THE REVENUE AI REPORT

YEAR IN TRENDS | JAN 1 TO NOV 13, 2026

REVENUE PAIN INDEX 2026

YEAR IN TRENDS

Thirteen revenue-leader pains, scored month by month: what held, what rose, what faded.

Where AI is actually moving revenue.



Prepared Nov 13, 2026 | For CROs, RevOps and Enablement

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QUOTA RAN ALL YEAR.
THE SECOND JOB KEPT CHANGING.

Short answer, Jan 1 to Nov 13, 2026. RPI scores, 0 to 100.

ALL YEAR
85

Comp and quota planning, October

WHAT ROSE
88

Tool credit pricing, Oct. CRM 84 Oct, GTM 84 Nov

WHAT CHANGED
62 TO 86

Board's AI plan, January to October

WHAT FADED
72 TO 36

AI SDRs, May to Nov. AEO 80 Jun to 52 Oct

SO WHAT: Plan 2027 around **quota, credit bills, CRM data and closed-revenue proof**. Treat AI SDR and AEO hype as fading.

Source: Revenue Pain Index (RPI), The Revenue AI Report editorial; dated public Reddit, X, analyst, vendor (labeled) and company sources.
Confidence: Highest in October; medium in September and November; lower or directional in January to May.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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HOW TO READ A SCORE

A directional 0 to 100 index of how loud and economically real a pain is.

80+	DOMINANT	Across independent source types, often with a named survey
60 TO 79	BROAD AND STEADY	Clear across authors, usually more than one source type
40 TO 59	NARROW	One community, a short window or a single hook
UNDER 40	FRINGE	Residual talk, or fading from a higher peak



Source: The Revenue AI Report editorial, RPI reading guide. Formula and weights are not published.
Confidence: Scores are analyst judgments, not automated counts.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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PATTERN, SIGNAL, OR NOT ENOUGH DATA

How much weight each score can carry.

PATTERN

3+ source types, many authors, many months

SIGNAL

Thinner, scored only with a clear dated hook

NOT ENOUGH DATA

Left blank, never zero



SO WHAT: **Act on patterns.**
Watch signals. A blank month means missing evidence, not a fade.

Source: The Revenue AI Report editorial, RPI reading guide (pattern versus signal, not enough data).
Confidence: A raw post count is a signal, not a pattern. Vendor surveys are labeled.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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THE YEAR AT A GLANCE: 13 PAINS, 11 MONTHS

Bold = pattern. Regular = signal. Dashed empty = not enough data, not zero.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Comp and quota planning	**72**	**74**	**76**	**70**		**76**		**75**	**82**	**85**	66
Tool credit and seat pricing		48	**70**	**72**		64	66	**70**	**78**	**88**	**86**
AI plan the board will believe	**62**	65	58	66	**72**	64	**70**	68	**78**	**86**	**74**
CRM data not ready for AI		55	58	62	**74**	**72**	66	**68**	**70**	**84**	**80**
GTM engineer, who builds AI		52	60	62			**70**	**72**	**76**	**83**	**84**
AEO and AI-assisted buyers	**68**	**72**	**68**	**70**	**76**	**80**	**70**	**66**	**62**	52	
Forecast the board trusts			58			55			**72**	**78**	**72**
Win rates and stalled deals	66	55							**72**	**68**	66
Headcount cuts versus revenue	55	62	52	50	**72**		60	58	60	**70**	64
AI SDRs as a category				**70**	**72**	**62**	**56**	**55**	**48**	**40**	36
Managers who cannot coach			50				55	58	52	66	
Agent ownership, write rules							55		50	68	60
Pipeline without more SDRs				58			60			68	55

80+ dominant | 60 to 79 broad | 40 to 59 narrow | under 40 fringe | not enough data

Nov = 13 days

SO WHAT: The bold fall rows are your 2027 agenda. Gaps and a 13-day November are not reversals.

Source: Revenue Pain Index (RPI), The Revenue AI Report editorial; dated public Reddit, X, analyst, vendor (labeled) and company sources.
Confidence: Highest: October. Medium: September; November for GTM, CRM and credits. Lower: January to May.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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THE BIG ARCS

FIVE STORIES OF 2026

Jan 1 to Nov 13, 2026

- Quota all year
- The bill turned into credits
- The board's question changed
- Two build pains became patterns
- Two hype categories faded

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QUOTA AND COMP: THE JOB ALL YEAR

Filled = pattern, hollow = signal. A gap means not enough data, not a fade.





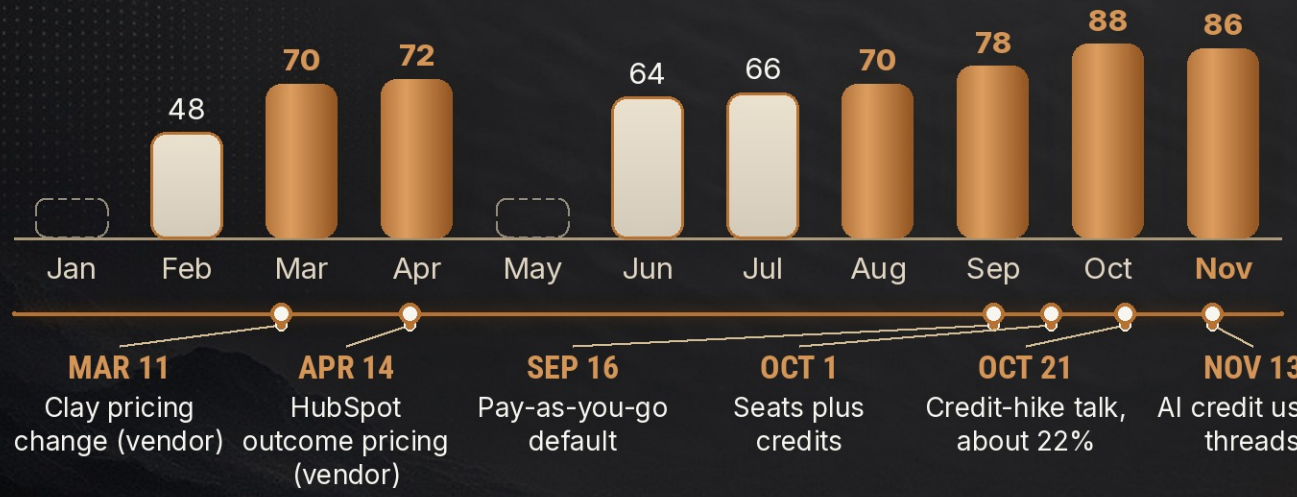
SO WHAT: Lock 2027 quota and comp math now.
This pain ran all year and has not gone away.

Source: Revenue Pain Index (RPI), The Revenue AI Report editorial; r/sales, Jan 21 and Sep 22; Salesloft, Sep 1 to 2 (vendor, self-reported); BCG, Oct 19.
Confidence: Pattern Jan to Oct where scored; November is a lower-confidence signal (partial month, different method).
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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TOOL PRICING: FROM SEATS TO CREDITS

RPI by month, to scale. Copper = pattern month. Light = signal month.





SO WHAT: Budget AI tools by usage, not seats, and get credit caps in writing before renewal.

Source: RPI, The Revenue AI Report editorial; Clay on X, Mar 11 (vendor); HubSpot pricing, Apr 14, Sep 16, Oct 1 (vendor); r/hubspot.
Confidence: Pattern from March. Sep 16, Oct 1 and Oct 21 items are cited from prior packs without a re-checked link.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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THE BOARD'S AI PLAN: FROM START TO PROOF

Pattern months, Jan to Oct: from "how do we start" to "show me closed revenue."

JAN
Forrester (Jan 21): buyers demand proof, not promises.

62

MAY
Gartner: 31% of CSOs cite difficulty proving AI ROI

72

JUL
Gartner: fewer than 40% of sellers will say agents improved productivity

70

SEP
Salesloft (vendor): only 20.6% call their AI production-ready

78

OCT
BCG: only 8% name higher quota attainment a top AI payoff

86

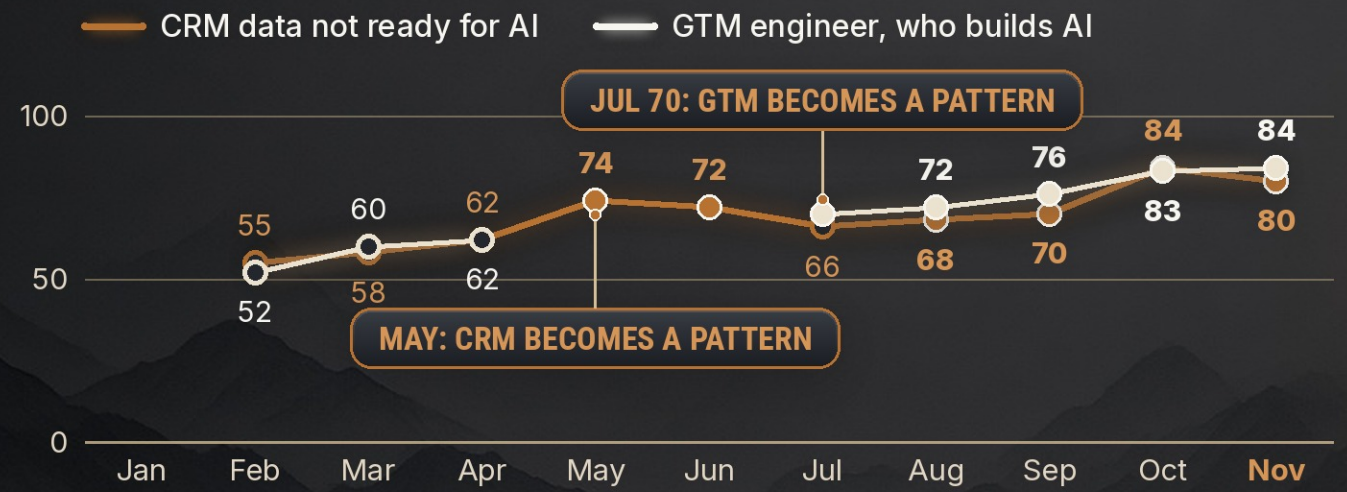
SO WHAT: Walk into the board with closed or retained revenue from AI, not a tour of features.

Source: RPI, The Revenue AI Report editorial; Forrester, Jan 21; Gartner, May 19 to 20 and Jul 28; Salesloft, Sep 1 (vendor); BCG, Oct 19.
Confidence: Pattern months rest on independent datasets. November 74, with no new survey wave in 13 days.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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CRM DATA AND GTM ENGINEER: SIGNALS TO PATTERNS

RPI by month. Filled = pattern, hollow = signal, gap = not enough data.





SO WHAT: Clean CRM data and name who builds your revenue system before you add more agents.

Source: RPI, The Revenue AI Report editorial; r/revops; r/gtmengineering; LeanData, D&B and DealHub (all vendor), May to Oct 2026.
Confidence: Medium to higher in October; November medium (targeted search, 36 posts, 35 authors).
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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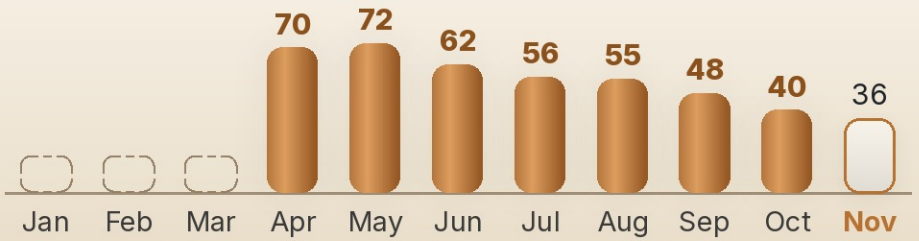
AI SDRS AND AEO: PEAKED, THEN FADED

RPI by month, to scale. Copper = pattern, light = signal, empty = not enough data.

AI SDRS AS A CATEGORY

72 TO 36

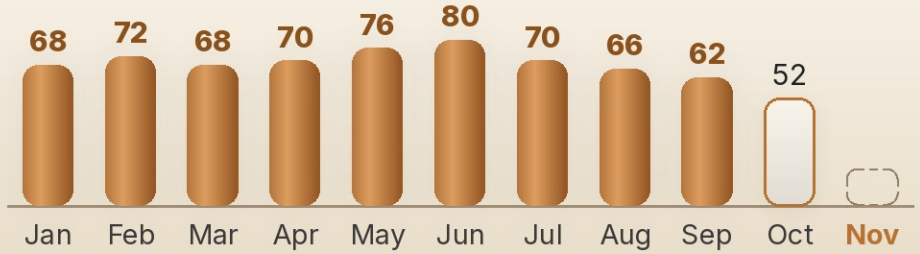
Peak in May, low in November



AEO AND AI-ASSISTED BUYERS

80 TO 52

Peak in June, signal in October



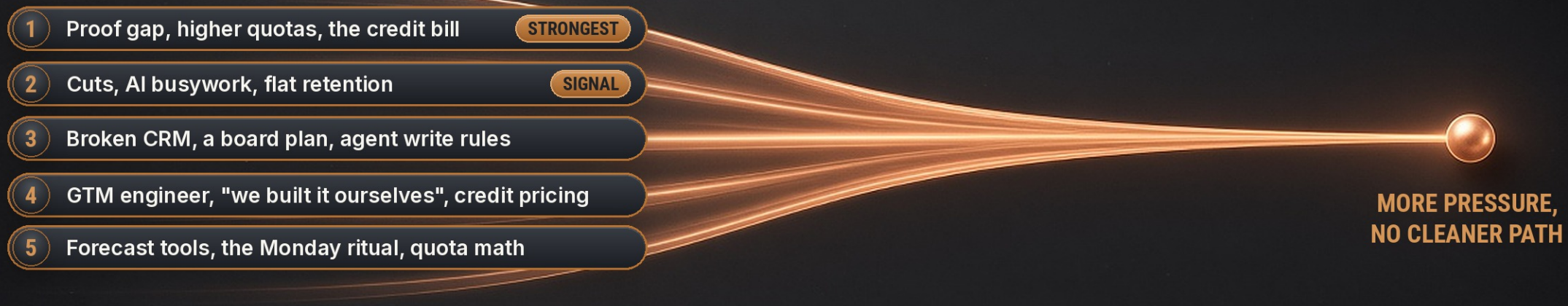
SO WHAT: Do not buy into AI SDR or AEO as a wave. Both peaked mid-year and faded.

Source: RPI, The Revenue AI Report editorial; r/sales, Apr 24 and Oct 14; X, Jul 3; r/marketing, Jun 15; Forrester, Jan 21 and Oct 21.
Confidence: AI SDR fade is a pattern (Jun to Nov). Late AEO shares discounted (r/SEO how-to); no November AEO sample.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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CROSS-PATTERNS: WHERE SIGNALS POINT ONE WAY

Separate signals that point the same way. Often more useful than any one row.



SO WHAT: Pressure, credit bills and proof move together. Plan for all three in one budget conversation.

Source: RPI, The Revenue AI Report editorial cross-pattern read; BCG; Gartner; Axios; Salesloft, D&B, DealHub, LeanData (vendor); Reddit.
Confidence: Cross-pattern 1 is the strongest (Sep to Oct). Cross-pattern 2 rests on one thread and is a signal.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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SIGNAL ONLY: WHAT WOULD CONFIRM IT

Pains that never reached a pattern, or slipped to a signal in November.

BEST SCORE			TO CONFIRM
66	OCT	Managers who cannot coach	Named coaching survey, plus Reddit and X
68	OCT	Agent ownership and write rules	Named CRO or RevOps survey, plus Reddit and X
68	OCT	Pipeline without adding SDR headcount	Named survey, plus a third source type
72	MAY	Headcount cuts versus revenue Best: 72 (May, pattern) November: 64 (signal)	Survey tying cuts to retained revenue
66	NOV	Comp and quota, November only	A full November of quota threads



SO WHAT: Watch these, but make no 2027 bets until a survey or third source confirms them.

Source: RPI, The Revenue AI Report editorial; Avarra and Othello PRs, Oct (vendor); Axios, Oct 22 to 23; r/sales; r/CustomerSuccess.
Confidence: Lower to medium. Each row is a signal: under three source types, or no named survey that month.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

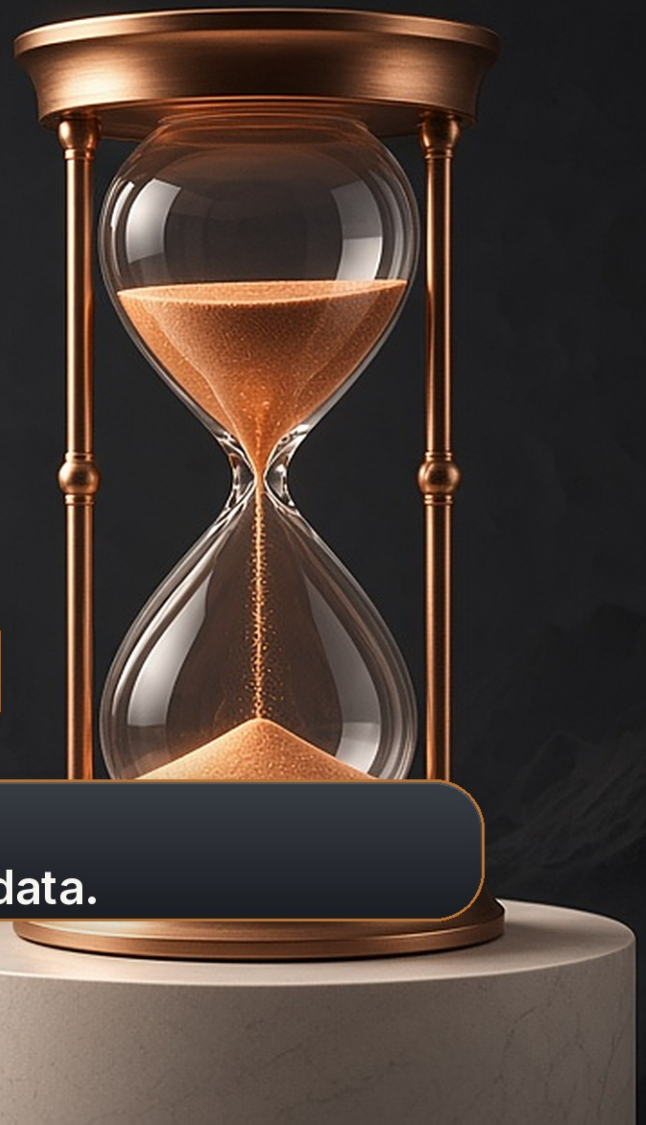
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NOVEMBER IS 13 DAYS: READ DIRECTION, NOT POINTS

Nov 1 to 13 only. Quota 66, AI plan 74: a partial month, not a reversal.

13 DAYS OF NOVEMBER IN THIS INDEX

111 POSTS, 93 AUTHORS	36 POSTS, 35 AUTHORS	CURRENT LEADERS CONFIRMED
Rerun, Oct 14 to Nov 13	Nov 1 to 13	Not overturned



SO WHAT: Read November as direction only. Do not change October priorities on 13 days of data.

Source: RPI; November Reddit rerun (Oct 14 to Nov 13); Oct 28 study (396 Reddit, 483 X posts).
Confidence: Toward medium for GTM, CRM and credits. November changes are provisional.
Date: Nov 1 to 13, 2026. Prepared Nov 13, 2026.

02

WHAT TO DO WITH IT

Analyst suggestions

By role, company size and industry, then the implications. Not a census.



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BY ROLE: ANALYST SUGGESTIONS

From The Revenue AI Report editorial. Not a ranked census of roles.

CRO
A 2027 quota and forecast story the board will believe

VP SALES
Quota, stalled deals and the Monday forecast

REVOPS
CRM data, credits, forecasts and agent write rules

ENABLEMENT
Coaching is a signal; tie programs to revenue

CS LEADERS
Retained and expanded revenue, not time saved

GTM ENGINEERS
Who owns the revenue system? Does a hire beat a credit pack?

SO WHAT: **Own the pain in your seat first.**
Watch coaching and CS cuts until they are confirmed.

Source: The Revenue AI Report editorial, analyst suggestions; BCG, Oct 19; Salesloft, Sep 1 (vendor); r/CustomerSuccess.
Confidence: Suggestions, not measured role rankings. Role pressure is inferred from public posts and survey summaries.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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BY COMPANY SIZE: SAME PAINS, DIFFERENT EDGES

Analyst suggestions. Size breakouts are not measured rankings.

SMALL TEAMS

Hire a GTM engineer, keep paying for Clay, or just send email?

Keep fixes small and tied to pipeline.

MID-MARKET

Three CRMs, a broken map, seats plus credits.

Fix the map and the bill before adding agents.

ENTERPRISE

Board forecast, quota math and agent ownership.

Lead with proof for the board, not a feature list.



SO WHAT: Find the edge for your company size first, then act on it.

Source: The Revenue AI Report editorial; r/sales and r/gtmengineering, Nov 10 and 12; LeanData and D&B (vendor); Axios, Oct 22.
Confidence: Directional. No dated public corpus ranks these pains by company size.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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BY INDUSTRY: NO LEADERBOARD

Public pain evidence in this pass is not an industry census.

- Most dated posts come from software, SaaS and GTM-tool operators
- Cross-industry surveys are not broken out by sector
- Test these pains with buyers in your own sector before ranking them



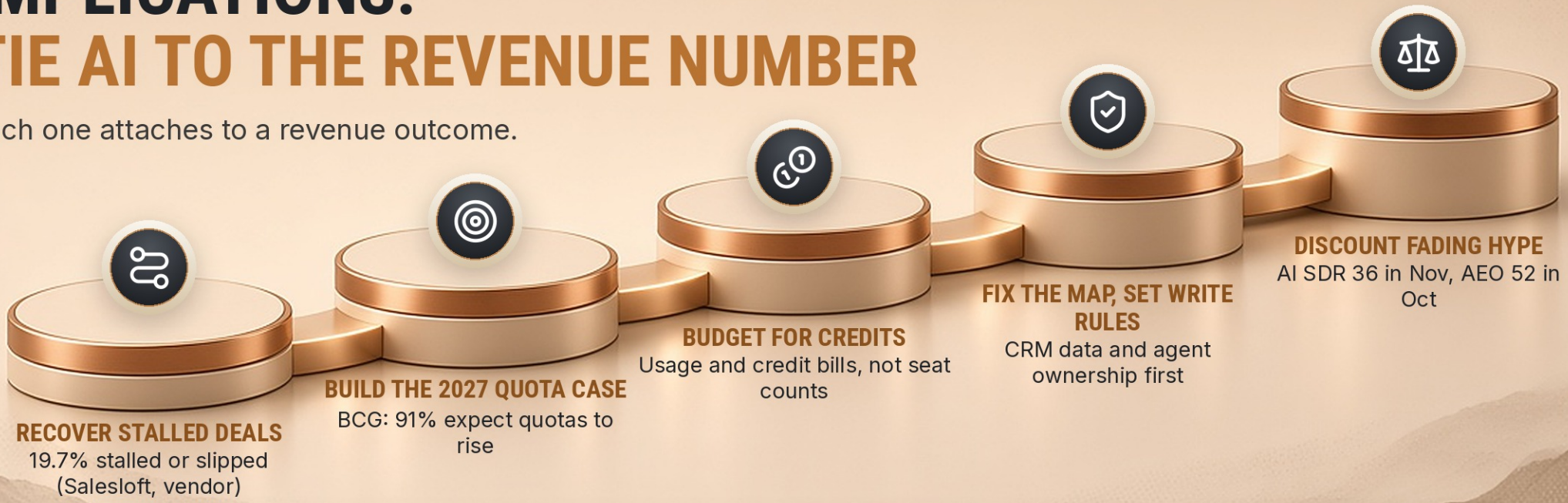
SO WHAT: Start from your company size.
No public data ranks these pains by industry yet.

Source: The Revenue AI Report editorial; BCG, Salesloft (vendor), Gartner, Forrester and D&B (vendor) summaries.
Confidence: Directional. No dated public corpus ranks these pains by industry.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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IMPLICATIONS:
TIE AI TO THE REVENUE NUMBER

Each one attaches to a revenue outcome.



SO WHAT: **Tie every AI dollar to stalled deals, quota, the credit bill or CRM. Drop the faded hype.**

Source: The Revenue AI Report editorial, analyst suggestions; Salesloft, Sep 1 (vendor); BCG, Oct 19; LeanData, May (vendor).
Confidence: Suggestions, not forecasts. Coaching, write rules and pipeline without SDRs stay on watch as signals.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.

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SOURCES: WHAT THIS RESTS ON

Dated list with links in the speaker notes. Vendor surveys are labeled.

INDEPENDENT AND ANALYST

Forrester, Jan 21 and Oct 21

Gartner, May 19 to 20, May 20, Jul 28

BCG, Oct 19 (398 leaders)

Axios, Oct 22 to 23; Reuters, Sep 9

Cloudflare filing, May 7

VENDOR (LABELED)

Salesloft, Sep 1 to 2 (vendor)

D&B, May 4, Jul 28, Oct 28 (vendor)

LeanData, DealHub (vendor)

Fullcast / Pavilion; Seismic / NewtonX (vendor)

HubSpot and Clay pricing (vendor)

COMMUNITY

Reddit year search: 27 threads in Jan, 82 in Oct

Oct 28 study: 396 Reddit, 483 X posts

Nov 1 to 13: 36 posts, 35 authors

X: corroboration, never volume



Source: Revenue Pain Index (RPI), The Revenue AI Report editorial. Vendor surveys are self-reported and labeled.
Confidence: By month and by source; see the next slide.
Date: Sources dated Jan 6 to Nov 13, 2026. Prepared Nov 13, 2026.

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CONFIDENCE: HOW HARD TO LEAN ON IT

Scores are analyst judgments, not automated counts.

HIGHEST	October: a dedicated study plus the fall survey wave
MEDIUM	September, and November for GTM, CRM and credits
LOWER	January to May, and any month labeled thin



UNVERIFIED OR NOT RE-CHECKED

HubSpot Sep 16 and Oct 1 packaging (no link); Oct 21 "about 22%" credit talk
Nov 5 "61%" CS claim; Forrester Jan 21 and LeanData links not re-checked
Gaps: TikTok and YouTube; no company-size or industry census

SO WHAT: **Trust October most.**
Treat vendor surveys as labeled and unverified figures as signals.

Source: The Revenue AI Report editorial, RPI confidence and method notes. Weights stay private.
Confidence: As stated above, by month and by source.
Date: Monthly scores Jan 1 to Nov 13, 2026 (November is Nov 1 to 13 only). Prepared Nov 13, 2026.