Improving Sales Productivity

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Executive Summary

Most Sales Directors agree that an effective sales team is based on the insight and understanding of prospects and customers.

In order for a sales person to spend more time selling and less time on administrative tasks, they need to have a central knowledge base on both customers and prospects. This will provide them with the opportunity to shorten sales cycles, increase close rates and increase time with those important customers.

This whitepaper looks at ways to help improve your Sales Teams efficiency (increasing selling time) and effectiveness (getting better results from the available selling time).

The following 7 key steps are crucial to improving productivity in your sales teams:

Improve Sales Planning

- Set up territories and teams for optimal organisational efficiency
- Create price lists, discounts and unit groups to streamline offer management
- Produce post sales best practice guides and tips

Automate your Leads system

- Coordinate with marketing teams to track leads in one centralised system
- Associate marketing campaign activity with relevant leads or opportunities
- Assign leads and tasks to relevant sales team members
- Use guided dialogues to streamline the qualification process
- Introduce lead scoring and determine conversions
- Segment your customer database to identify new leads

Manage Opportunities effectively

- Close deals faster by centrally tracking key deal information
- Enable more effective team selling with team-based ownership
- Create and monitor customised offers and pricing for each opportunity
- More effectively position against the competition with seamless competitor tracking

- Streamline proposal creation
- Establish consistent sales processes enterprise-wide
- Track generated revenue

Streamline Account Management

- Track all activities and interactions for each contact and account
- Identify influencers, constituents, allies and roadblocks for each account
- Identify cross-sell and up-sell opportunities
- Track contract renewal dates and details
- Better understand complex organisational structures with hierarchal relationship tracking

Enhance Pipeline Management

- Track the sales pipeline for improved financial planning
- Increase accuracy of revenue projections with individual or rollup forecasting
- Track revenue goals by dates, financial periods or other predefined criteria
- Track sales quota versus attainment at individual or group level
- Identify key trends for deals won or lost and optimise the sales process

Simplify Workflow Process

- Improve productivity with personal, team and organisational workflows
- Leverage guided dialogues across the sales organisation to reduce training and increase selling time
- Automate simple or multilevel approvals with predefined workflows
- Automate scoring and distribution of leads
- Set alerts for key events or milestones
- Define and enforce consistent sales processes enterprise-wide

Gain visibility and improve decision making

- Gain business insight with flexible dashboards
- Use built-in sales reports to conduct detailed analyses
- Use robust data cubes for insightful trending analysis
- Employ predictive analytics to identify key selling scenarios

Summary

Streamlining and automating your sales processes will enable your sales teams to create a single view of your customers and prospects, helping to ensure a shorter sales cycle, higher close rates, and improved customer retention.

For many businesses, CRM systems have demonstrated clear and tangible benefits, by providing immediate value to the sales and customer service departments.

In implementing a CRM system you can create a centralized, customizable view of your customer's preferences, relationships, and activity history to better understand and meet their needs. Establish consistent follow-up processes and automate sales activities with powerful system workflow. Shorten the sales cycle and improve win rates with lead and opportunity management and use flexible reporting to forecast sales, performance and trends.

About PCR

Established in 1992, PCR are a leading provider of Outsourced IT Support Services, integrated financial accounting software, Customer Relationship Management, Document Management and business applications to customers in Surrey, Sussex, Kent, London, and further afield.

As a Microsoft Silver Partner, we can customise Microsoft Dynamics CRM exactly to your requirements, either via a browser application, or embedded within Microsoft Office Outlook. CRM Online is popular with businesses of all sizes, providing quick access to the system, without the traditional IT overhead. There are no set up fees, no server infrastructure required, the system can grow with you and can be set up within 24 hours.

Contact us today to find out more. Visit www.pcr-ltd.co.uk or call 020 8681 0000.

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