Dialpad

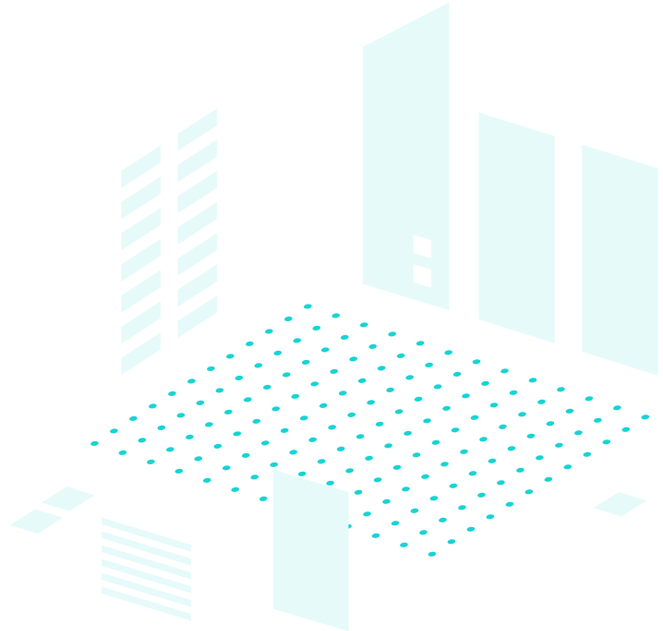
5 Ways to Sell Smarter and Crush Your Number

Selling isn't a numbers game.

As tempting as it is to believe that your team's close rate is directly proportional to their number of at-bats, it's not. If it were that easy, reps would be hitting quotas left and right by simply scheduling more meetings. Instead, research shows that only between **30-50% of sales reps hit their quotas**[1] at all. That's a staggering statistic given that sales performance is one of the strongest indicators of overall business health. So how can sales leaders boost this number and turn every sales rep into a top performer? Read on to find out.

[1] "New Research Unveils 5 Trends Shaping the Future of Sales," Salesforce, 2018

01 Make it easy to sell from anywhere



In today's always-on world, work is increasingly getting done outside the four walls of your office. On public transit, at the neighborhood coffee shop, in line at the airport — just look around you'll find people working anywhere with a strong wifi connection, including your sales reps. **Research shows the number of time reps spend selling remotely increased 89 percent from 2013 to 2017 and that number is showing no signs of slowing down.**[2]

It's important to equip your team with tools and devices that are just as flexible as they are secure. Cloud tools allow reps to cold call, send follow-ups and close deals from anywhere. They don't have to worry about devices not working or syncing while on-the-go, and they don't have to plan their day around when they'll be back at their desk. That means countless more opportunities to hit numbers and keep your bottom line strong.

[2] "Time Spent Selling Remotely Jumps 89 Percent," InsideSales, 2017

02 Simplify your tech stack

In the words of Silicon Valley venture capitalist, Marc Andreessen, "software is eating the world," but having too many software tools can take a serious bite out of productivity. **According to InsideSales.com, the average rep uses upwards of six different tools to get work done.**[3] That translates to a lot of wasted time toggling between apps and manually transferring data from one system to the next; time that could be better spent honing a pitch, researching your prospects, and direct outreach. The simplest fix is to evaluate your current tech stack— phone, email, chat, CRM, conferencing, analytics — and identify where efficiencies can be made. Do you really need separate tools for 1:1 calls and conferencing? Are there native integrations between the tools in your stack or is one of them creating a data silo? These considerations will ensure salespeople are working intuitively and productively throughout their work day so they can focus on the things that matter.

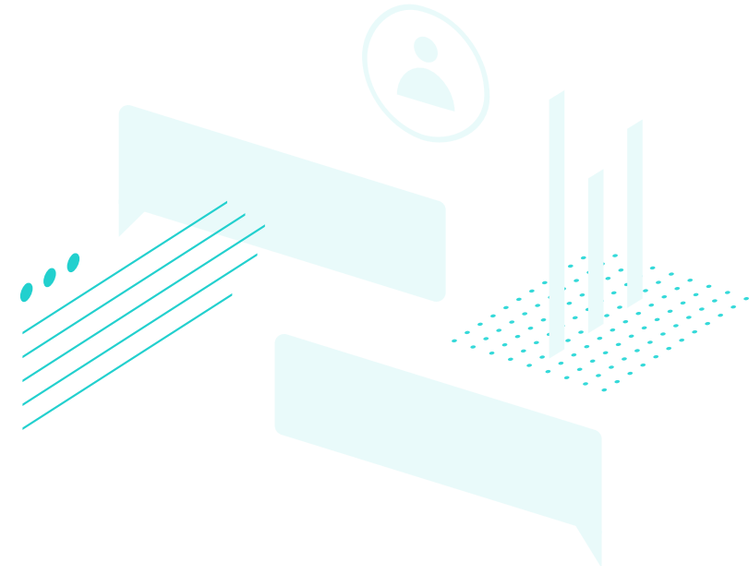
[3] "73 Mind-Blowing Sales Statistics That Will Help You Sell Smarter in 2019," HubSpot, 2019

Improve Coaching

If we think of sales like baking a pie, the act of "selling" to a prospect would be equivalent to finally putting your pie in the oven. It's a critical step, but it doesn't happen until the very end and usually doesn't take as much time as all the prep work that went into making the crust and filling. **In the same way, studies show sales reps spend only 14 hours (or 35%) out of a 40-hour work week actually selling their product or service.**[4] The other time is spent researching targets, getting organized, crafting pitches, practicing how to respond to objections, and learning from the failures or successes of past interactions. The importance of this prep work, or coaching, is not to be overlooked. Sales reps who receive routine, high quality coaching **yield up to 50% higher net sales**[5] than their peers, so investing in technology like Voice Intelligence (Vi), which provide live coaching, is a great way to keep reps on their A-game. Especially when the majority of sales leaders are **spending less than 20% of their time coaching reps**[6] themselves!

[4] "State of Global Customer Service," Microsoft, 2016
[5] "How to Leverage Sales Efficiency and Sales Effectiveness," Seismic, 2018
[6] "11 Sales Coaching Statistics for VPs and Managers," LevelEleven, 2017

04 Use Voice Intelligence to remove barriers



There's no worse feeling than being on a sales call and not knowing how to answer a customer question or blanking on an important piece of product data. Information is power. But sometimes the information a rep needs isn't readily available. Maybe it's locked away in the team's CRM, buried in email, or they've just plain forgotten. **Whatever the reason, 42% of sales reps don't feel they have the right information when reaching out to a prospect, and that's bad news for your quota.**[7] Fortunately, with the massive growth in **speech and voice recognition market**, Voice Intelligence (Vi) can be used to remove these barriers by surfacing relevant information at the right time in a customer conversation. No more digging through battle cards or call notes to find the right answers – instead, access to real-time data keeps reps feeling confident and well-prepared for whatever comes their way. The potential for these Vi tools to automatically record call notes and action items for reps is also exciting, as it will keep reps less worried about writing information down and more engaged in making a human connection.

[7] "The Sales Hierarchy of Lead Data Needs," Salesforce, 2015
[8] "Speech and Voice Recognition Market," MarketsandMarkets, 2019

05 Provide actionable playbooks

Any rep who's been in the game long enough knows to never get too attached to a specific sales process. **Although these processes are key to making quota, 91% of companies don't have one[9], only 27.9% of those who do feel like they're working,[10]** it's not uncommon for teams to rip and replace one process with another from quarter to quarter. This creates friction for reps struggling to keep up with the latest best practices for qualifying opportunities and moving them along the funnel. Or worse, it causes them to seek their own processes for doing so. Thankfully, Voice Intelligence technologies offer features like playbooks to automatically surface sales process criteria. Like a fly on the wall, Vi listens to sales conversations and ticks boxes so reps don't have to scramble to remember what to do next in a pitch or wonder if they covered every question. If the process needs tweaking, sales leaders can make changes directly in the software so the next time a rep is on the phone, they have the new playbook in their hands instantly.

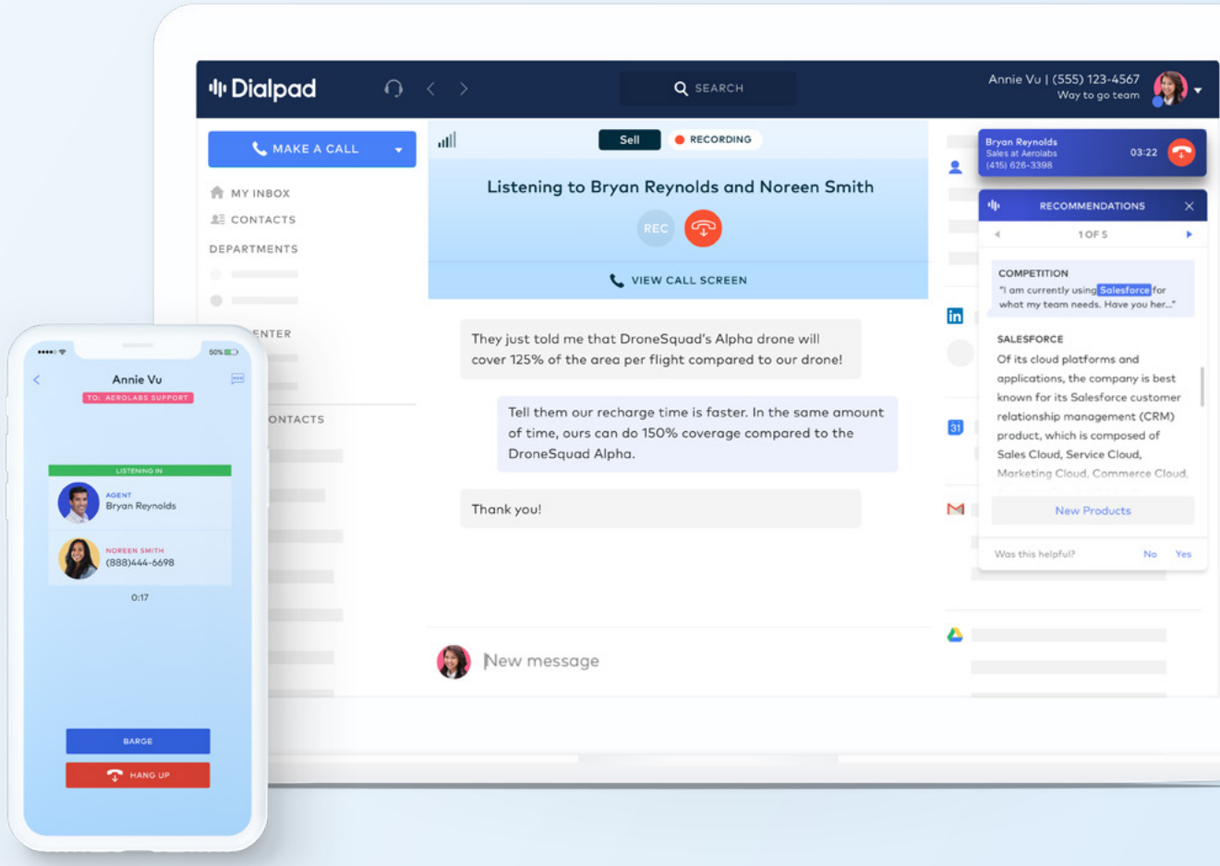
[9] "The impact Sales Process Has On Quota Attainment," Smart Selling Tools
[10] "Sales Operations Optimization Study," CSO Insights

Bringing It All Together

At the end of the day, successfully hitting your number comes down to three principles:

- ☑ Efficiency
- ☑ Context
- ☑ Coaching

Reps need technology that works intuitively within their existing workflows and is integrated with the apps they already use. They need easy access to the right information at the right time. And they need continuous feedback to learn and improve their craft. Combine these things, and you'll see your team sell smarter and crush their quota.



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