



# The ultimate guide to sales productivity

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## Introduction

According to recent Salesforce data, high-performing sales teams use close to three times the amount of sales technology than underperforming teams. Using a sales productivity platform, sales officers, managers, and business leaders can seamlessly accomplish their tasks. Let's learn more about the different aspects of sales enablement software.

## Current trends in sales productivity

A ResearchandMarkets report says that the global sales performance management market will reach \$3.2 billion by 2026. Businesses are leveraging artificial intelligence (AI) and other digital transformation initiatives to strengthen their sales performance.

Here are some of the key trends that are catching on globally.

## Automation

Companies are adopting intelligent sales performance management software that helps sales officers and managers to focus on leads and spend less time doing unproductive and repetitive tasks. Optimally automating lead assignment to the right sales officer and leveraging AI & location capabilities helps maximize the sales coverage. Auto lead allocation considers the feasibility of lead execution (nearby leads) and the geographical scope of any market by leveraging location intelligence and helping the sales team.

## Mobility

Having a dedicated app for sales officers and sales managers empowers them to complete their tasks more efficiently. The apps give them the mobility to act on the leads on the go and update their work in real-time.

## Data insights

Data insights are quickly becoming a weapon of choice for several sales teams. The latest data shows nearly one-third of sales teams are likely to prioritize leads based on data analysis of "propensity to buy". Companies leverage AI-based intelligent sales productivity tools that offer deeper insights into prospective leads, locations, and more.

## Challenges in sales productivity

### Not using technology to its full potential

Not leveraging sales automation or productivity software to its full potential is a common challenge. Understanding the needs of your sales teams and using the right technology that can best serve them can be a game-changer.

## Investing in technology for the sake of it

Several high-end tools can improve your team's sales productivity. However, it is crucial to choose the relevant tech for your teams and help them achieve the desired outcome.

## Time-consuming administrative tasks

Forrester's latest sales activity study says sales reps spend, on average, more than one-quarter of their working hours on administrative tasks including internal meetings, appointment fixing, expense reporting, and more. It is imperative to find opportunities to minimize unproductive work to improve team performance.

## Motivating sales officers

As lack of motivation can hamper a sales officer's productivity, including a gamification element that creates healthy competition is essential. Offering incentives and other perks can provide them with the necessary push to work effectively.

## How are companies solving sales productivity challenges?

## Empower sales officers

Make the sales experience smoother and seamless for sales officers by giving them quick and easy access to leads, customer details, and more. A dedicated mobile app helps them finish tasks on the go, digitally capture documents, upload media, connect with supervisors and customers with a click-to-call button, find leads or prospects near their location, and more. Moreover, contextual nudges and reminders sent to sales officers' app help them take the right action in real-time, thereby boosting sales productivity.

## Leverage intelligent data for decision making

Companies use sales productivity tools offering AI-based recommendations that help business leaders make critical strategic decisions. ML-based engines also assist with resource planning, while custom reporting and dashboards provide a quick overview of performance reports.

## Mapping lead areas for maximum coverage

Sales performance management tools also provide pincode mapping of areas and manual plotting to define lead areas. This helps expand the sales coverage area and strengthens decongestion management.

## How to select the right sales productivity platform?

As per a report, 76% of organizations reported an increase of up to 20% in sales with the right sales enablement platform. Companies should understand their requirements and evaluate the features before selecting the right sales productivity software.

Here are the key features to look out for in a sales productivity platform.





## Auto lead allocation

The intelligent AI and ML-based engines auto-allocate lead to the right sales officer by considering several factors like availability, proximity, skillset, and priority. This enables seamless management of high-volume incoming leads.



## Custom reports and dashboards

Sales managers get an array of reports to monitor individual and team performance. They get complete visibility into the daily productivity of sales officers with live locations and ETAs, which helps in resource planning.



## Nudges

Sales officer's mobile app receive contextual nudges, which helps them complete their tasks efficiently and offer suggestions for the next course of action when they are on the field.



## AI and Analytics

A robust sales productivity software provides companies with site selection, mapping positive and negative areas with high and low delinquencies, serviceable areas, and tradezone management, among others.

## Final thoughts

The main aim of a sales productivity platform is to allow your sales team to create, access, and engage with leads at the touch of a finger. Choose a sales enablement platform that maximizes sales productivity, tracks customer engagement and sales rep performance.

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