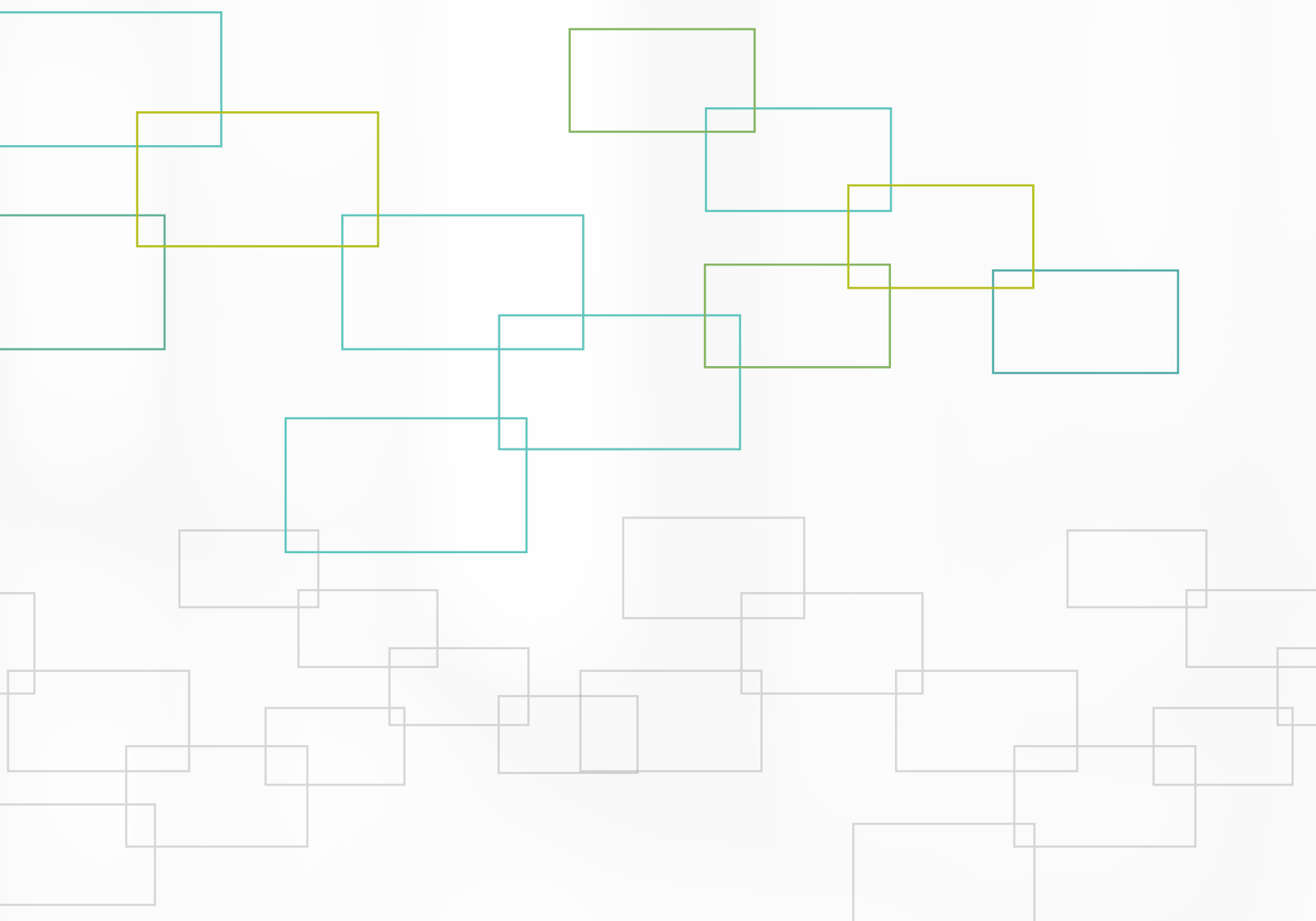


SALES EFFICIENCY IN THE DIGITAL ERA:

KEYS FOR CAPITALIZING ON THE AI REVOLUTION



Managing a Sales Team in a Rapidly Changing World

The sales process will always boil down to people selling to people. In the digital era, with emerging innovations in machine learning and artificial intelligence (AI), the human element in sales is rapidly evolving, leaving behind personal limitations and amplifying the true strengths of human nature. So what's hampering sales reps and sales performance today?

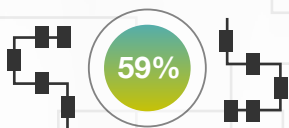
43%

of recent survey respondents cited **personnel limitations** as their top operational challenge. That is, sales teams don't have enough people with the right skill sets to get things done.

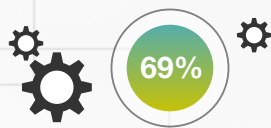
You may want to solve such personnel problems with technology or "digital selling capabilities," but you need to have a clear idea of what team goals can be achieved once these issues are addressed. Without a firm understanding of what will save time, effort, or money, you may be left with more technology platforms to manage and, unfortunately, greater inefficiency.

In this eBook, we will present findings that reveal the true state of sales operations today. In addition, we'll cover how to identify the most pressing pain points to address with technology, and why innovations such as AI and machine learning are so well-positioned to deliver on goals beyond just the problem of an inefficient sales process.

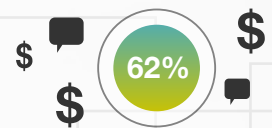
WHERE SALES STRUGGLES:



of sales organizations struggle to **streamline sales workflows**.



of organizations struggle to **connect sales activities to revenue** beyond closed-won deals.



of organizations struggle to **increase productivity** through integrated marketing & sales technologies.

Increasing Sales Speed, Scope, and Skills While Mitigating Weaknesses

Every sales innovation, be it technical or operational, comes at a cost. Inefficiency in sales organizations often arises because the sales team ends up paying the cost. Whether it's ramp time, learning a new technology or process, or time wasted on other activities, there are many things that keep sales teams away from active selling. Savvy sales organizations introduce innovative technology and digital capabilities in a way that benefits, rather than burdens, the individual seller. That is, these organizations find ways for the platform or the process to absorb the cost of innovation, not the sales reps.

For example, 73% of Best-in-Class organizations actively enable sales reps to conduct in-person or on-location meetings with their buyers. Sales organizations looking to emulate the Best-in-Class need to make a choice. If they ask sellers to have more face-to-face meetings with clients, they need to accept that these sellers will have less time to engage in other sales activities (phone prospecting or deal configuration and pricing, for instance). If organizations support technologies that prioritize client meeting prep pipeline prioritization and automation, the advantages of in-person meetings are maximized and associated costs are reduced or mitigated.

PUTTING THE PIECES TOGETHER

★ FORMULAS FOR SUCCESS	SEGMENTATION	💡 KNOWLEDGE SHARING
<p>75% of Best-in-Class companies can identify repeatable “formulas for success” in sales operations</p>	<p>70% of Best-in-Class companies segment sales efforts to serve specific industries, regions, or verticals</p>	<p>52% of Best-in-Class companies promote comprehensive knowledge sharing among sales personnel</p>
<p>\$ COSTS</p> <ul style="list-style-type: none"> ▶ Sales action data collection ▶ Data analysis ▶ Reporting ▶ Win / Loss assessment 	<p>\$ COSTS</p> <ul style="list-style-type: none"> ▶ Creation of relevant buyer profiles ▶ Segmentation analysis / territory creation ▶ Creation of specialized sales tools by segment ▶ Training of sales reps to address specific segments ▶ Prospect prioritization within segments 	<p>\$ COSTS</p> <ul style="list-style-type: none"> ▶ Creation and maintenance of knowledge base ▶ Ongoing documentation of activities and customer insight ▶ Training on use of knowledge base ▶ Time spent searching knowledge base for relevant info
<p>📶 TECH OPPORTUNITY</p> <p>A platform with data collection and analytical capabilities that can automate and manage winning workflows.</p>	<p>📶 TECH OPPORTUNITY</p> <p>A platform that can apply segmentation criteria to prospect database, automate prioritization for reps, and track activities.</p>	<p>📶 TECH OPPORTUNITY</p> <p>A solution that automatically tracks, aggregates and manages sales activities as well as knowledge capture and retrieval.</p>

Enter AI – Eliminating the Guesswork

Automation in the sales space is not new. But there is a difference between automating repetitive, non-productive processes (such as submitting expense reports for sales meetings) and automating tasks that take thought and insight, such as prioritizing leads or prospects in an account list.

The beauty of AI is that it can support predictive models in datasets and also be used to more accurately identify patterns that feed those models. This means that critical aspects of data collection and data analysis can be supported by machine learning, allowing the humans to focus on what they do best (namely, interacting with other people).

AI CAN IMPROVE SALES OPERATIONS AND EMPOWER SALES REPS.

HERE'S HOW:



EXPAND ON FORMULAS FOR SUCCESS

Best-in-Class have **93% greater** likelihood of using data & analytical capabilities replicate or expand on their “formulas for success.”



A sales AI platform can accelerate the identification of these formulas and facilitate their application to new sales scenarios.



PREDICTIVE IDENTIFICATION

Best-in-Class have **2.4x greater** likelihood of using data for predictive identification new accounts, best-fit buyer profiles, and new market opportunities.



Predicting where new business can be found and using pattern recognition to refine buyer profiles harnesses the core strengths of emerging AI and machine learning systems.



STREAMLINING WORKFLOWS

Best-in-Class are **82% more** effective at streamlining their sales workflows.



A machine learning platform can prioritize accounts for reps and even recommend next best actions. It can also be used to continuously optimize sales workflows based on what works and what doesn't.



When sales teams are wasting time, you are losing money. As technologies such as AI and machine learning mature, they can absorb the cost of wasted time while creating opportunities for profitable sales activities and revenue. The efficiency AI brings translates directly into greater and more predictable sales success.