WebInsights

Checklist

7 steps to maximize your B2B sales team's efficiency

Sales representatives spend the equivalent of **50 full days** away from core selling activities annually. In a profession filled with time-consuming administrative tasks, it is no surprise that quota attainment numbers across the sales sector have declined over the past decade. For enterprise organizations, we understand that every moment that can generate new business is crucial.

So, how can you ensure that your sales team maximizes their time selling?

1. Understand how your sales representatives are spending their time.

A well-organized and **efficient sales team** is crucial in delivering results for your business. Research suggests that administration and order processing are the most time-consuming tasks outside of 'selling'.

2. Establish how they should be spending their time.

To generate revenue, sales representatives need to focus their attention on prioritizing vital tasks – identifying the ideal prospects; determining their needs, and adapting their sales strategy to close deals.

3. Adapt to the trends in buying behaviors.

In the current e-commerce landscape, buyers are conducting more research to inform their purchases. With the frequency of content and purchase options rising exponentially, the average B2B buyer's journey has started to resemble B2C purchase paths. Your sales team needs to be able to make contact at the right time.

4. Align your sales processes with your buyer's journey.

Making sure your sales team understands your organization's **buyers journey** and how it interacts with your sales funnel is important in maximizing your **MQL to SQL conversions**. Gaining visibility on where your prospects are on your journey allows for your sales to make more informed decisions on their sales approach.

5. Refine your sales enablement strategy.

Your sales team needs all the help they can get when it comes to maximizing the ROI for SQLs. To ultimately obtain the highest quality SQLs, and to obtain them quickly, consider improving your lead automation tools and CRM **integrations** to save administration time for your sales team.

6. Automate your SQL handover process.

To reduce human error and save time, CRM integrated tools can automate this process – allowing for a smooth transition of leads that your sales team can turn into revenue.

7. Utilize website visitor automation technology.

Automation technology of this kind, such as Web Insights, enables their users' detailed insight into:

- The business visiting their site – providing the contact information of key stakeholders.
- The pages they have visited – showing where they are in the buyer's journey
- Where they have come from – highlighting which communications have led them there.

Close more business than ever before, and drive business success with Web Insights. Real-time engagement; real-time success

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