



Pulse Report

December 2023



Executive Summary

Nearly 3 in 5 executives met or exceeded November revenue targets, a slight improvement from October. More sales teams hit quota November.

Despite fewer layoffs in November, more companies are expecting to go through layoffs in the next 6 months, with majority of those layoffs expected to occur in January.

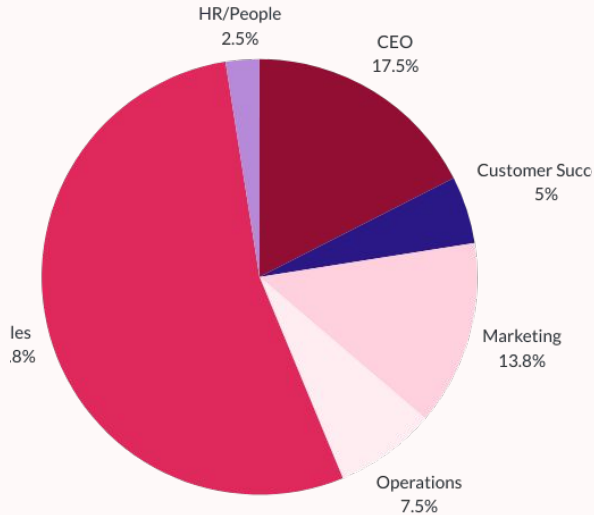
29% of companies are looking to raise capital in 2024, a majority of which are doing \$1 - \$10M in ARR today. Most of the companies in the \$1 - \$10M ARR range are looking to raise between \$15M and \$30M in 2024.

Executives also shared their biggest surprises in 2023 (see pg 15). Responses ranged from unexpected growth, economic headwinds, and the explosion of AI.

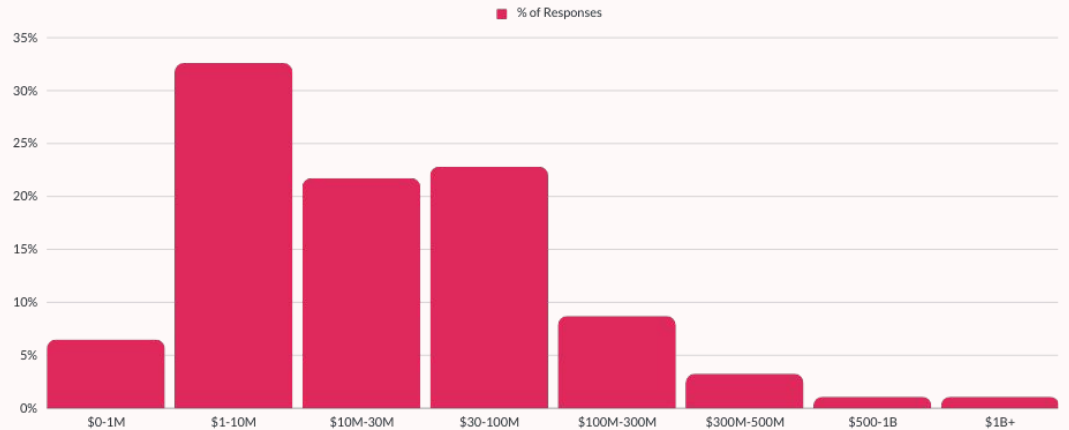
Response breakdown

We surveyed 95 B2B executives in December 2023 about their November performance.

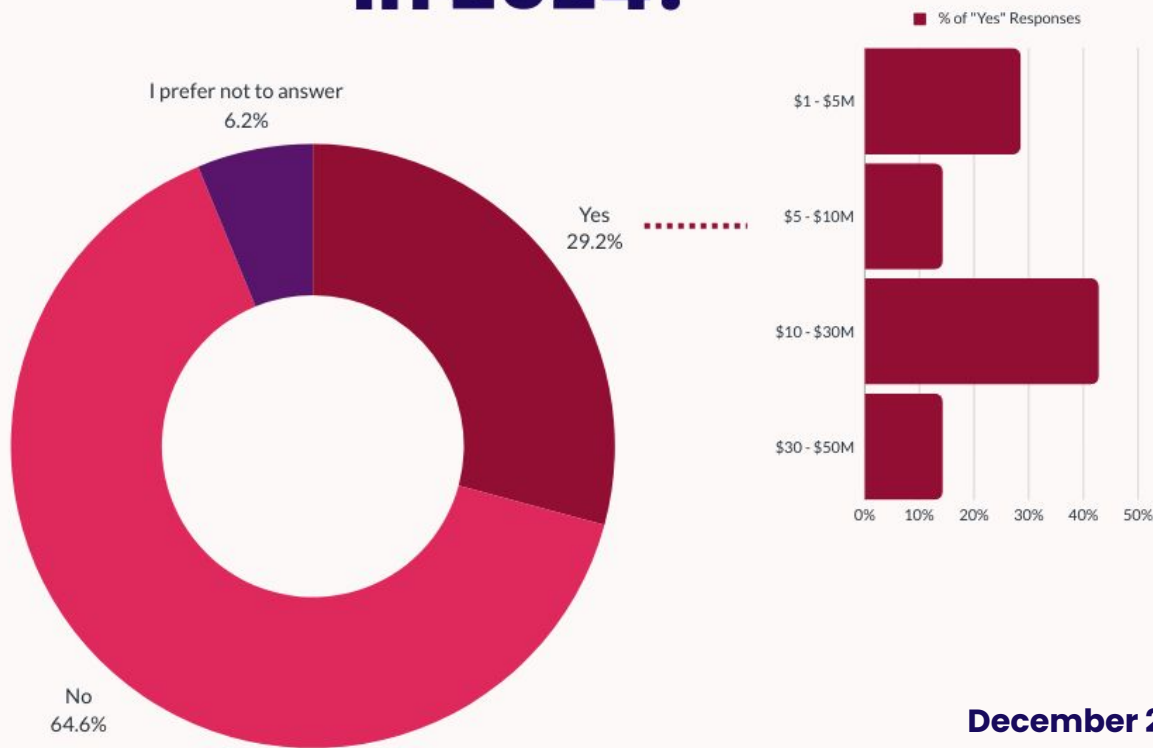
Responses by job function



Responses by company ARR



Do you expect to raise capital in 2024?



November Performance

Key Insights

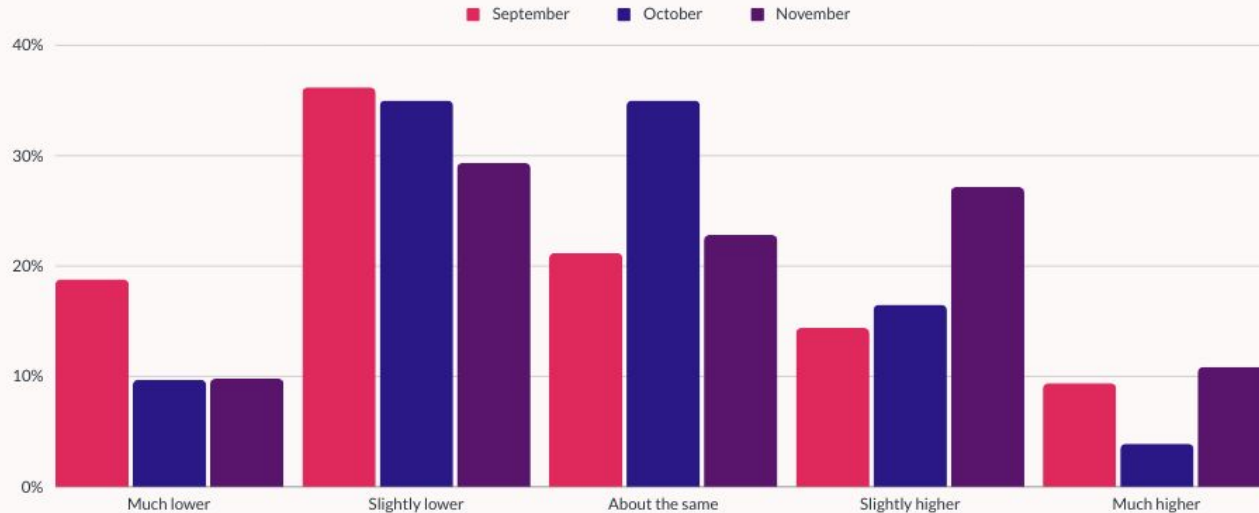
November revenue attainment came in at or above target for 59% of the executives we surveyed, a slight improvement from October (56%).

- **More companies exceeded revenue targets in November, compared to October**
 - 37% exceeded targets in November vs 20% in October.
- **More sales teams hit quota in November**
 - 8.3% reported that their entire sales team hit quota, compared to 5.7% in October.



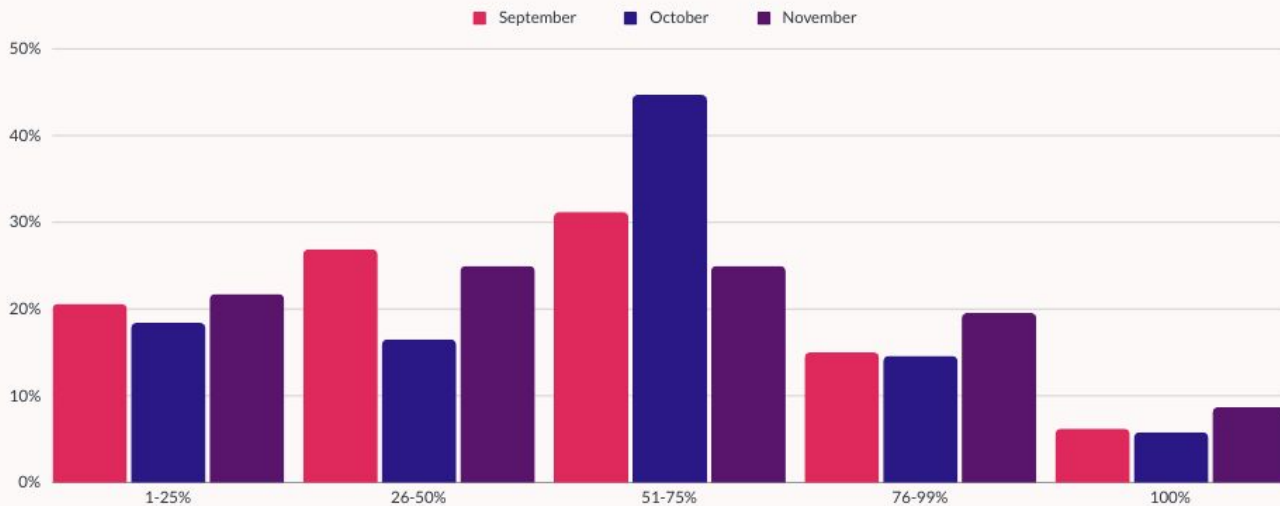
Revenue attainment vs goal

by month



% of reps who hit quota

by month



Job Market

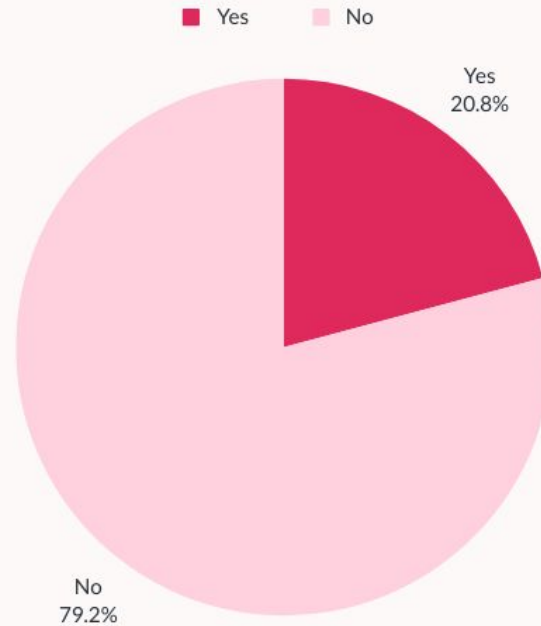
Key Insights

21% of companies reported layoffs in November, a slight decrease from October (23%).

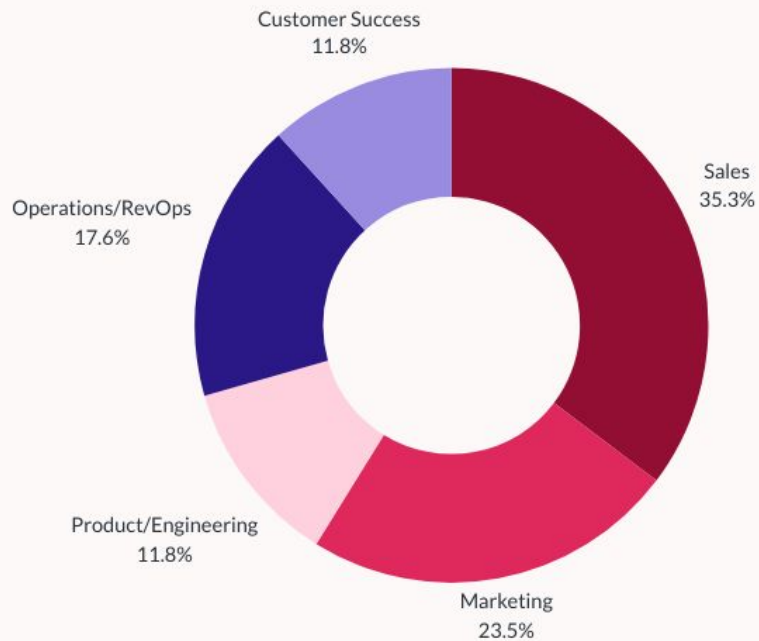
- **Sales and Marketing roles were affected the most by November layoffs**
 - This has been the trend for the last 3 months.
- **Nearly 1 in 3 executives are anticipating layoffs in the next 6 months**
 - 27% of these executives reported layoffs in November
- **More layoffs are expected in January than previously anticipated**
 - In [November's report](#), 31% expected layoffs to occur in January. That has now jumped to 52%.



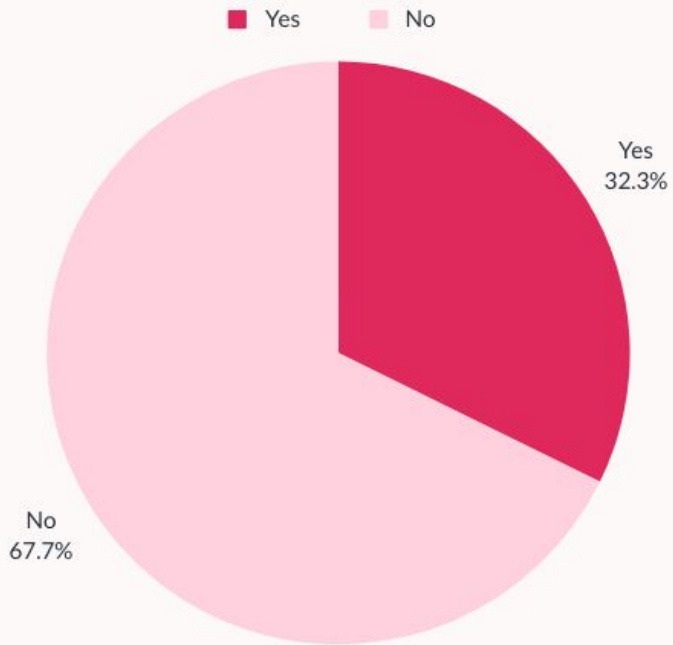
Did you go through a layoff in November?



November layoffs by function

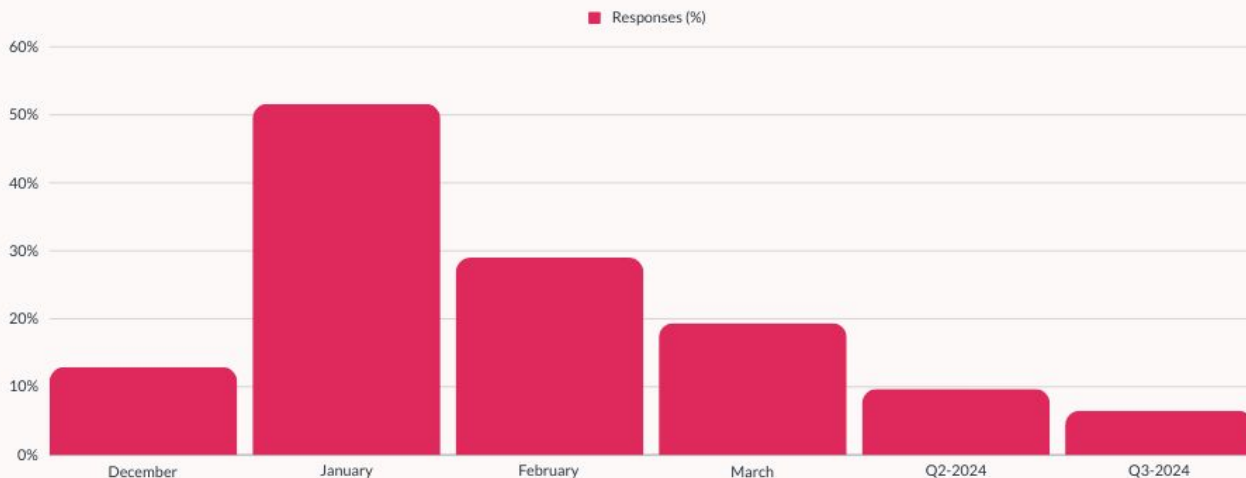


Do you expect to go through layoffs in the next 6 months?



Layoff timing

of those expecting layoffs in the next 6 months



What surprised you the most in 2023?

Surprises in 2023

Go-to-Market Strategy

- "Consumption based pricing"
- "Realizing ENT isn't always best, lots of opportunity in SMB"
- "The persistent lack of understanding of recurring revenue"
- "The willingness of buyers to accept less for less"
- "How hard it was to give away services"
- "Demand generation became exponentially harder"
- "The sheer volume of 'wait and see' mindset!"
- "The number of public companies that don't have customer journey maps"
- "Excitement around our product has grown but it has become much more difficult to find groups with the budget to afford the purchase"

Surprises in 2023

Technical Advances & AI

- "GenAI explosion in terms of interest and advancement"
- "How quickly AI got integrated into multiple marketing channels"
- "Rise of AI and its disturbing effects"
- "The crush of genai"
- "The hype of Gen AI and Chat GPT"
- "The rise of AI"

Surprises in 2023

Growth & Retention

- "Acquisition of smaller competitor"
- "Expansion ARR larger % of new ARR than new logo ARR"
- "Hit yearly target in Sept 2023"
- "New revenue from current customers outpaced revenue from new logos"
- "Steady growth and accurate forecasting!"
- "Customers still buying even though we have a known customer experience issue"
- "We hit our revised sales target for the year"
- "Created a business, launched a podcast and newsletter. And we're busier than ever"
- "2% churn"
- "Stickiness of products with companies in our space. That includes stickiness with our own customers (low churn) and stickiness for competitors (unable to drive software switching on NCA)"

Surprises in 2023

Market Challenges & Economic Trends

- "Consumer resiliency as a lagging indicator"
- "How much tech firms were hurt with IR hikes"
- "Never ending economic headwinds"
- "Second year of tightness in the market. Had growth plans and wound up with a RIF and plans to redirect toward lean business and cash-flow positive model"
- "The contraction of companies buying B2B SaaS products"
- "The inability for many businesses to understand that economy works in cycles and not in straight lines"
- "VC efforts collapsed"
- "Growth equity outpaced LBO"
- "Market consolidation"
- "Regulatory interference on M&A"
- "Stock rally"
- "SVB collapse" (x2)
- "Israeli-Hamas war"

Surprises in 2023

Career & Workforce Changes

- "So many layoffs. It seemed like it was a domino effect for a lot of companies to pile on the trend"
- "Got my first CRO role!"
- "Hiring quality candidates was a challenge; we had a lot of people career change out of sales this year"
- "I was unexpectedly told I would be laid off in January 2024"
- "It took me 6 months to find a new role"
- "My CRO quit in Q1 and my new CRO joined 3 days later"
- "My younger execs leveled up to be what the company needed at a bigger scale"
- "The number of our customers who laid off staff was significant"
- "People outsourcing SDRs as a service way more lately"

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Other Reports

- [Crossbeam x Pavilion: The Future of Revenue](#)
- [Content to Conversion: Decoding the B2B Buyer Journey](#)
- [State of Partner Led Growth](#)
- [2023 Executive Compensation Report](#)

Upcoming Events

- [CEO Summit](#) | January 25, 2024, Scottsdale, AZ
- [CMO Summit](#) | April 18, 2024, New York, NY
- [CRO Summit](#) | June 6, 2024, Boston, MA



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