



# The State of Sales: Selling Secrets from the C-suite

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## Canva Webinar Summary- March 24, 2025

This summary includes key insights and takeaways from the Canva for Sales webinar titled "The State of Sales" featuring sales leaders Paula Hansen (CRO, DocuSign), Kaylin Voss (EVP, Salesforce), and Jacco van der Kooij (Founder, Winning by Design), hosted by Rob from Canva.

In this session, the panel explored how sales professionals must evolve in a rapidly changing market. Today's sales environment is defined by hyperspeed, digital transformation, and a buyer-centric approach. Sellers must become trusted advisors, master personalization at scale, and embrace AI to enhance, not replace, the human touch.

## Key Takeaways:

### The New State of Sales

- Sales is no longer about just meeting quotas, it's about driving measurable business value.
- Buyers are overwhelmed by choice and crave relevance, speed, and trust.
- Modern sellers must shift from "how sellers sell" to "how buyers buy."

### Relevance & Personalization

- Relevance equals revenue.
- The key is understanding buyer needs deeply, not just pitching product features.
- Personalization is vital, but it has to scale. That's where AI and automation come in.

### The Role of AI

- AI is reducing the "drudgery" of sales (e.g., building QBR decks, approvals, research).
- It allows salespeople to focus on high-value conversations and building trust.
- AI helps improve accuracy and insight, not just speed.

## 💡 Sales Enablement & Internal Transformation

- Internal use of your own product = authentic storytelling = trust.
- Success comes from enabling your team with tools and reskilling to match innovation.
- Companies that deliver ongoing value stay relevant and retain customers.

## 👉 Relationship-Driven Growth

- Bringing your team and customers along for the transformation journey builds long-term success.
- Leaders should create inclusive, supportive environments that foster loyalty and learning.

## 🚀 Top Themes:

- 🧠 **\*\*Relevance is Revenue\*\*** – Sellers must articulate clear business value, focusing on outcomes like revenue growth, productivity, or risk management.
- 📈 **\*\*The Age of Measurement\*\*** – Sales is driven by clear metrics and measurable business impact.
- ⌚ **\*\*Time Compression in Sales\*\*** – Decisions are being made faster; buyers expect quick, informed interactions.
- 🛒 **\*\*Buyers Buying vs Sellers Selling\*\*** – Power is shifting to buyers with greater access to information.
- 🌐 **\*\*Omnichannel Expectations\*\*** – Customers demand both high-touch and self-service experiences.
- 🎯 **\*\*Personalization at Scale\*\*** – Use tools like AI to deliver scalable but highly personalized customer experiences.
- 🛠️ **\*\*Tech Stack Optimization\*\*** – Sales teams must prove they are essential in a world with too many tools.
- 💡 **\*\*Abundance Mindset\*\*** – Position your product as enhancing the broader ecosystem rather than competing with it.
- 🔄 **\*\*Recurring Impact Drives Recurring Revenue\*\*** – Continuous value delivery is essential to retention.
- 🤖 **\*\*AI as a Sales Assistant\*\*** – AI reduces ‘drudgery,’ automates tasks, and frees up time for strategic, high-value work.
- 🏆 **\*\*Sales Athletes & Lifelong Learning\*\*** – Be fearless, adaptable, and treat your role like that of a professional athlete.
- 🌟 **\*\*Bring Others with You\*\*** – Cultivate inclusive leadership by supporting team and customer transformation.