

Guided Selling for Sales Ops Leaders:

5 Reasons to Implement
Guided Selling in 2023

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Sales teams today - from field AEs through SDRs - are increasingly dispersed and remote. The rapid adoption of emerging technologies and strategies are vital to keep performance levels high in the current selling landscape.

Sales ops leaders are often responsible for researching and implementing these new technologies and practices.

One area to consider is guided selling.





What is Guided Selling?

Traditionally, guided selling has been a B2C eCommerce strategy where online retailers try to bring the best parts of the in-store experience to their website, making it easier for customers to purchase the products they want.

More and more companies have recently deployed guided selling across their enterprise sales teams.

So, what does guided selling mean in B2B enterprise sales?

Guided selling is a sales process that enables sellers to have better buyer engagements by helping them deliver the right message, via the right channels, at the right time, eliminating the guesswork and giving them more time to do what they do best – sell.

Current State of the Market:

In 2023 and beyond, the top sales trends are all about leveraging technology, using today's modern sales engagement process as the north star. We will see a greater focus on sales engagement from leadership with increased alignment and much more unified revenue teams (across sales, marketing & customer success), all focused on driving revenue with new and existing customers. This direction will be key for organizations seeking to expand, with [87% of sales and marketing leaders](#) claiming collaboration is critical for new business growth.

With the ever-evolving economic landscape and buyer preferences, winning revenue teams are hyper-focused on reducing buyer friction, bringing value, and capturing attention. Sales teams accomplish this through guided selling, also called context-driven selling. In other words, meet your customers on their terms, with their unique needs, history, and current situation in mind.

75%

of B2B sales organizations will augment their traditional sales methods with guided selling solutions by 2025 to better connect with customers and drive conversion

[Gartner](#)





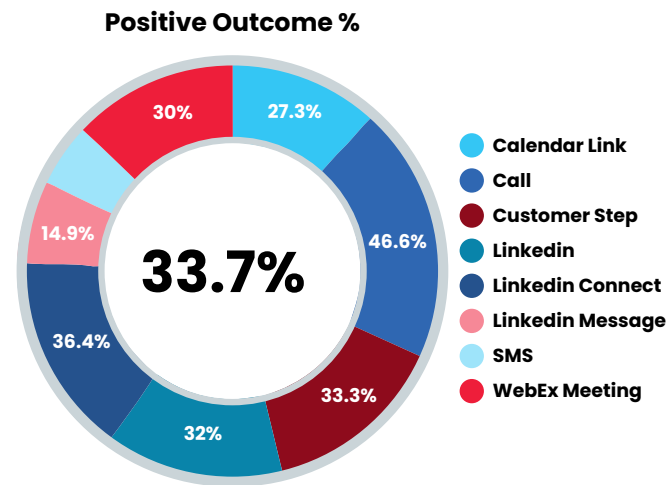
Top Five Guided Selling Benefits for Your Sales Team

5 Reasons to Implement Guided Selling in 2023

Directly Relate Sales Touchpoints to Revenue with Advanced Analytics

Sales ops leaders are constantly tasked with building reports for CROs and VPs, so it is critical that all sales activities are tracked and reportable. With guided selling, this reporting becomes much easier, as all sellers leverage the same cadences with the same steps and messaging. This means that sales leaders always maintain full visibility of metrics for their team, including important KPIs such as number of touchpoints completed, talk time on calls, emails sent and replied to, and more.

Some guided selling solutions take it a step further still by providing even more detail and context for the analytics. For example, instead of simply measuring talk time, effective guided selling platforms, like Conquer, also relate talk time to successful conversions to get a better view on which tactics are proving effective. These reports can become even more granular by specifying not just how many touchpoints are completed, but dividing up completed touchpoints by channel, messaging template, and even the time of day. All of the touchpoints from these sales cadences roll up into an accessible report that provides excellent detail and directly relates each touchpoint to revenue. This reporting grants full visibility of the revenue process so sales organizations know precisely which strategies are working best, and will help any sales ops leader become a strong ally of CROs and VPs.



Example of a Conquer report detailing successful outcomes of specific touchpoint channels.

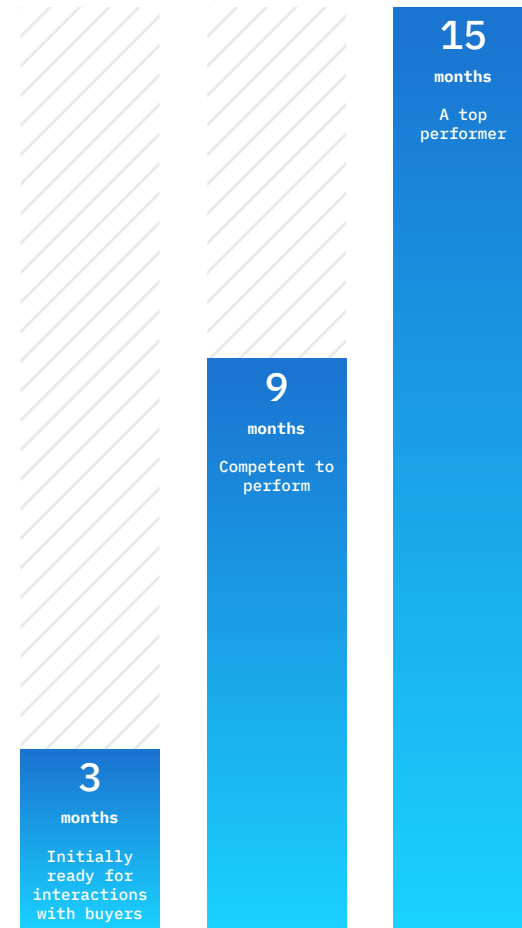
Reduce Ramp and Training Time

Losing the top sales rep is every CRO's biggest fear. And when it happens, sales ops leaders are integral in bringing the replacement up to speed as fast as possible. Guided selling makes this process significantly more manageable by having pre-built smart cadences enabling sellers to hit the ground running without the required three months of training. A typical example of one of these cadences might include reaching out with an email, phone call/voicemail, and a LinkedIn request on the first day, before following up with another email on day three of the cadence, and another phone call on day five, all accompanied with the proper messaging templates and call scripts. A smart cadence will additionally route customers to different steps depending on how they responded previously; for example, a successful phone call on day one might move the customer out of the general prospecting cadence into a different cadence for set demos.

Reducing ramp and training time helps drive the bottom line because the time between a seller leaving the company and a new rep talking to customers dramatically decreases.

"It takes an average of three months for a new seller to be ready to interact with buyers, nine months for them to be competent to perform, and 15 months for them to become a top performer."

RAIN Group



Time to Onboard New Sellers

<https://www.rainsalestraining.com/blog/sales-rep-onboarding-how-long-does-it-really-take#:~:text=It%20takes%20an%20average%20of,to%20become%20a%20top%20performer>

Maintain Data Completeness and Accuracy

No.
3



Most sales ops leaders will say one of their biggest headaches is ensuring the accuracy and cleanliness of CRM data. Often, this is the result of sellers interacting with prospects and customers and failing to record the information. Guided selling helps to solve this problem by automatically recording all sales interactions to the CRM. Each email, phone call, meeting, opportunity, etc., is automatically tracked to improve data completeness and accuracy, freeing up sales ops leaders to focus on other areas of importance.

"According to Validity's State of CRM Data Management:



44% of respondents say they lose over 10% in annual revenue due to low-quality CRM data.



75% of respondents say staff fabricates data to tell the story they want decision makers to hear.



64% of respondents would consider quitting their jobs if additional resources aren't allocated to a CRM data quality plan.

Consolidate and Drive Adoption of Sales Tech

[94% of sales organizations](#) plan to consolidate their tech stack within the next 12 months, which means sales ops leaders will likely receive the directive from the CRO to investigate how to eliminate unnecessary tech and consolidate where possible. Guided selling solutions can help consolidate numerous tools, such as dialers, scheduling tools, call recorders, etc., into a single solution or platform. By removing unnecessary tools from their stack, sales ops leaders can save costs, which will be more critical than ever with the tumultuous economy in 2023. In addition to cutting costs by streamlining tech stacks, guided selling tools also help increase revenue by improving the sales process across an organization.

5 Reasons to Implement Guided Selling in 2023

No.
4

84%

84% of CSOs see effective use of technology as important to meeting revenue targets.

[Gartner](#)

Maintain Regulatory Compliance

No.
5

Compliance can often be a source of grief for sales leaders. Different countries have varying rules that can make routine and seemingly innocent actions, such as making cold calls or sending cold emails, illegal. Guided selling tools can put rules in place that prevent sellers from committing these compliance errors, which can potentially have drastic financial consequences.



\$11.03MM

A low-tier GDPR fine can equal up to \$11.03 million or 2 percent of the company's revenue, whichever is greater.

[Spirion](#)

CONQUER

Next Steps: Guided Selling with Conquer

Happy sales teams often mean happy sales ops leaders.

Guided selling creates a consistent selling process based on data and allows your sales team to provide the information, insight, and actions that customers need, when they need it.

This detailed, consistent process helps your salespeople close deals, regardless of their experience or the depth of their relationship with potential customers, giving them more time to sell and drive revenue with new and existing customers. A regular and repeatable guided selling process gives your sales leadership team the information to know and leverage the tactics that provide the best results rather than guessing what is most effective.

Learn how Conquer can help your company with guided selling.

Book a meeting with our sales team today!