

**Key success factors to
improve sales operational
efficiency based on statistics
and real-life experience**

SHOCKING SALES STATISTICS

68% of companies struggle with lead generation. — SalesStaff

50% of sales time is wasted on unproductive prospecting. — The B2B Lead

80% of prospects who eventually buy are originally marked as bad leads.

92% of salespeople give up after four “no’s”, but 80% of prospects say “no” four times before they say “yes”

100x If you call a lead in the first 5 minutes after they've submitted a web form, they're 100x more likely to get on the phone. - Inside Sales

KEY SUCCESS FACTORS

Sales team is usually the one to bring the major part of profits in an organization, therefore, it is crucial to have its process well organized, coordinated and constantly improved.

We have distinguished 5 key factors which have the most influence on sales team performance.



**DATA
MANAGEMENT**



ACCOUNTABILITY



**ANALYTICS
AND REPORTING**



TRAINING



AUTOMATION

DATA MANAGEMENT

There are multiple techniques of data management which should be applied seriatim:

- Data development
- Data processing
- Data cleansing
- Data integration
- Metadata

24%

24% of respondents says that 1/4 of their lead data is complete. Meaning ~75% of lead data is missing. (Ringlead)

50%

50% of the average respondents' database is missing crucial customer data. (Ringlead)

\$1 trillion

Lost productivity and poorly managed leads cost companies at least \$1 trillion every year. (CMO Council)

1.5vs1.7

High-performing sales teams are 1.5 times more likely to base forecasts on data-driven insights. Conversely, underperforming sales teams are 1.7 times more likely to forecast on intuition.

The statistics above implies that in the age of technologies, making **any non-data driven decisions might be a fatal mistake** for any organization.



“Only 46% of sales reps have data insights on customers’ propensity to buy. This is despite 85% of those who do saying it makes them more effective in their job.”

SALES AUTOMATION

The sales team is inseparable from marketing, therefore, **things such as cold calls and follow up emails can easily be covered by the marketing team.**

That would save up to 20% of the time for salespeople every day.

64.8%

Nearly two-thirds of sales reps' time, on average, is spent in non revenue-generating activities.

2X

High-performing companies are 2x as likely as underperforming companies to describe their sales processes as automated.

10%

Companies that automate lead management see a 10% or more bump in revenue in 6-9 months time. (Strategic IC, 2017)

24%

Only 24% of top marketers included alignment with sales as a priority for marketing automation. This is a potential miss. – *Adestra* “State of Marketing Automation Benchmarks for Success” (2017)

SALES AUTOMATION

Useful tools, that integrated sales and marketing teams recommend:

Lead Generation

- Widmo
- Leadiro
- Leads finder

CRM Solutions

- Teamgate
- Salesforce
- Zoho




Email Automation

- Mailchimp
- Intercom
- SendinBlue

Email Content

- Grammarly
- Hemingway
- Email Analyzer



“The first rule of goal achievement is having some in the first place. At the beginning of each reporting period, be sure to document and communicate the goals that the rep must achieve.

- Eliot Burdett CEO at Peak Sales Recruiting

ACCOUNTABILITY

46%

46% of managers worldwide are rated as not holding their teams accountable enough. (Harvard Business Review)

245%

A properly integrated CRM can provide a 245% ROI. (*Forrester*)

63%

Management at Elite Sales organizations is significantly more likely to address underperformance (63%) while the rest is much less likely (31%).

*“I am not sure my team knows how many appointments or proposals they need to make to hit quota.” - says **1 in 3 sales managers.***

This statistics lead to unevenly allocated resources and **3 time higher sales results on the last week** of the month compared to the remaining 3. It clearly shows the **unused potential of the team and the lack of structure** in most of the sales teams.

“Sales development representatives on average perform 94.4 daily activities, including 36.2 emails, 35.9 phone calls, 15.3 voicemail messages and 7 social media touches.

- Salesforce



SALES TRAINING AND ONBOARDING

○ American companies spend **\$20 billion a year on sales training and each dollars brings \$29** in incremental income.

○ Still **90%** of the information received during the training **is lost after the first month.**

○ In addition to that, a lot of clients related information is lost due to the lack of **information retention among sales personnel.**

○ Therefore, one of the **main criteria** of successful salesperson onboarding is the possibility to have **easy access to all the client data and communication history.**

45%

42.5% of sales reps take 10 months or longer to become productive enough to contribute to company goals. — Accenture

80%

However, over 80% of B2B decision makers think sales reps are unprepared

30%

For every additional year a closer works for the same sales organization, deal size increases by 30%

73%

Firms where salespeople use the company's methodology and get consistent coaching see 73% quota attainment.

TD Canada Trust

TD TD CENT

THE TORONTO DOMINION BANK

SALES ANALYTICS AND REPORTING



33% of sales people say they **prioritize leads based on “propensity to buy”** compared to only 16% who based it solely on intuition.



Despite the fact that even **85% of sales reps say data about customers’ propensity to buy would make them more effective**, only 46% has it.



79% of sales teams currently use or are planning to **use sales analytics technology to increase efficiency.**

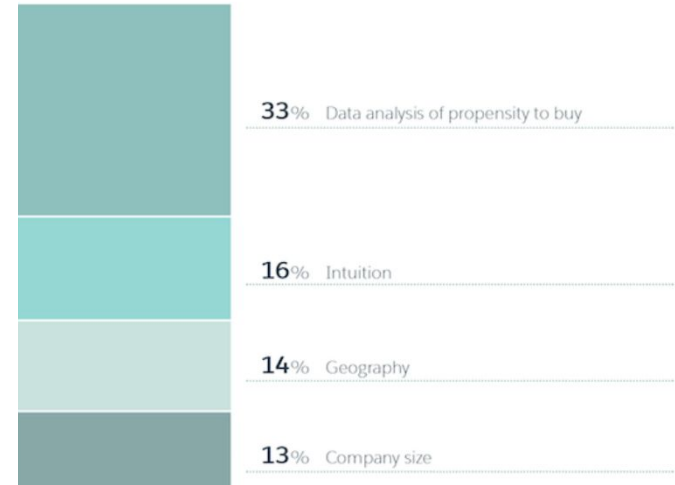
SALES ANALYTICS AND REPORTING



Data insights are emerging as the weapon of choice for many sales teams. However, more basic criteria such as company size and geography still have a role to play.



As personalizing sales and marketing messages become a common practice, sales people spend up to 40% of their time doing client analyzes and filling out the reports.



Lead prioritization criteria according to Salesforce report, 2019

PROBLEM



Tasks and duties of salespeople become more complex with each day and we believe your company wants to **contribute as little as possible to the 1 trillion dollars lost yearly on sales that didn't happen due to poorly managed leads.**

SOLUTION



In this ebook, we discuss 5 main factors to pay attention to in order to maintain healthy and profitable sales processes and **built a sustainable business with a potential to grow.**

PRO TIP



We suggest reducing any additional tasks sales reps might have to a minimum using automation and third-party tools in order to **focus on their primary task - selling!**

SUMMARY

The simply smart sales CRM

with the strength to power your success

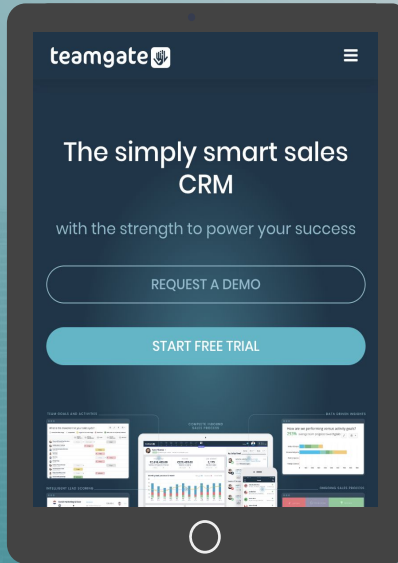
Teamgate is an easy-to-use CRM software for any size of sales team. It has been internationally recognized by leading marketplaces for its user-friendliness and affordability.

It features countless functions to make sales daily tasks easier:

There is a space to manage prospect at every stage of a sale on Teamgate. It can be easily accessed by sales reps and managers

Integrated sales inbox allows sending and receiving emails directly from your CRM.

Teamgate CRM provides insights into the company's sales process's strengths and shortfalls.



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