WebInsights

Infographic

How to boost sales team efficiency

On average, sales reps only spend 22% of their time actually selling. In an ever-changing B2B landscape, there are many competing tasks for a sales representative that distract from revenue-generating activities. How can you improve efficiency in your team to drive revenue?

A well-organized and efficient sales team is crucial in delivering results for your business, and a large amount of responsibility falls onto their shoulders.

In a B2B buyer's journey, the voice of a sales representative encompasses the collective identity of your organization — becoming a prominent point of contact for communications between businesses.

According to Seismic, most sales representatives spend the equivalent of 50 full days away from core selling activities annually.

Forbes states that 62% of a sales representative's time is spent in sales technology, yet only 22% of representatives follow a time management structure.

60%
of B2B buyers want to connect with sales during the consideration stage — after they researched and evaluated the options on the market.

Refine your sales enablement strategy

To streamline the process of obtaining sales-qualified leads (SQLs) and, to ultimately obtain higher quality data, investing in the best lead automation tools and CRM integrations will not only save your sales team time but ensure they have a high number of excellent-quality leads to fuel their activity and generate more revenue for your organization.

Cater to changing buyer behaviors

Buyers are more informed than ever. Adapt your sales processes so that they align with your buyer's journey — yielding better results from SQLs if your sales team reaches out to prospects at the right time. Web analytics tools, such as Web Insights, can facilitate and automate this — showing you who is visiting your website, how many times they have visited, where they have been looking, and how long for.

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

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