



25 Pro Sales Tips for 2025

Unlock Sales Success with Agentforce



Executive Summary

What is the size of our sales pipeline?



\$23.5 M	Discovery	\$13.3 M
\$16.2 M	Negotiation	\$14.3 M
\$18.0 M	Proposal/Quote	\$10.6 M
\$23.2 M	Qualification	



Foreword

If there's one constant in sales, it's change. Australian and New Zealand (ANZ) sales teams are entering an increasingly competitive landscape, with new players emerging and customer expectations continuing to rise. In this environment, standing out means returning to the basics: connecting with customers in ways that feel genuine and building relationships that last.

Sales success in 2025 also means embracing agentic AI. With [73% of customers now expecting better personalisation](#), Agentforce is helping sales teams deliver. By automating routine tasks, surfacing valuable insights, and even personalising recommendations in real time, Agentforce empowers sales teams to focus on strategic, consultative work that drives customer satisfaction and loyalty.

The productivity impact is undeniable. According to our latest State of Sales report, [83% of sales teams](#) using AI have reported revenue growth. With Agentforce by their side, sellers are handling more leads, closing deals faster, and making data-driven decisions. As we look to 2025, this transformation is only set to accelerate. Teams that embrace agentic AI will gain the freedom to focus

on building deeper, more meaningful customer connections while Agentforce autonomously moves deals forward.

Still, even as we adopt new technologies, it's essential to stay grounded in people, values, and purpose. True success lies in helping our teams grow through mentorship, clear communication, and opportunities that expand their skills. While AI amplifies our efforts, it's the combination of adaptability, empathy, creativity, and a commitment to trust and security that builds the lasting connections and loyalty that technology alone cannot achieve.

I hope the insights in this e-book, drawn from conversations with sales professionals across our network, inspire fresh ideas and encouragement as you lead your team into the year ahead. Here's to a year of connection, growth, and success in 2025.



Jeremy Smith

Area Vice President, Head of Commercial at Salesforce, ANZ

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Chapter 1

Growing amid competition

In 2025, ANZ sales teams face tougher competition than ever, where standing out takes more than just great products. Success now demands strategic insight, adaptability, and the speed to meet rising customer expectations. Agentforce will be critical here; helping teams boost productivity, respond to leads faster, and free up time to focus on building stronger customer relationships.

With this foundation, sales professionals can zero in on what truly differentiates their offerings – not only understanding the competition but highlighting what makes their approach distinct and valuable to customers in a partnership.

By tuning into customer needs and crafting messages that resonate, sales teams can capture attention and build loyalty, even in a crowded market. In this section, we'll dive into practical strategies for competing effectively – from using data-driven insights to cultivating a sales culture that drives results.



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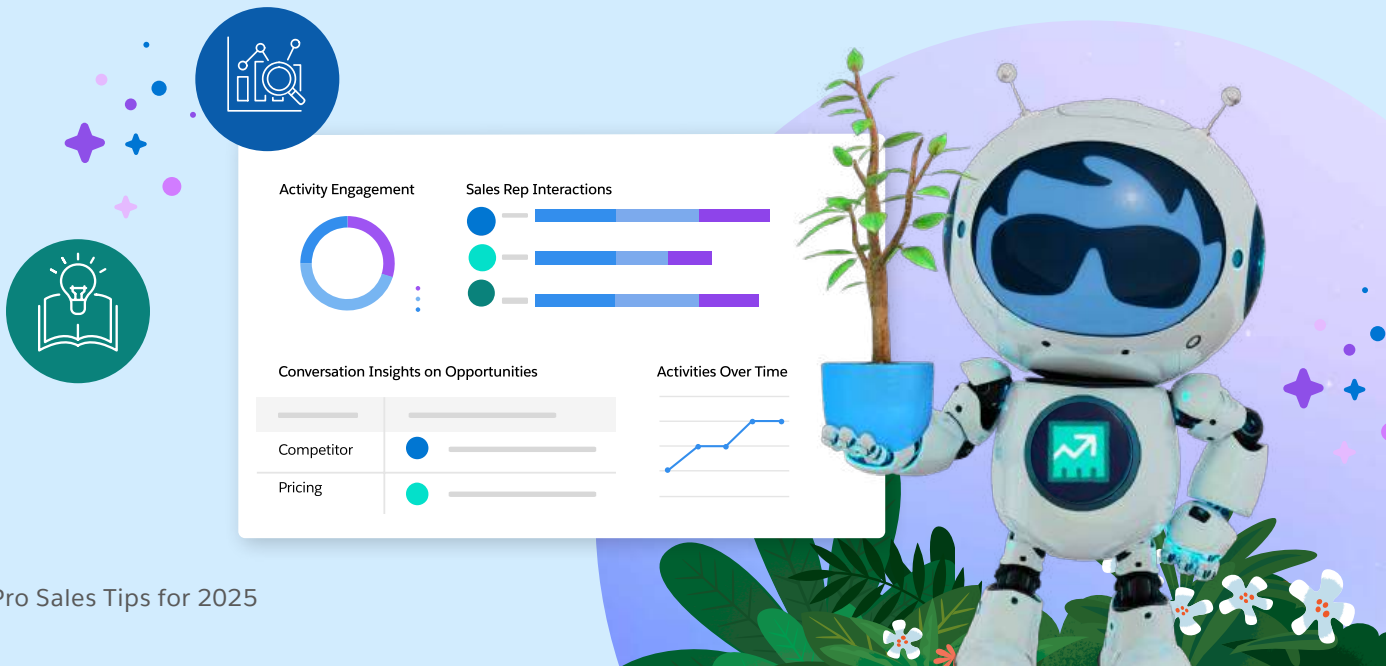


Identify the critical success metrics that drive growth for your business, become obsessed with them, and focus on educating and training your sales reps to prioritise these metrics in their day-to-day operations. By aligning your team's efforts with these key drivers, you'll foster a culture of measurable success.



Hamish Cadigan

Head of Sales Operations
Parkable



2



Sell with purpose.

In today's world, the experience in that 5-minute conversation can make all the difference to a customer, and at Intrepid, we lean into our purpose and values. We encourage our team to meet the customer where they are and build a real connection. We aim to be impactful and empower our team to create a lasting impression that can shift the experience from satisfaction to delight. We're ambitious in leveraging technology to support our team in finding the information they need and by working together, we can leverage our collective wisdom and experience.



Michelle Ouw

General Manager Customer & Sales
Intrepid

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Especially in Q4, it's important to find a critical event in every deal. A critical event is a key moment or milestone in a potential customer's journey that significantly impacts the decision-making process and creates the urgency needed for a customer to take action.



James Brady

Head of Strategic Accounts, North America
Canva

Sales Sales Engagement

Lead Name Sam Rhodes

Working

To-Do List

- All
- Starred
- Due Today
- Overdue
- Cadences
- Follow up
- Reengage

Cadence > Follow up

- Day 2 Email
- Day 2 Connection request
- Day 3 Phone Call

Sarah Hall



4



The key to any successful sales process is genuine belief in the solution you're proposing. When you know it's the right fit and can solve the customer's most pressing challenges with a clear ROI, you set the stage for success. This confidence aligns the team to deliver a solution that creates a meaningful, lasting impact for the customer.



Vincent Motte

VP Australia
VISEO



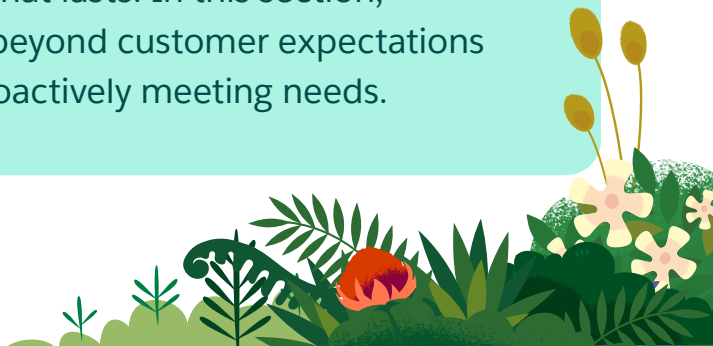


Chapter 2

Exceeding customer expectations

Today's customers expect more than just products and services; they're looking for personalised, seamless experiences that truly meet their unique needs. With [80% of customers saying that a company's experience is just as important as its products](#), meeting – and exceeding – these expectations requires relationships rooted in trust, transparency, and genuine value. This means listening closely, responding thoughtfully, and always delivering on promises.

Personalisation plays a crucial role here. By using first-party data to understand customers on a deeper level, sales teams can create interactions that feel more meaningful, fostering loyalty that lasts. In this section, we'll explore strategies for going above and beyond customer expectations – from nurturing genuine relationships to proactively meeting needs.



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Always present your solution from the customer's perspective, highlighting the outcomes and benefits for them and providing relevant and insightful points of view when required. Don't forget, your inputs determine your outputs, so work hard for your customer and it will pay off.



Hamish Miles

Country Manager
Salesforce New Zealand



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Prioritise genuine relationships, and the success will follow.

At the heart of every successful partnership is trust. By actively listening and fostering authentic relationships, you gain invaluable insights into your client’s business, enabling you to offer solutions that genuinely make a difference.

At Urban Rest, our account management and sales team lead with empathy, taking the time to truly understand our clients’ unique needs and challenges. Building genuine connections means shifting the focus from selling to supporting—demonstrating how you can help them achieve their goals and drive their long-term success.

Even when your product isn’t the right fit, the relationship itself is where true value is. By nurturing trust and staying connected, you create bonds that transcend professional roles or organisations. Truly exceptional account managers focus on people first, cultivating lasting, meaningful relationships that foster success, no matter where their clients’ journeys take them.



Emma Roberts

Director of Account Management
Urban Rest



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Remember a customer/prospect's time is valuable. If they are prepared to spend some of that time with me, my mission is to ensure they receive great value from our time together.

So how do you do this?

- 1. Thoroughly review their website. What do they do? How do they describe themselves? What language do they use? Based on their website what can you tell about their business? And how can your solutions create true value for them?**
- 2. Research the person you're meeting. What do you know about the places they have worked? Have you done business with them? What mutual business contacts do you have?**
- 3. I think about what I want them to Think, Say & Do after our meeting. Then I write down some of the key questions I am going to ask & some of the key insights I will sprinkle into the conversation.**
- 4. Remember that words are silver and silence is gold. Use fewer words and make them impactful. The goal is to let them do 80% of the talking**



Adrian Towsey

Area Vice President, Emerging,
Small and Medium Business, ANZ
Salesforce



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Personalisation is essential. Purchase decisions are both emotional and rational, especially in tougher market conditions. That said, people will invest in products that meet their needs. If you aim to exceed expectations by showing genuine care and offering customised solutions you'll turn customers into loyal advocates. If you can supercharge this with the right balance of human, AI and automated interactions to meet them where they're at in any given moment - even better.



Roslyn Batty

Head of Strategic Accounts ANZ
LinkedIn

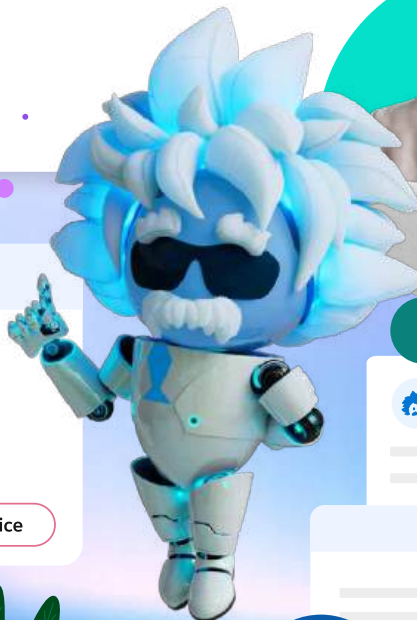


Unified Customer Profile

Lauren Boyle
Platinum

Total Financial Accounts
\$77,254

Marketing Sales Service



What should I know about Lauren?

Einstein

Next Best Action

Details

Details



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Selling is fundamentally built on your ability to form and establish relationships with clients and partners. Relationships are built on trust and trust is built by simple things like doing what you say you are going to do.

In your day-to-day activities, show up the way you say you will (e.g., bringing a set of skills, expertise, capacity, etc.), and deliver what you commit, whether that be a new product or set of services — do it as you promised. Be honest, be transparent, and be collaborative. Manage your capacity to what you can sustain and maintain relationships even after your work might be done.

Those trusted relationships build goodwill, enable you to expand beyond your safety net, and allow you to collaboratively try new things. This trifecta will allow you to exceed everyone’s expectations. Be yourself. Deliver what you promise.



Stacy Pence

Managing Director, ANZ
Enterprise Platforms Lead,
Accenture



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When speaking with a prospect, establishing micro-commitments is often overlooked yet essential for successful sales. These small agreements keep the prospect engaged and invested in the process. Actions like scheduling follow-up calls, sending emails, or reviewing materials ensure ongoing interaction and open up new opportunities.



Rana Kordahi

Sales Coach
The Selling Academy



To-Do List

- Follow up call
- Email
- Review
- New Opportunities



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When it comes to sales and winning business, putting the client first is key. Get to know what they really need and tailor your solutions, and even your language, to meet them where they are at.

Do your homework to understand their industry and market trends. Work closely with your clients to create solutions together, keep them involved in the process, and communicate with purpose. Know your limits — bring in SMEs and diverse teams for fresh ideas and better problem-solving.

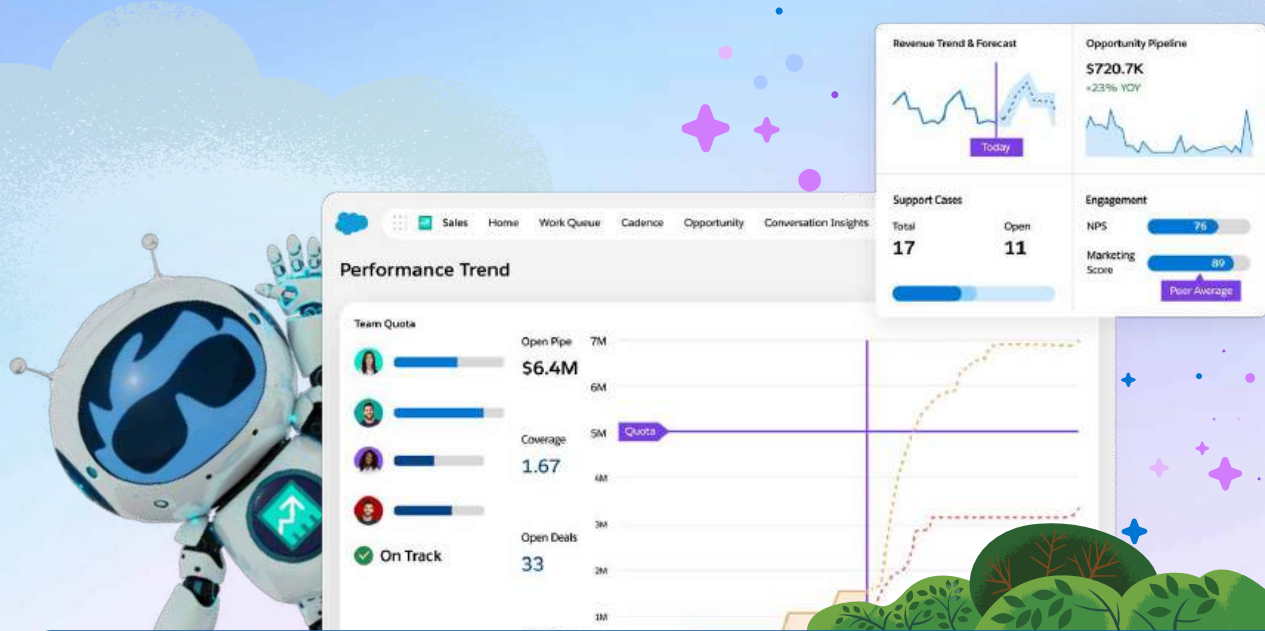
Stop, pause and reflect. You need to tweak your strategies based on what works and what doesn't. Above all, be honest and transparent to build trust and credibility.



Alex Denison

Salesforce Alliance Lead
PwC





Chapter 3

Selling smarter with agentic AI

Artificial Intelligence has been transforming the sales landscape, enhancing productivity, streamlining processes, and uncovering insights for a few years now. The next step in this evolution is the collaboration of human sales teams with agents, made possible by Agentforce.

With sales reps spending up to 70% of their time on non-selling tasks, finding time to genuinely connect with prospects has been challenging. Now, Agentforce for Sales handles routine tasks, updates CRM entries, and proactively surfaces relevant customer insights, freeing up sellers to focus on what they do best – creating meaningful, impactful connections.

In this section, we'll look at practical ways to adopt an agent-first approach to sales. With agents as a trusted partner, sales teams can work more efficiently, respond with greater precision, and deliver the personalised experiences that customers expect today.

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Change is constant, and never more so than now. With agentic AI reshaping sales, traditional relationship-based selling has been “supercharged.” Today, Agentforce is transforming how we connect with customers, enhancing efficiency, personalising interactions, and delivering valuable insights. It’s an exciting time to be in sales — embrace the change and the power AI brings!



Jane Brown

Senior Vice President, Enterprise, Australia
Salesforce



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B2B sales is at a crossroads as modern buyers increasingly ignore mass outreach through email, phone, and social media, making the old “spray and pray” approach ineffective. Today, the path to sales success lies in prioritising quality engagements over sheer volume. AI can be a powerful ally here — but only if used thoughtfully.

Modern sellers succeed by focusing on what buyers truly need and want, and on helping them to make a good buying decision, rather than simply pushing their product or service. With AI, sellers can “do their homework” and personalise interactions based on a prospect’s unique needs and interests, fostering genuine business conversations rather than generic sales pitches. However, AI can backfire if it’s used to flood prospects with low-quality outreach, which only further alienates them. The overuse of AI-generated “thought leadership” that lacks real value risks devaluing the brand and leaving buyers even more disengaged.



Peter Strohkorb

Founder and CEO
Peter Strohkorb Sales Advisory



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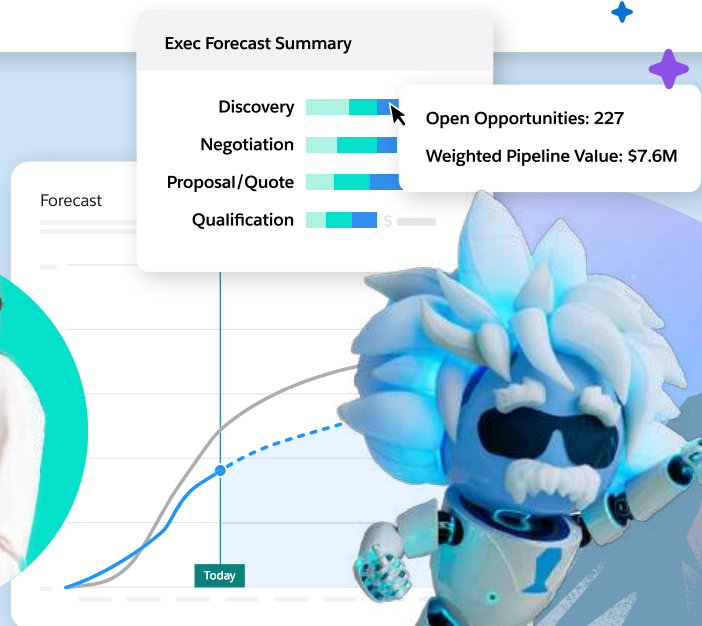


In the world of sales today, high-performing teams are almost 4 times more likely to leverage AI than their underperforming counterparts. This isn't just a coincidence. To dominate your market, sales professionals must embrace AI upskilling. It's not just a nice-to-have anymore; it's the essential roadmap to the future of sales.



Nikki Borkovic

Senior Product Marketing Lead, APAC
Salesforce



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AI and automation don't replace sales skills — they amplify them. Invest in tools that free up time to focus on what matters most: your customers.



Shiv Narayan

CEO
Ricoh South Pacific



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Mastering sales involves creating a frictionless process, empowering an agentic workforce, and building deep customer relationships. When these elements align, they transform transactions into meaningful connections, driving sustained success.

An empowered workforce can actualise the principle of “sell where you serve, serve where you sell.” Optimising this process to deliver customer value and eliminate friction is crucial.

Now is the perfect time to adopt this strategy with the introduction of the agentic workforce. When employees seamlessly integrate selling and serving, they foster deeper customer relationships and enhance customer centricity. This holistic framework drives a rounded, context-rich approach, placing customer centricity at the core of an effective sales strategy.



Angelo Paonne

Salesforce Alliance Lead
Deloitte



Simon wants to talk about pricing.
View meeting prep...



Agent Workflow

- ✓ Send Email
- ✓ Answer Questions
- ✓ Book Meetings
- ✓ Hand Off to Seller



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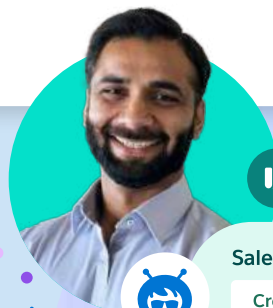


To maximise the productivity of your sellers, reimagine the entire seller experience from start to finish. Bring your cross-functional teams together to collaborate on each opportunity, along with the insights and data they need to progress the deal forward and take action. Leverage AI and automation to reduce the burden of manual work, and unlock valuable time of your sellers to be speaking with customers and increasing productivity.



Damian Naughton

Regional Vice President, Slack ANZ
Salesforce



Product Created

Sales Department

Create Quote



Order Fulfilled

Finance Department

Invoice: Delivered



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In 2025, AI will dominate sales—but not in the way you think. The real leaders will use AI to go beyond automation, leveraging it to truly understand customers. At Arcturious, we combine AI efficiency with empathy to help sales teams uncover the why behind customer challenges.

To win, focus on flexible, customer-centric AI solutions. Let your customers engage their way, and don't shy away from testing and adapting your AI to fit their needs. The result? Faster deal cycles, stronger relationships, and market-leading growth.



Michael Diamond

CEO and Founder
Arcturious



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In sales, time is always a critical factor. Add administrative tasks, and deal velocity slows even further. By leveraging the power of agents, sellers gain a decisive edge—from streamlining prospecting and lead management to meeting preparation and real-time coaching during video calls. This is just the beginning; agents are poised to become indispensable to sales teams, with those who embrace them surging ahead while others risk being left behind.



Keegan Naidoo

Senior Director, Sales Programs
Salesforce





Chapter 4

Efficient enablement

Efficient enablement is all about giving sales teams the tools, knowledge, and support they need to thrive – without the roadblocks that slow them down. With clear training materials and straightforward processes, sales teams can concentrate on connecting with customers and achieving real impact. In fact, three in four reps say their company’s enablement programs prepare them to meet quota.

AI is playing a bigger role in enablement by removing friction and empowering reps to play to their strengths. With Agentforce for Sales, reps can practice pitching, refine objection handling, and receive targeted feedback, all grounded in CRM data. This section explores practical strategies for effective enablement, from building clear, repeatable processes to providing in-the-moment training that keeps teams agile and prepared.



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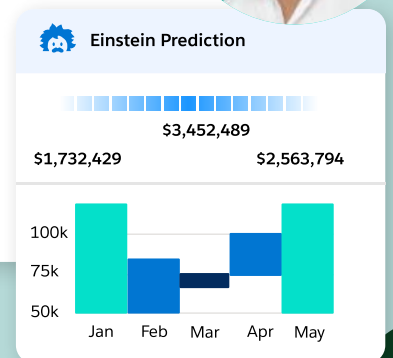
Sales leadership coaching is proven to enhance leadership skills, build resilience in times of change, and unlock sales team potential. Great coaches leverage AI to predict business outcomes and focus on the areas needing the most improvement. This allows coaches to move faster, unlock stronger gains, and invest their time in the coaching work, instead of working out what to prioritise the coach on.

I put this into practice with the sales leaders I coach every day, using an internal dashboard that leverages AI to predict if a leader will hit their participation targets for pipe and ACV (revenue), so we know who and what to focus on course-correcting.



Phil Cleary

Sales Leader Excellence Coach
Salesforce



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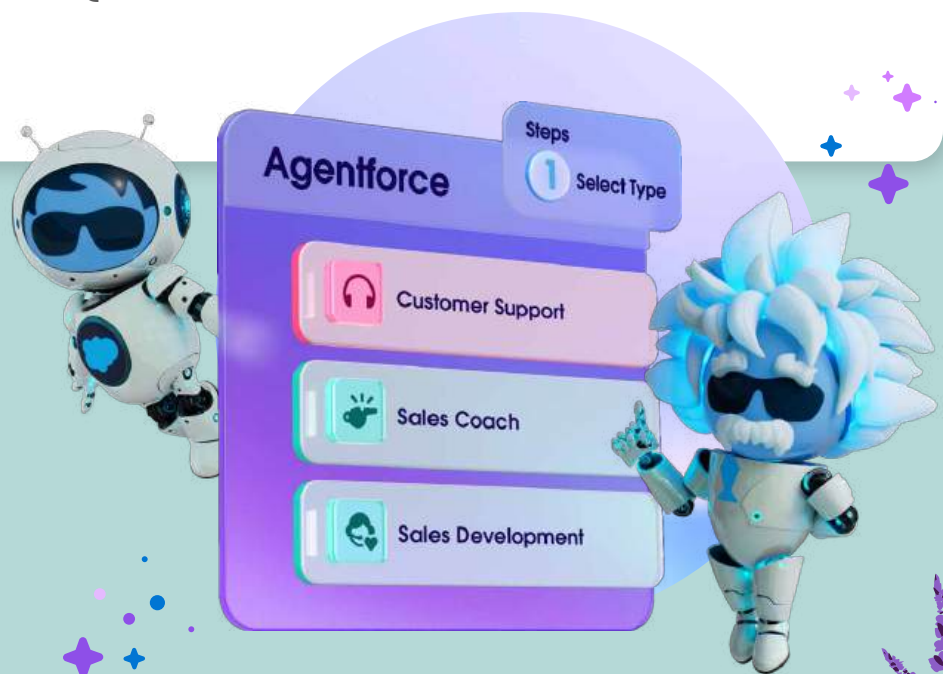


Success in the new economy demands new skills for partnering with AI agents and automation that can augment our efforts. Combining IQ, EQ and TQ— Technical Quotient—is the new formula for personal success in a digital-first world. Embrace technology to provide new levels of value and effectiveness by blending the best of being human with the power of machine intelligence.



Tony Hughes

Author, Speaker, CEO
Sales IQ Global



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If I were starting out in my sales career in 2025, these are 5 quick tips I'd share with my future self, to hopefully tip the scales in my favour.

- **Don't sell, solve: Nobody likes to be sold to, but everyone wants to be helped. A genuine desire to help is the key to sales success.**
- **Curiosity isn't optional, it's foundational: The sellers who win stay curious. They never assume; instead, they dig, clarify, validate and listen.**
- **Stop selling, just earn the right to progress: Don't focus on making the sale, focus on adding value in each interaction. The sale will usually follow. This makes the invisible pressure disappear.**
- **Time kills deals, be responsive: Customers will wonder what you'll be like to work with. Show them! Be responsive, be accurate and be right. They'll know they are making a good decision.**
- **Become known for something: Know their industry, your technology, emerging trends or unseen risk factors. Become an expert in your field and customers will proactively seek you out**



Cian McLaughlin

Founder and CEO
Trinity Digital



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Conduct regular deal win/loss reviews, incorporating insights from AI tools focused on competitive analysis. This helps teams understand not only why they're winning deals but also, critically, why they're losing. Loss reviews, often overlooked, provide humbling insights that can be tracked and refined for sharper competitive messaging and approach.

With Agentforce, sales teams gain additional insights on seller performance in high-stakes situations, highlighting areas for improvement and adjusting strategies based on real-time data to strengthen future outcomes.



Jeremy Smith

Area Vice President, Head of Commerical Salesforce

The dashboard features several key components: 'Einstein Scoring' with a score of 95, 'Top Positives' and 'Top Negatives' sections, an 'Opportunity' card showing 'Amount' and 'Score 95', and a 'Proposal/Quote' card with 'Average Sales Cycle 87 Days' and 'Win Rate 76%'. A cartoon robot character is positioned on the right side of the dashboard.



Chapter 5

Retaining star talent

As competition intensifies, retaining top talent is just as important as attracting new customers. Today, a great sales team is more than just skilled and knowledgeable – it’s one that feels valued, supported, and motivated to succeed. Retaining star talent means offering competitive pay and creating an environment where people can truly thrive, with opportunities to learn, grow, and feel recognised for their contributions. And it’s working – 68% of AI-enabled sales teams grew headcount between 2023-2024, proving how the right support and tools can drive growth and loyalty.

In this section, we’ll explore strategies to keep your best people engaged and committed, from fostering a culture of recognition and development to building clear pathways for career growth.



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We're at a sales crossroads, evolution or extinction. Sales and go-to-market teams need to embrace AI and digital tools to address the changing preferences of Millennials and Gen Z, who now make up over 60% of buyers in Australia. Businesses that are not evolving their sales approach, technology, and upskilling risk losing top talent and getting left behind.



Abbie White

CEO
Sales Redefined



Loyalty Member

The image shows a simulated AI chat interface. At the top, a chat bubble from 'Einstein' asks, 'What features does Brian want to compare?'. Below it, a response from Einstein states, 'Brian wants to compare these features.' To the right, a circular portrait of a woman with glasses is visible. In the foreground, a chat bubble from 'Revenue Agent' asks, 'How can I best optimize my deal?'. Below this, there is a button labeled 'Apply Discount'. A stylized robot character is positioned to the right of the chat interface.

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As organisations move up the AI maturity curve, there needs to be a deliberate shift in the sales team design, recruitment, and talent development approach. For example, entry-level roles (appointment setters) can be performed well by AI technology and agents — but these roles are traditionally so important for developing future direct sales talent.

The bar has also been raised for direct sales talent — tomorrow’s stars are still those who are extremely skilled at creating human connections but now are also leaders in leveraging AI technologies into their day-to-day processes.

HR, sales, and technology leaders need to align to these new ways of working now.



Libby Adams

Strategy, Operations
and Alliances Leader



Bonus tip



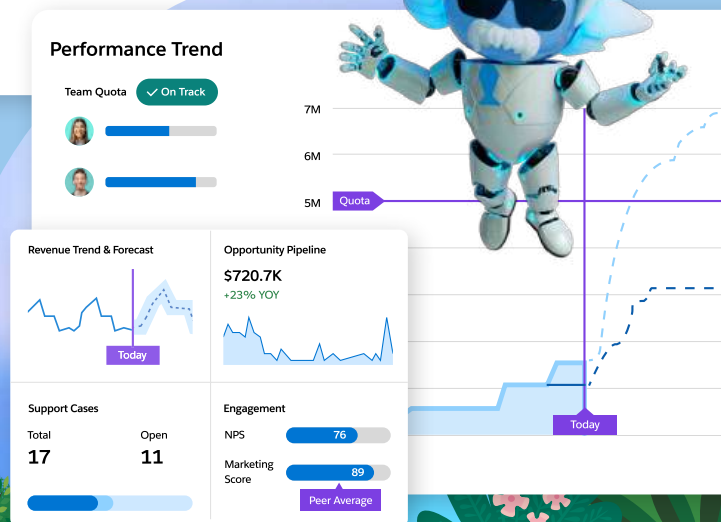
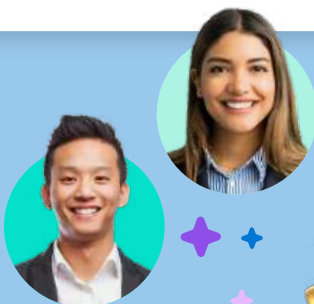
AI should be a tool to unlock career-defining achievements for your top talent. As the tech evolves at unprecedented speeds, building a strong team means focusing on people and purpose — through mentorship, stretch assignments, and clear communication.

Encouraging adaptability, curiosity, and continuous learning prepares your team to thrive, and by showing empathy for the challenges they face, you can position working with agents as the key to reaching new career heights.



Jeremy Smith

Area Vice President, Head of Commerical Salesforce





Humans with agents drive sales success.

Build a sales team without limits for 2025.

[Watch a demo](#)

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