



A CUSTOMER STATE OF MIND

THE FUTURE OF SALES 2030

Powered by Human-AI Synergy

Sales is changing—fast. What used to be a people-driven process supported by tools is now becoming a digitally orchestrated system, where humans and AI work side by side. Buyers expect faster decisions, personalized value, and seamless experiences. At the same time, AI is redefining what's possible in preparation, qualification, building winning strategies, negotiations and coaching.

To keep up, sales leaders can no longer rely on gut feeling or legacy structures. They need to rethink how their teams engage, decide, and win. The future belongs to organizations that combine human strengths with intelligent systems, scaling best practices, managing complexity, and improving win rates through smarter execution.



One example of this shift is **AISA**, the AI Sales Assistant developed by **QuandaGo**. Built on the widely adopted **SPORTSMAN methodology of Motion5**, a structured methodology, process, and skillset for opportunity management. AISA turns decades of deal-making experience into a **real-time digital coach**, helping teams qualify better, move faster, and win smarter.

A New Sales Reality

It's no longer a question of *if* AI will change sales, it already is. Gartner predicts that by 2030, up to **70% of routine sales tasks will be automated**. From CRM updates to meeting prep and opportunity scoring, what used to take hours will happen in a few minutes. The heavy administrative load, especially for first-line managers, will shift from daily struggle to background automation.

At the same time, expectations are rising. Sales teams must deliver more value, more insight, and more accurate forecasts, while navigating leaner resources and growing complexity. Markets are shifting, buying behaviors are evolving, and fragmented tools and instincts won't be enough.

That's why, according to Gartner, **80% of CSOs are expected to deploy AI-augmented strategies**, not just to boost performance, but to build resilience against growing pressures. From shifting regulations to skeptical buyers and overwhelming data volumes, these challenges are real and intensifying.

4 out of 5 companies Motion5 worked with over the past decade are facing the same pattern: **performance under pressure, rising costs outpacing revenue**, and the urgent need to optimize processes. They must reduce or replace roles, upskill the people who remain, and deliver more—on tighter budgets. **Without AI, that equation simply doesn't work.**



From Proven Method to AI-Powered Advantage

For over two decades, **SPORTSMAN** has brought structure to the chaos of complex sales. More than just a framework for opportunity management, it's a proven methodology trusted by **20,000+ professionals** across industries—from healthcare and manufacturing to professional services. It gives teams a shared language, managers sharper coaching, and sellers the confidence to challenge assumptions and close with conviction.

Now, that same power is real-time and digital—**fully embedded in AISA**, the next evolution of opportunity management. AISA connects to your CRM, analyzes live deal dynamics, and links directly to your value proposition—so your team can prepare smarter, prioritize faster, and act with confidence.

AISA helps shape winning strategies for better-qualified, more profitable opportunities. It supports a **modern, sense-making approach to selling**—what Gartner defines as today's most effective, customer-centric model, replacing outdated persuasion tactics with relevance, value, and clarity. And when it matters most, AISA guides teams through **real-world negotiation strategies** to help close high-margin, high-impact deals.



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The result? Smarter execution, higher performance, and significantly lower cost to sell, deal after deal.

Final Thought: From Thinking to Doing

Sales transformation is already underway. The tools are here. The frameworks are proven. The opportunity is real.

If your team already works with SPORTSMAN, AISA will scale it—**intelligently and instantly**. If not, AISA becomes your launchpad—accelerating onboarding, driving learning, and **cutting training costs by at least 50%**.

Commercial excellence will belong to those who sell smarter, coach deeper, and lead through change.

Peter Rademakers, Founder, Motion5

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