



Press Release

## **Ciara Publishes 2019 State of Inside Sales Report**

**MUNICH, 20 February 2020** - Ciara, the number one sales conversation assistant, has published their results from a study conducted at the end of 2019.

The survey focused on questions regarding typical tasks a salesperson does during their daily work. The goal was to uncover which of these tasks proves to be the most tedious, thereby uncovering the top challenges of a salesperson's job.

Ciara garnered 200+ responses from a diverse group of salespeople. Over 15 countries, 25 industries, and 150 companies were represented in this sample. From these results, Ciara found that many issues that have troubled salespeople for a while are not yet resolved, such as the complexity and large amount of sales tools used in an organization.

All of the findings, an infographic overview, and more information was published in their 2019 State of Inside Sales Report, [which is available for free here](#).

### **About Ciara**

Ciara is the leading digital conversation assistant that allows sales teams to communicate with prospects and customers more effectively while on the phone. Used by teams at leading insides-sales driven companies and high-growth startups, Ciara provides real-time conversation guidance to help sales professionals have better sales calls, and ultimately close more deals. Ciara enables sellers to have all-in-one conversations by bringing together their entire knowledge base and sales tech stack into one place. Want to find out why Ciara was named one of the Top 50 Digital Startups in Europe? Visit: <https://www.getciara.com/>.

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