

TOP 5

**STARTUP SALES
TRENDS 2022**

What you need to know



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1

PERSONALIZATION CUTS THROUGH THE NOISE

The most effective salespeople leverage creativity as a way to gain a competitive edge (Forbes). That lines up with findings by Infosys that show 86% of consumers say personalization plays a role in their purchasing decisions.

Top 5 Startup Sales Trends of 2022



SALES AND MARKETING INTERTWINE

2

B2B buyers only spend about 17% of their purchase journey with sales reps (Gartner). The remaining 83% is heavily influenced by marketing touchpoints. Alignment of sales and marketing is critical for success.

Top 5 Startup Sales Trends of 2022



3

ADVISING, NOT SELLING

According to LinkedIn, 88% of consumers buy only when they see a salesperson as a “trusted advisor”. Now more than ever, salespeople are expected to guide buyers on how to solve business challenges — not just sell a product.

Top 5 Startup Sales Trends of 2022



SALES OPS, THE UNSUNG HERO

4

Sales is about human interaction, but the competitive advantage lies in data. As one of the most in-demand roles, Sales Ops is spearheading the switch to data-driven selling, with 60% of organizations projected to transition to this strategy by 2025 (Gartner).

Top 5 Startup Sales Trends of 2022





5

PERSONALIZED ACCOUNT-BASED SELLING, AT SCALE

Increased integration between marketing and sales enables personalized account-based selling at scale. With advanced tech stacks, the right data, and enablement material, salespeople must target multiple stakeholders with bespoke messaging at scale.

Top 5 Startup Sales Trends of 2022



TOP 6

FUNDRAISING TRENDS OF 2022

What you need to know



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1

VCS SET THEIR SIGHTS ON EFFICIENCY

The days of 'growth at all costs' are in the rearview mirror. Now more than ever, investors want a clear path to positive unit economics and sustainable growth. ROI and metrics like CAC and NRR are top of mind once again.

Top 6 Fundraising Trends of 2022

SAYONARA, FROTHY VALUATIONS

2

We'll see more conservative valuations from now on. And that doesn't just apply to big names like Zoom, Stripe, and Klarna. Series A rounds across the board have deflated from their highs back to the more sensible 10M to 15M range (Sifted).

Top 6 Fundraising Trends of 2022





3

THE HARDEST TIME TO RAISE IN YEARS

Inflation, geopolitical tensions and rising interest rates have added complexity to the mix. In July, NYT reported a 23% drop in U.S. tech startup funding. A rarity after a decade of steady growth.

Top 6 Fundraising Trends of 2022



VCS GO SHOPPING BEYOND THE BAY AREA

4

US venture capital is not exclusive to US tech scene anymore. Remote work helped in this change in culture. Tiger Global ramping up its investment in Europe from €3.2bn to €72.7bn in little more than a year and a16z ditching its physical HQ are some signs.

Top 6 Fundraising Trends of 2022

5

MIND THE GENDER GAP

The world of venture capital has a gender imbalance. Only 13% of VC dollars go to startups with a woman on the founding team (HBR). However, a renewed focus on the topic may change the tide in the coming years.

Top 6 Fundraising Trends of 2022



CROWDFUNDING PICKS UP STEAM

Startup crowdfunding rose 23% in H1 of 2022. Even though it's still used in a pre-seed context, Revolut, what3words, and Brewdog have all raised crowdfunds via platforms such as Crowdcube and Seedrs.

Top 6 Fundraising Trends of 2022



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