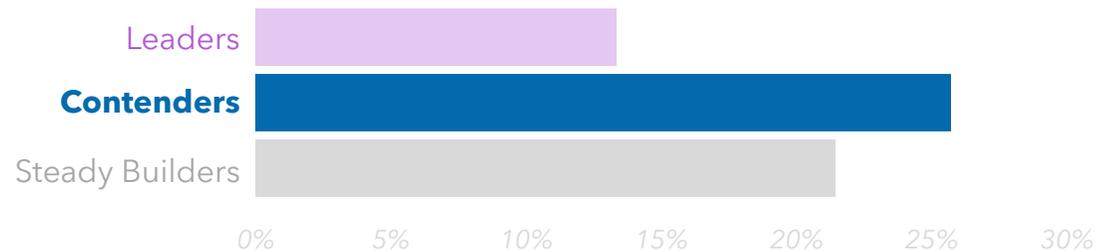
The results? **A 42% improvement in sales efficiency and 130% net ARR growth.**

[Read the case study >](#)

# Ways to win in 2025: Account and customer targeting

Top performers prioritize system optimization to boost sales efficiency

## Who is prioritizing targeting of the right accounts and customers?



## Best practices for the year ahead

- ✓ **Incorporate future opportunity into segmentation**  
Leverage opportunity modeling to measure account potential and as a primary input to segment rules
- ✓ **Create scenario-based value propositions**  
Develop data backed value propositions that resonate with specific buyers and account segments
- ✓ **Drive sales and marketing alignment for demand**  
Align and formalize GTM priorities with marketing leadership to ensure unified focus and execution

## The power of key account programs

Key account programs have long been a strategic focus for CSOs and CEOs, aiming to drive growth by targeting key accounts with the best talent and attention. However, nearly half of KAM programs fail or need rebuilding, leaving commercial leaders questioning their effectiveness. Revenue leaders need an actionable approach to developing and transforming key account management programs into indispensable tools, ensuring they unlock growth and drive predictable revenue by effectively targeting and nurturing key accounts.

[Download our framework covering best practices to support KAM programs:](#)

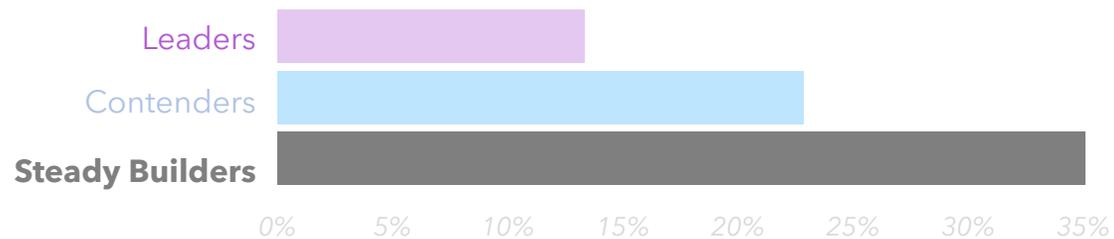
- Account selection
- Coverage and org design
- Talent alignment; from sales to marketing

[Access the framework >](#)

# Ways to win in 2025: Attracting and retaining talent

For low performers, talent attraction and retention is the top priority to drive immediate sales growth and efficiency.

## Who is prioritizing targeting of the right accounts and customers?



## Best practices for the year ahead

- ✓ **Refine sales compensation plans**  
Ensure plans are market competitive and aligned to strategic product and/or customer priorities
- ✓ **Set achievable quotas & balance territories**  
Set aggressive but realistic quotas that provide sellers with the opportunity to meet and exceed goal
- ✓ **Establish competency programs & career pathing**  
Provide sales and customer facing teams with the right training and support internal career progression

## Incentive-led growth: how a SaaS company enhanced sales with tailored compensation plans

A SaaS company faced challenges with sales compensation, hindering talent recruitment and retention. MarketBridge redesigned their pay-for-performance model to align with growth goals, boosting opportunity value and strategic product sales..

### How we fixed compensation inefficiencies:

- Integrated new roles into the go-to-market structure and validated engagement models
- Designed performance-based compensation plans with pay acceleration to drive growth for strategic products.
- Developed cost models that projected savings and optimized expense-to-revenue ratios.

The results? **A 40% increase in opportunity value, 35% growth in bookings, and 60% growth in strategic product sales**, with cost-neutral implementation and a tripling of specialist sales team.

[Read the case study >](#)

# Action items for sales leaders in 2025

## 1 Elevate annual planning

### Create a blueprint for growth

Carve out dedicated time with leadership teams during annual planning to align on long term growth vision, priorities and develop a growth blueprint to support strategic initiatives

## 2 Modernize segmentation schema

### Incorporate account potential

Develop a bottoms up opportunity model to measure incremental account value and leverage the output when developing account segments

## 3 Don't shortchange marketing

### Align targeting cross-functionally

Though the lines between marketing and sales are beginning to blur in B2B SaaS the opportunity to collaborate across marketing, sales and service teams still holds untapped opportunity

## 4 Segment-based motions

### Meet buyers where they are

Tailor go-to-market motions for each segment based on the level of account complexity and individual buyer needs to drive better engagement and customer experience

## 5 Reinforce executional priorities

### Drive execution through compensation

Refine compensation plans to align to segment specific growth imperatives, and drive sales resource behavior in market while functioning as a key mechanism to attract and retain talent



# Building a high growth sales organization

How Marketbridge can help strengthen your revenue teams:

## Baseline sales assessment

Uncover the points of friction within your organization, identify the root cause, and understand the operational imperatives that can bring your strategy to life.

## Sales transformation

Seize the untapped potential of your commercial engine across segments (from Key Accounts to SMB) and organizational silos (marketing, sales, and service) by taking an unbiased, scientific approach to growth.



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# Reinvent growth.



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