



# **Guided Selling for Sales Leaders:**

10 Reasons to Leverage  
Guided Selling in 2023

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# Introduction:

## Guided Selling for Sales Leaders: 10 Reasons to Leverage Guided Selling in 2023

In today's day and age, sales teams - from field AEs through SDRs - are more dispersed and remote than ever. New technologies and strategies are required to keep performance levels high in the current selling landscape.

One strategy companies can turn to is guided selling.

Traditionally, guided selling has primarily been a B2C eCommerce strategy where online retailers try to bring the best parts of the in-store experience to their website to make 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 the world of 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 critical as **companies with closely coordinated revenue teams are 67% more efficient at closing deals.**

With the ever-evolving economic landscape and buyer preferences, the 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.

# 67%

more efficient at closing deals in companies with closely coordinated revenue teams.

ZoomInfo.com  
20 Sales and Marketing Alignment Statistics  
<https://pipeline.zoominfo.com/sales/sales-and-marketing-alignment-statistics>

# More Productive Sales Reps

Guided selling eliminates a lot of the manual work sales reps have to complete on a day-to-day basis. By leveraging pre-built smart cadences with pre-approved messaging that is proven to work, sales reps no longer have to worry about crafting their messages for each email they send or what the next best step should be. Cadences keep sellers focused and on track to be more productive and eliminate unnecessary busy work.

Salespeople spend just one-third of their day actually talking to prospects. They spend 21% of their day writing emails, 17% entering data, another 17% prospecting and researching leads, 12% going to internal meetings, and 12% scheduling calls.

[https://blog.hubspot.com/sales/how-salespeople-learn?\\_ga=2.248260743.1067535315.1565892022-570865155.1551191645](https://blog.hubspot.com/sales/how-salespeople-learn?_ga=2.248260743.1067535315.1565892022-570865155.1551191645)

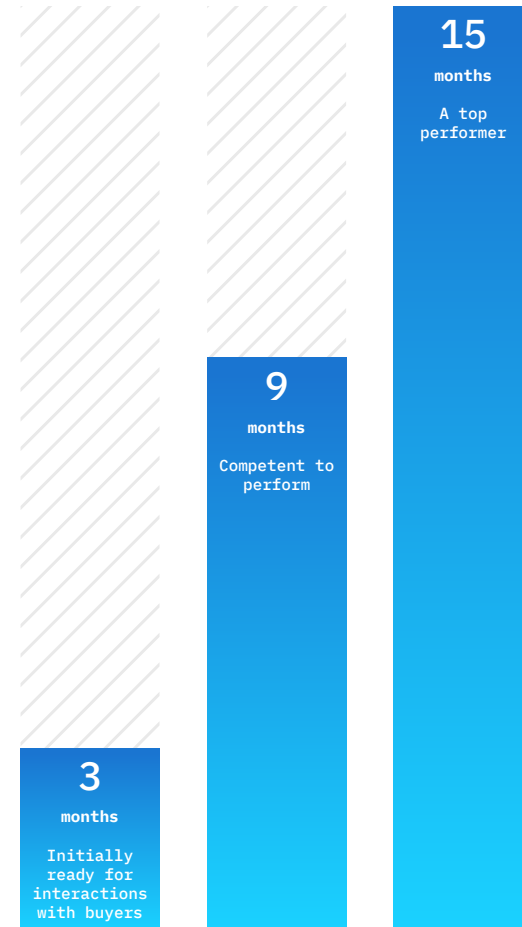
No.  
1



# Less Ramp & Training Time for Reps

Sales training is very different today than a few years ago because so few account executives and SDRs work in a physical office. Without the proper processes, this could lead to a poor training experience or an extended ramp-up period for employees to get up to speed.

It takes an average of 3 months for a seller to be ready to interact with buyers. With guided selling, AEs & SDRs arm themselves with the messaging and cadences needed to get into the field within weeks or even days and start impacting pipeline and revenue. Lengthy training periods are no longer required because sellers can leverage pre-approved cadences to begin reaching out to prospects and customers in no time.



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>

# More Consistent Messaging

No.  
3



# 82%

of sales reps say alignment with other sellers is at least somewhat challenging

Salesforce State of Sales, Fifth Edition  
<https://www.salesforce.com/resources/research-reports/state-of-sales>

With fewer sellers in offices, it can be challenging to ensure everyone is leveraging the proper messaging in prospect and customer outreach. This situation can be even more difficult for enterprise companies, with hundreds of sellers spread out across the country/world.

Guided selling allows sales leaders to ensure AEs & SDRs use the approved messaging by assigning cadences with email templates for each scenario that arises (i.e., inbound leads, cold prospecting, etc.).

This messaging alignment ensures all sellers use the correct value props when creating opportunities, no matter who they are speaking with or where the lead originated.

# Real-Time Coaching & Intelligence

Even the best sellers get tripped up by questions on the phone from time to time. Whether it be something about a product feature or competitor comparison, guided selling allows sales leaders to coach sellers in real-time to ensure every opportunity is noticed.

AI tools are a crucial component of guided selling solutions that tackle this problem, with 88% of CSOs currently investing or planning to invest in AI technologies. AI software that listens in on calls for specific keywords or phrases that trigger real-time battlecards gives sellers the information they need at precisely the correct time. Additionally, AI that tracks call sentiment can be leveraged for post-call coaching to understand better what made a call go south so sellers are better prepared for any potential future issues.

# 88%

of CSOs currently investing or planning to invest in AI technologies.

Gartner 2021 CSO Priorities Pulse Survey  
<https://www.gartner.com/en/articles/your-primer-on-ai-for-sales>





# Easier to Manage Remote Sales Teams

No.  
5



68%

of sales leaders planned to implement a hybrid of full remote sales model.

Hubspot  
[https://blog.hubspot.com/sales/remote-sales?\\_ga=2.152908025.1758171040.1668005065-855327004.1668005065](https://blog.hubspot.com/sales/remote-sales?_ga=2.152908025.1758171040.1668005065-855327004.1668005065)

According to Hubspot, “in 2021, 68% of sales leaders planned to implement a hybrid of full remote sales model.” The increase in remote sales teams post-pandemic has significantly diminished the time sales leaders spend face-to-face with their teams. Guided selling makes managing these remote teams easier, enabling managers to provide a consistent experience for reps regardless of location while giving a 360-degree view of all rep activities.

# Better Insights Into What's Working

Guided selling allows sales managers to assign sellers pre-approved sales cadences with email templates that are on message. This level of consistency creates a much better view into what's working vs. what isn't so sales tactics can be adjusted accordingly. With the entire team leveraging the same messaging across various communication channels, it is easy for sales leaders to build reports to understand what messaging and which channels are providing the best results to set their sellers up for success.

According to the Salesforce State of Sales report, "cross-functional alignment is sales leaders' #1 tactic for driving growth."

Salesforce State of Sales, Fifth Edition  
<https://www.salesforce.com/resources/research-reports/state-of-sales>



# More Control Over the Sales Process

No.  
7



As companies shift to remote-first work in the wake of the pandemic, one of the many new challenges sales leaders face is controlling the sales process.

**A repeatable and scalable sales process is crucial for enterprises looking to hit their revenue targets consistently.**

Guided selling helps ease this pain by allowing sales leaders to assign templated cadences with the correct messaging and steps to each rep to keep them on-process and always compliant. Managers can easily A/B test cadences to see which series of steps, through which channels, and at which times are most effective at generating pipeline and improving revenue.

# Easier to Adapt to Unexpected Changes

In fast-paced environments, the ability to adapt is critical. If something in the market changes or the strategic narrative at your company is updated, a lot of time can be wasted making sure sellers are saying the right things to prospects and customers.

Guided selling enables sales leaders to get new messaging in the hands of sellers significantly faster than companies that require reps to craft their own messages. Sales leaders can create a new template with updated messaging and assign it to the correct group of sellers.

## 82%

of sellers surveyed in [the Salesforce State of Sales report] say they've had to quickly adapt to new ways of selling in the face of global challenges, including supply chain issues, inflation, and health precautions.

Salesforce State of Sales, Fifth Edition  
<https://www.salesforce.com/resources/research-reports/state-of-sales>

# Reduce Rep Mistakes

No.  
9



Using the wrong messaging, not knowing the answer to a question, and even simply having a few typos in an email can all hurt a seller's ability to get prospects to agree to a discovery call. Guided selling works to decrease the likelihood of these missteps.

The ability to assign pre-approved, smart cadences that have been proofread before being put in templates ensures sellers don't leverage the wrong messaging or have typos in outreach. Meanwhile, real-time coaching can give sellers the answers to even the most difficult questions. Post-call analysis ensures that any rep mistakes are appropriately analyzed and coached, reducing the potential for future errors.

# Automate Manual Tasks

Even the best sales reps only have 24 hours a day, which means the ability to automate manual tasks to save time can help increase the revenue generated by a seller. Manual and time-consuming tasks, such as logging activity to the CRM or needing to switch between multiple different applications (i.e. LinkedIn Sales Navigator, email client, etc.) can be eliminated with guided selling. This automation frees reps to continue building relationships and selling rather than being bogged down by administrative work or unnecessary platform switching.

Top 10 Guided Selling Benefits for Sales Leaders

No.  
10

61%

of business leveraging automation reported exceeding revenue targets in 2020.

Hubspot  
<https://blog.hubspot.com/sales/sales-automation-stats>

# CONQUER

## Next Steps: Guided Selling with Conquer

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 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!