



The Enterprise Sales Automation Playbook:

6 Emerging Strategies for 2023 to Eliminate
Seller Roadblocks and Drive Rep Efficiency

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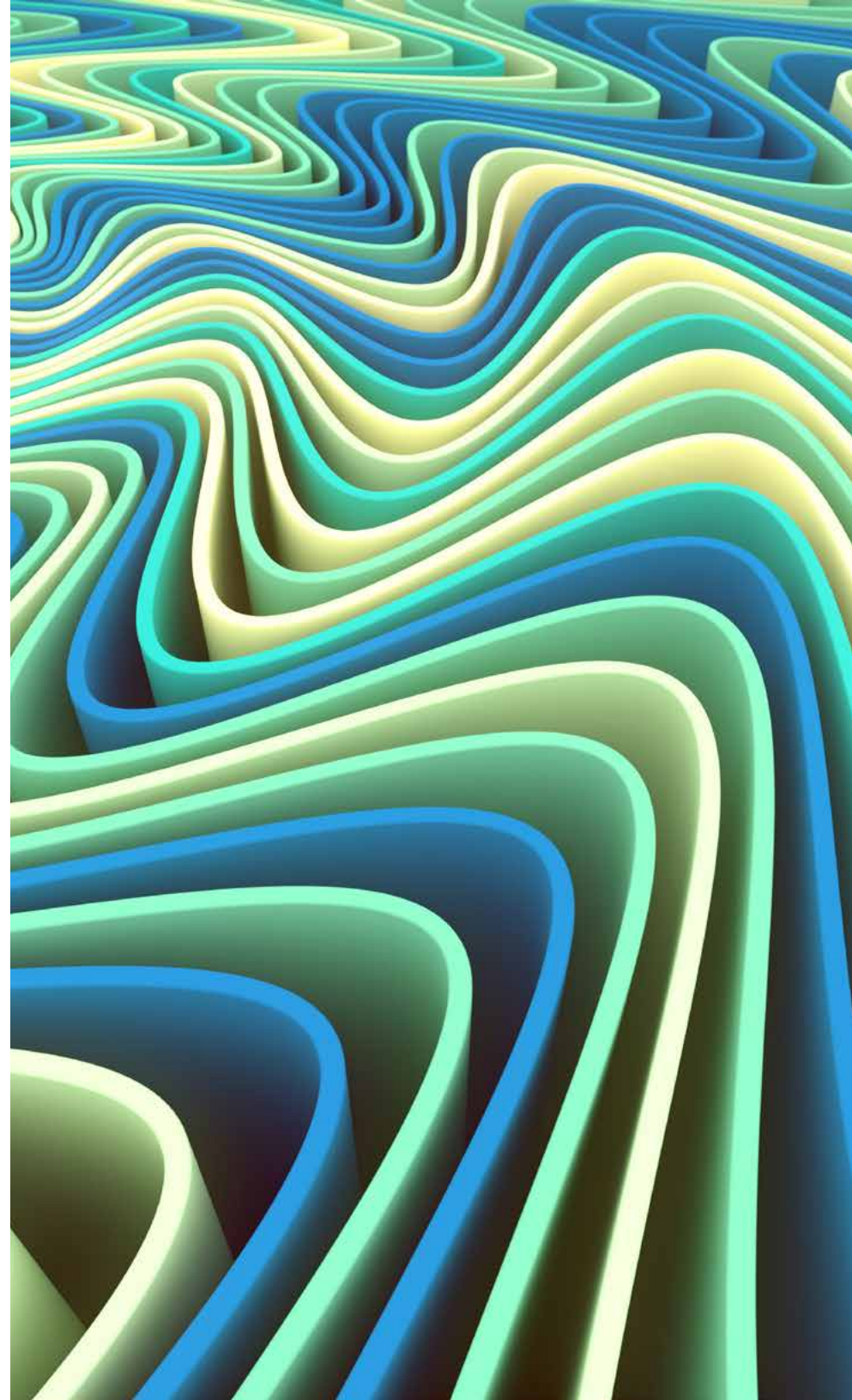
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Emerging tech and picky buyers in 2023 means that sales teams must become more efficient than ever in order to meet their goals. The most effective way to accomplish this goal is through automation. Sales leaders must leverage the latest and greatest in sales automation to eliminate sales roadblocks and drive rep efficiency. Teams that are hyper-focused on reducing buyer friction, bringing value, and capturing attention are the ones that are winning in the current economic landscape with evolving buyer preferences. The old way of selling with manual effort and outdated processes is no longer effective. This is where guided selling comes in to make selling smarter by leveraging the right technology, data-driven results, and a consistent and scalable sales process.

High-performing sales teams are 2.3 times more likely than underperforming teams to use guided selling.

Salesforce

Here are six emerging strategies made possible by cutting-edge, AI-driven sales engagement platforms to drive rep efficiency and improve sales performance:



Eliminate Manual Data Entry

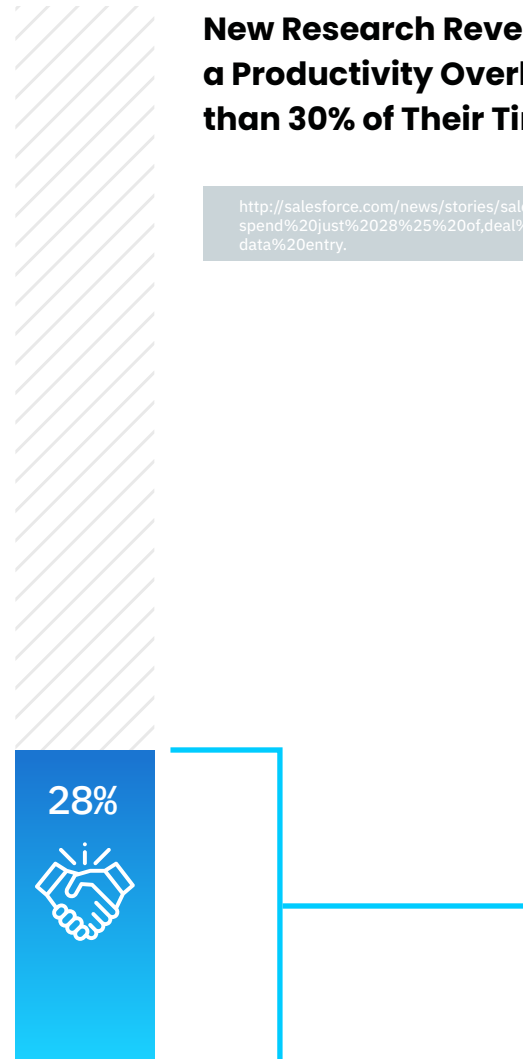
Sales reps often spend a significant amount of time on manual work such as recordkeeping, broken processes, tool management, and tasks like data entry and lead management. According to Salesforce, sales reps only spend [28% of their time selling](#), while the rest is spent on non-selling activities. This not only reduces their productivity but also leads to lost opportunities and customer churn due to lack of timely follow-up and customer knowledge.

To drive rep efficiency, sales leaders can opt for automated logging of all rep activities to gain visibility into the sales process without relying on manual data entry. This can be achieved through sales automation tools that automatically log, score, and sort seller activities, driving intelligent engagement of correct cadences and providing instant updates with no lag time. By eliminating the need for manual data entry, sales reps can save time and focus on selling activities, resulting in better results and increased efficiency.

Salesforce-native sales engagement solutions, like Conquer, give sellers 1.5 hours back in their day by automating the tasks most spend a good chunk of their day doing. For example, every interaction with a prospect or customer is automatically logged into the CRM due to the software's native infrastructure, which means sellers no longer have to worry about updating Salesforce lead, contact, account and opportunity records when progressing opportunities through the sales process.

New Research Reveals Sales Reps Need a Productivity Overhaul – Spend Less than 30% of Their Time Actually Selling

<http://salesforce.com/news/stories/sales-research-2023/#:~:text=Reps%20spend%20just%2028%25%20of,deal%20management%20and%20data%20entry.>





67%

of senior IT leaders are prioritizing generative AI technologies for their business over the next 18 months.

Salesforce

Coach Reps in Real Time with AI

No.
2

Calls taken without knowledge of a customer's history or their pain points can lead to a bad customer experience and wasted time. In today's digital and omnichannel sales models, sales leaders must deliver significant value through sales professionals who can steer self-learning customers toward more confident decisions by acting as trusted advisors. However, training sales reps on competitive battle cards and objection responses can be time-consuming and may require lengthy ramp-up training.

To drive rep efficiency, sales leaders can leverage guided selling tools that automate the generation of competitive battle cards and objection responses in real-time. These tools can greatly reduce the time spent onboarding a sales team by providing every rep with detailed customer history and full communication scripts right at their fingertips. AI-driven battle cards can ensure that the right message is delivered to customers at all times, leading to faster and more effective customer interactions. By automating battle cards, sales reps can be better equipped to handle objections, provide value to customers, and close more deals with less ramp-up training, ultimately driving rep efficiency and improving sales performance.

Reduce Time Spent On Lengthy Enterprise Sales Cycles

Weak pipeline due to inefficiency and lack of visibility into the sales process can be a significant challenge for sales teams. Gartner states that only [45% of sales leaders](#) have a high level of confidence in their sales forecasting ability. This can lead to inefficiencies in the sales process, longer sales cycles, and missed opportunities to reach economic buyers.

To drive rep efficiency, sales leaders can gain full visibility into the sales process through omnichannel data and analytics, particularly by consolidating sales tools down to a single platform as much as possible. In a study of three Fortune 500 companies, the Harvard Business Review discovered that the average user switched between different websites and applications close to [1,200 times per day](#), totaling 9% of their work time over the course of a year.

It is critical to be able to capture and relate specific sales activities using a single and accurate source of data. This data becomes a powerful tool when developing your organization's sales strategy, enabling you to keep track of both evolving buyer preferences, such as preferred communication channels, as well as the sales tactics that are working best, like specific email templates or call scripts. With advanced analytics that correlate rep actions to closed-won revenue, supplied by tools like Conquer, sales teams can effectively develop a data-driven strategy to proactively engage customers with higher quality communication. By capturing and leveraging the data available across every customer interaction, sales leaders can replicate what works best across the entire team and better cater to their customers, resulting in more efficient sales cycles, higher win rates, and improved sales performance.

Sales engagement and automation tools often automate data collection from prospect and customer interactions that can help drive better data-driven sales strategies. If sales leaders understand exactly what messaging is working and what channels are best received by prospects and customers, it is much easier to optimize the sales process and drive more revenue. Sales engagement solutions like Conquer, capture this data automatically in Salesforce and provide reports that show sales leaders exactly what is driving revenue - eliminating any guesswork.

45%

have a high level of confidence in their sales forecasting ability.

Gartner

Train Employees Faster & Reduce Onboarding Costs

Effective onboarding and training of sales employees is crucial for their success and retention in a company. Forbes found that [47% of sales reps](#) leave their job due to a poor onboarding and training process, resulting in significant costs for companies in terms of lost talent and productivity. One common challenge in onboarding is poor user adoption of sales technology, leading to activity history loss, long ramp-up times for new reps, and missed follow-ups.

One important tool sales leaders can utilize to streamline rep training is guided selling. Guided selling can speed up the onboarding process in a number of ways. Sales cadences, a pre-planned set of communication steps for engaging customers, are an important component of guided selling that speed up the process for reps by taking the guesswork out of their day, eliminating the need to ponder who to contact next or what to say. Solutions like Conquer take it a step further with “decision points” that wait for specific customer reactions, such as a reply to an email, to automatically sort them into different cadences depending on their unique needs.

Additionally, AI is an increasingly critical part of guided selling that should be considered; the Salesforce State of Sales reports that [8 out of 10 sales leaders](#) and sales ops professionals currently using AI say that it has “improved use reps’ time at least moderately.” AI-driven rep coaching tools can improve the speed of onboarding significantly. Tools such as ConquerAI Battle Cards, which “listen” during customer calls for specific keywords like product or competitor names, can enable a rep to be ready to sell in as little as a week, especially when combined with cadences. Using a native sales engagement platform that consolidates many tools into one interface can also improve the onboarding experience by reducing the amount of tools and applications a new rep must learn.

94%

of sales organizations plan to consolidate their tech stack within the next 12 months

Salesforce

Reduce Bloated Tech Stacks

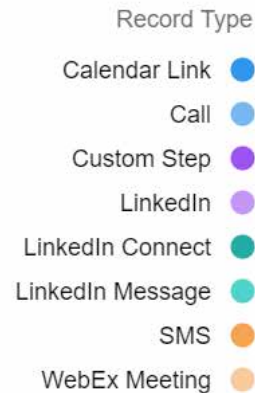
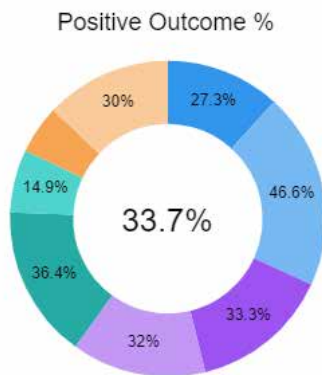
The complexity of multiple tech tools can cause them to become obsolete, further hindering the onboarding process. In fact, according to Salesforce, [94% of sales organizations](#) are planning to consolidate their tech stack over the next year. By leveraging native sales engagement technology with a “single-pane-of-glass view” inside of Salesforce, new rep training costs and ramp-up time can be reduced by removing the need to switch between different applications or browser tabs with total functionality provided from a single interface. There are no data syncs necessary, and no new tech to learn, eliminating application switching. Every single activity is automatically logged into CRM, ensuring a seamless and efficient onboarding process that helps train employees faster and reduces onboarding costs.

Eliminate the Guesswork for What's Working and What Isn't

An analytical and data-driven approach allows you to understand revenue generation at a deeper level. Technology that correlates every rep action to closed-won opportunities helps eliminate guesswork about what's working and what's not in your sales process. Your sales engagement technology should be able to report on every touchpoint and message, and relate each directly to close-won opportunities. This provides you with full visibility into the performance of your sales team and allows you to make data-backed decisions. By understanding what's working across the organization, sales leaders can reduce touchpoints and accelerate sales by reaching economic buyers faster. Identify the strategies and tactics that are driving results and optimize your sales team or processes accordingly.

Useful reports that should be automated include reports that show performance of specific sales reps, cadences, touchpoint steps within a cadence, and communication channels. Native sales engagement platforms like Conquer can capture all this data from every customer interaction, as well as consistently deliver the reports to sales leaders, without any manual effort. Automating this type of reporting enables your sales team to have a clear understanding of what's driving success in your sales efforts, so you can take action confidently and achieve better sales outcomes.

Positive Outcome %



[View Report \(Step Type Performance\)](#)





The Conquer Difference: Develop a More Agile Sales Team

Conquer offers a unique solution to develop a more agile sales team that can shorten sales cycles, close more deals, and achieve better results. With Conquer's advanced analytics and data-driven approach, you can understand revenue generation at a deeper level by correlating every rep action to closed-won opportunities. Guided selling based on data allows your sales team to provide the right information, insight, and actions to customers at the right time, regardless of their experience or relationship depth. This helps your salespeople close deals and drive revenue, both with new and existing customers, giving them more time to sell.

Conquer also provides practical tools that save sales reps time, such as native SFDC integration to eliminate sync issues and errors, automatic logging of all activities into CRM to eliminate application switching, and reliable data mapping for accurate reporting without manual effort. With Conquer, you can directly correlate every rep action to closed-won business, leveraging trusted data to accelerate sales from the bottom up.

Experience the Conquer difference and empower your sales team to achieve better sales outcomes.

[Book a demo today!](#)

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