

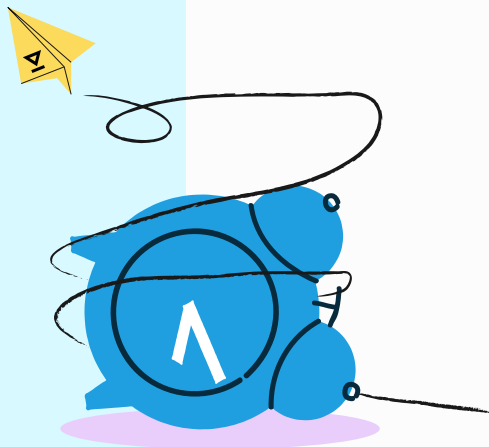
6 TIPS

TO STREAMLINE YOUR SALES
CYCLE AND INCREASE REVENUE



BUILDING A MORE EFFECTIVE AND EFFICIENT SALES OPERATION

In increasingly competitive market conditions, how do you accelerate market share and drive growth?



The goods and services you sell are obviously key factors — as are market positioning, targeting, and communications strategy — but so are your sales operations. So, how do you make sure sales aren't missed, leads progress effectively, and that you capitalize on the right opportunities?

As a sales leader, you're always under pressure to reach targets, and these numbers only increase as organizations demand growth to validate investment or satisfy shareholders. But which levers do you pull to make sure you hit that number? What tactics, tools, and strategies do you have at your disposal to help find the incremental gains you need?

In the words of Scott Ingram, Founder and CEO of Sales Success Media, "What's perfect for one company won't be for everyone else. Different industries and buyers need different things, and one thing doesn't work for everyone."

That's why we've put together this guide, highlighting a range of different ways that high-performing sales leaders are tackling their challenges, streamlining their sales cycles, and increasing revenue.

Read on to find out how these tools and technologies can help you.

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**TRANSFORM SALES AND DEPLOY THE
RIGHT TOOLS TO DELIVER GROWTH**



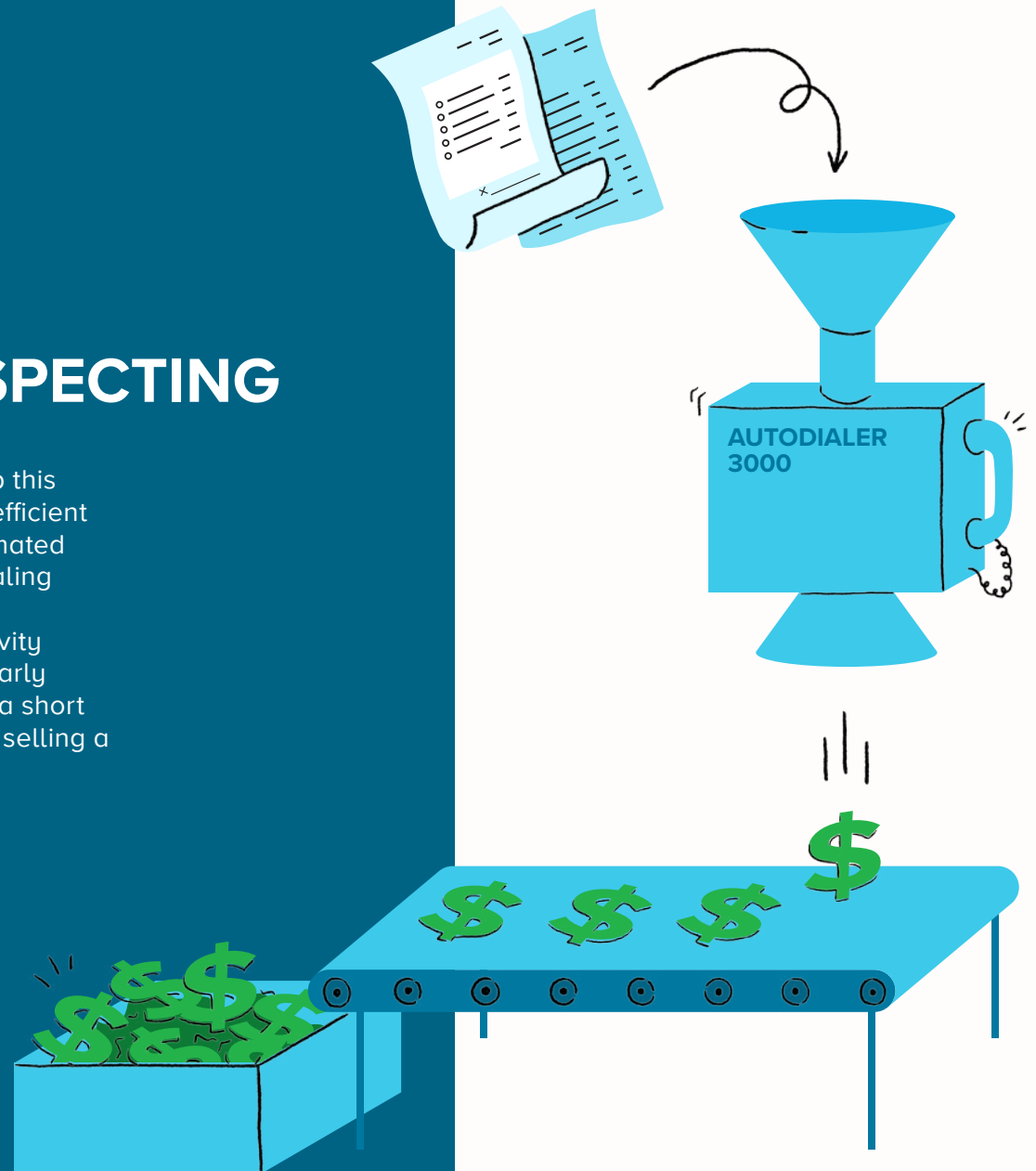
TIP 1

AUTOMATE SALES PROSPECTING

Sales is often seen as a “numbers game”: the more people you speak to, the more opportunities you find.

Crucial to this approach is proper sales prospecting. Large enterprises deploy huge teams of sales representatives whose core job is to create a database of prospects and speak to as many of them as possible — all in the hopes of converting them into customers.

One way to speed up this process and keep it efficient is to deploy an automated dialer. Automated dialing technology delivers tremendous productivity gains, and is particularly effective if you have a short sales cycle or you’re selling a commodity.





Increased agent efficiency

By eradicating the need to search and manually input phone numbers, automated dialers increase every sales agent's talk time per hour.

The very best dialers can save time with automated voicemail drop.

This ensures agents don't have to repeat the same voicemail over and over again. It also allows for consistency and the ability to be as convincing as possible.

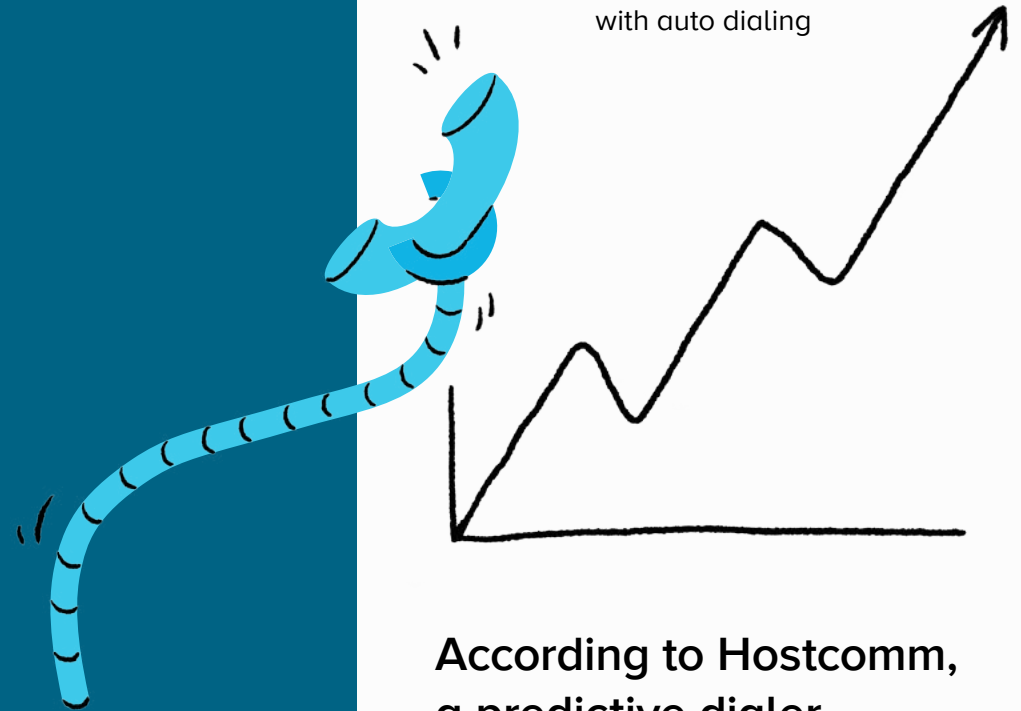
Increasing quantity doesn't have to impact quality:

Auto dialing systems can be configured to ensure warm leads are contacted first.

Boost productivity up to

300%

with auto dialing



According to Hostcomm, a predictive dialer software provider, there is a 200-300% productivity boost per hour in an auto dialing environment compared to a manual prospecting process.



Identifying where to improve

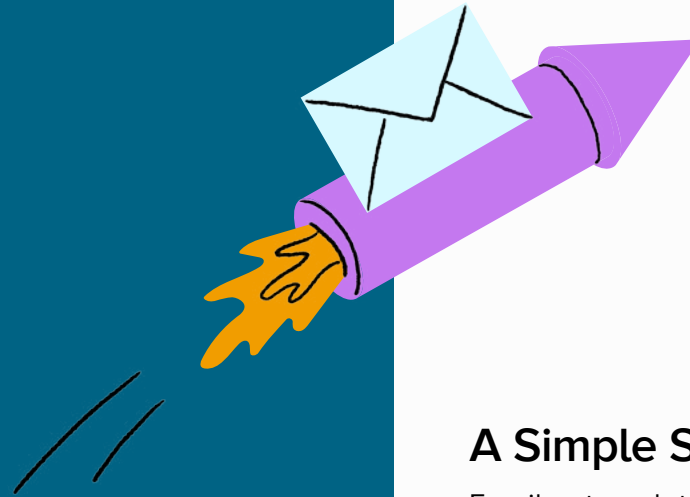
Of course, it's important to consider not only if a tool works well, but how efficiently it integrates with the rest of your systems and data. Without a holistic view, it's difficult to assess just how much value a tool is bringing to your entire sales cycle.

Automated dialers are typically integrated with your CRM, so they automatically track and log all activity against existing records in your platform of choice.

They may also take voice recordings of your customer interactions so every call can be used for training purposes, too.

That means you, as a sales leader, can get a detailed overview of team performance as well as all the data and material you need to make the right improvements to your approach — and ultimately drive better outcomes.





TIP 2

SCALE YOUR EMAIL OUTREACH

Every salesperson wants to maximize his or her number of leads. But those leads, once captured, also need to be nurtured.

Though it's vital, the actual process of nurturing leads — booking meetings, sending follow-ups, and chasing down sales decks and contracts — is repetitive, time-consuming, and offers little return on effort. No team leader wants to see their employees and systems so occupied dealing with mundane tasks that they don't have time to spend on further prospecting.

It's something Mary Grothe, CEO of House of Revenue, is all too familiar with.

“So-called ‘\$10-an-hour-tasks’ are a huge time sink for sales professionals, and it’s detrimental for their companies, too. Having a highly qualified employee spending hours doing data entry just isn’t efficient.”

A Simple Solution:

Email outreach tools can play an important role here. Not only are they a powerful ally in managing increasing customer numbers — allowing you to automate the next stage in the sales process after an initial engagement — they also free your team from hours of manual, low-return tasks.

“While I’d say that not every tech is right for every business all of the time, automating mundane tasks that just slow people down is a win-win in practically every scenario.”

Mary Grothe

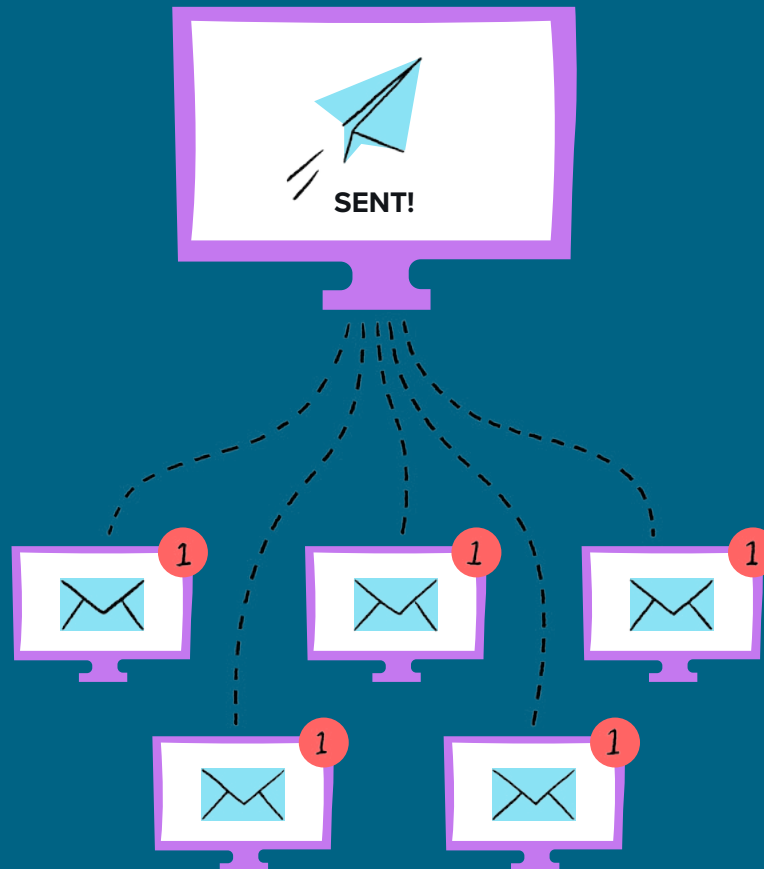
CEO, HOUSE OF REVENUE



Managing prospect volumes at scale

Email outreach tools like automated outbound emails allow you to really scale your sales operations. They enable sales teams to significantly increase the number of people they engage with personally with little extra effort.

In practice, this means that rather than salespeople manually pulling together countless, nearly identical emails (with similar attachments), prospects simply drop into a pre-defined nurture stream with a carefully defined cadence. This ensures that they get what they need, but frees up sales teams to focus their efforts on other tasks that bring more immediate value.



The best outreach tools factor in both digital *and* physical outreach tactics. They're also capable of ensuring that engaged leads surface for immediate contact.

Here are a few tools we've seen get the job done:



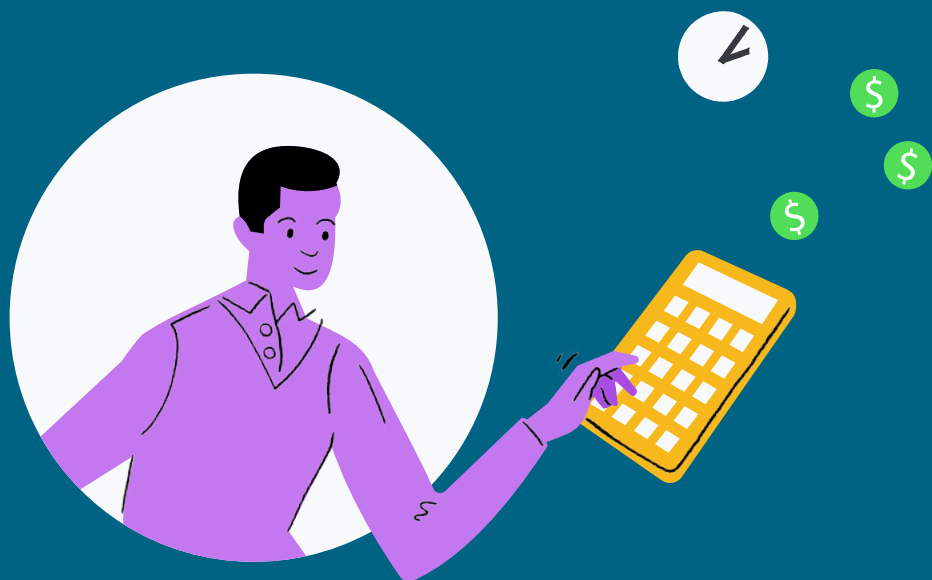
Prospect.io



Mailshake



MixMax



Using data to shorten the sales cycle

The benefits of automated email outreach go beyond just better customer interactions.

Automated emailing can provide sales leaders with comprehensive data that helps their teams adjust and optimize every element of the sales cadence. These outreach programs use automated tools to provide in-depth data on the efficacy of each and every step they take.

Whether it's evaluating how each message resonates with your prospects, or focusing on a particular approach that works best for them, data-led optimization can create a positive feedback loop that accelerates sales cycles significantly.

Snowflake, a cloud-built data storage and analytics service, deployed an outreach tool to deliver a unified message across a global sales development team. The comprehensive visibility into the performance of the program subsequently ensured every step could be evaluated, tweaked, and improved.

“

Being able to drill into Outreach's metrics is so much easier for us to really figure out what part of the Sequences are converting at the highest rate, so we can make adjustments very quickly. We're using Outreach every day to examine the messaging that people are sending. Are they sending it to the right people? How are they converting over different types of touches? It is the place we go to make sure our team is efficient and how we figure out what parts of their process we can optimize or automate.”

Nicolette Mullenix

**HEAD OF GLOBAL SALES DEVELOPMENT,
SNOWFLAKE**



TIP 3

IMPROVE YOUR DEAL VISIBILITY



Though it's called a sales *team*, how sales reps convert prospects into customers can be somewhat of a black box hidden within an individual sales rep's experience. Often, as a sales leader, all you know is that an opportunity exists and whether that opportunity was won or lost. But *why* it was won or lost, you never really know.

The thing is, if you can't tell how your team is converting (or tanking) deals, you can't help them get better. And improving your team's performance is a sure-fire path to a faster sales cycle and more revenue. But how?

To really understand the impact you're having, you need to be crystal clear on what you are measuring and pick the right KPIs. It's easy for companies to get so caught up in measuring hundreds of different data points that they lose sight of their aims.

But to get there, you first need visibility into exactly how your sales team operates.

Sophisticated sales training process tools capture all of your reps' calls, demo videos, and outreach emails to give you visibility into exactly how deals are progressing. Tools like Gong use what's called "conversational intelligence" to record and analyze these interactions. For example, they can identify if a competitor is mentioned, how a discount is handled, or any common objections that are raised.

CONVERSATIONAL INTELLIGENCE

(noun)

Software that uses artificial intelligence (AI) to analyze speech or text in order to derive data-driven insights from conversations between sales agents and customers.



Greater insight = improved results

With all this extra insight into how your sales reps handle specific situations, you'll be able to see which parts of your process work and where things break down. This offers valuable insights into both what your customers like and how your reps are performing. Armed with these valuable insights, you can train other

sales reps on techniques that convert more prospects while backing it up with examples and advice from specific situations. With all the information to operate more effectively through the sales process, reps are not only empowered to close more deals, but they understand how to close them faster, too.

Sales reps save hours in reporting

You don't want your reps wasting hours writing up sales call synopses and progress reports to let you know how deals are progressing. That's where these sales process tools save you time.

They automatically capture sales information so your team can focus on what's important — selling.





TIP 4

IMPLEMENT CHATBOTS & LIVE CHAT

Sales professionals know the importance of making the best possible impression on customers whenever they can. After all, a brand's website can be one of the most persuasive interactions a visitor has.

But it's important to start off on the right foot. While it's tempting to go straight in with a sell, a site visitor could be there for any number of reasons.

Deciphering that reason can be challenging, even with the help of an analytics platform. Engaging a visitor directly — rather than looking at the analytics — can be a critical step in turning them into a qualified lead.

With chatbot technology, you can complement your existing analytics with a better understanding of your visitor's intent. By engaging directly with potential leads and answering any questions they may have, you're creating a valuable two-way interaction while offering a slice of customer experience that can push a potential prospect over the line.





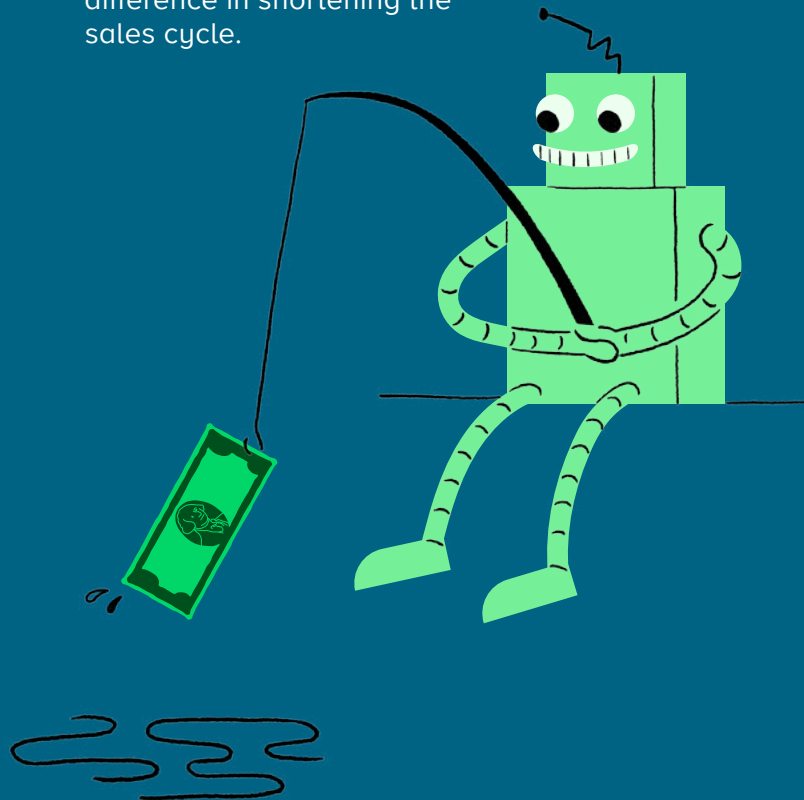
Capturing sales at the moment of truth

In addition to helping you better engage and understand existing prospects, chatbots can also increase revenue by connecting with prospects that may have otherwise left without completing a transaction. By making the most of this moment of truth in the sales cycle, chatbots can uplift the total conversion rates from your website.

Scott Ingram is clear about the benefits of chatbots when used correctly. “Think about your own behavior. I myself use chatbots all the time — I don’t want to wait for hours, fill in a form, or leave information to get someone to give you a call back later just to get some basic information,” Ingram explains.

“Customers have questions and want answers, and the sooner you get that answer, the better. If a chatbot can give those answers, then putting one in place just makes sense.”

The best chatbots will integrate seamlessly with your marketing automation platform, giving you the chance to identify returning visitors and show them different messages or journey paths. That personalized touch can make all the difference in shortening the sales cycle.



“

Chatbots automate these all-important first interactions. After a lead asks you a question, **bots become your trusty sidekick** in asking a small set of initial questions that will help you qualify the value of that lead and keep the conversation going. **By letting a bot take care of those tedious tasks, salespeople can reinvest their time in activities that require a human touch**, like answering complex product questions and building lasting business relationships.”

Geoffrey Keating

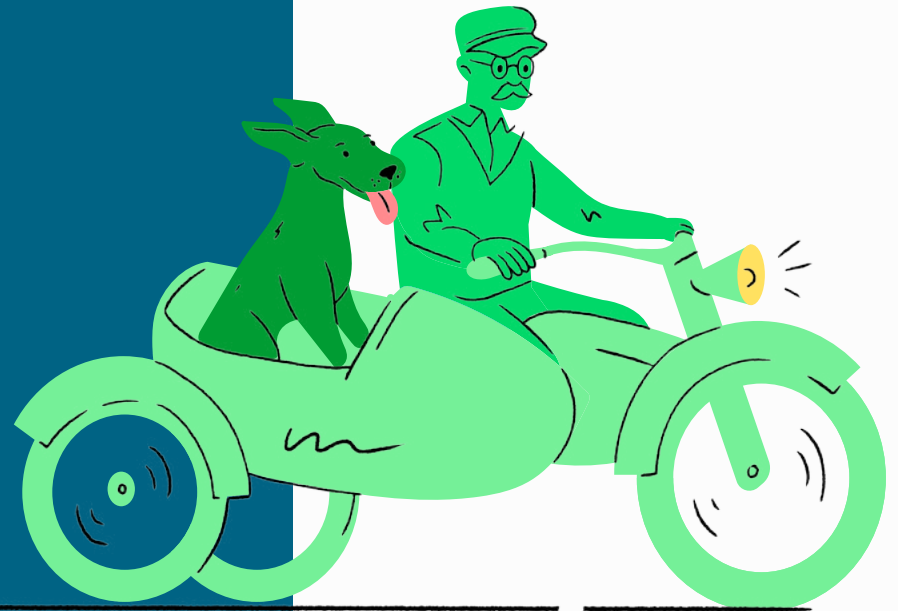
SENIOR EDITOR AT INTERCOM, A WORLD-LEADING CUSTOMER PLATFORM FOR INTERNET BUSINESSES AND A PROMINENT ADVOCATE FOR AUTOMATION



Give your sales team a sidekick

Sales can sometimes feel like a lonely job — being expected to find leads, manage the sales cycle, build a relationship, and bring all the relevant parties through the process until a contract has been signed.

With a chatbot, you can give your sales team a sidekick that helps remove some of the more monotonous sales tasks and surfaces the sales-ready prospects, freeing up the revenue generators in your team to focus on more valuable tasks.





TIP 5

ELIMINATE DOCUMENT ADMIN

With so much prospecting to do (along with countless calls, demos, follow-ups, and in-person meetings to keep track of), sales teams have a lot of work on their plates. The last thing they need is a logjam of documents to deal with.

Signing and returning paper documents is incredibly slow — just ask any employee that's had to wait hours in line at a post office to send one document. But

underdeveloped eSignature tools can be just as clunky, often requiring tedious formatting and third-party sign-ups.

Any worthwhile eSignature tool lightens the workload for busy salespeople by not only removing physical paper from document-signing workflows, but also streamlining time-consuming digital admin that's a massive disruption to the sales cycle.



It used to take about four weeks to get revenue-generating documents signed and completed. Now, using HelloSign for Salesforce CPQ, we get signed documents back 33% faster.”

— EVERETT LYNN, CEO, AMENIFY

33%

faster time to close sales
using HelloSign for Salesforce

25%

faster time to
revenue recognition

- Amenify is a B2B network created to streamline contract management between multi-family properties and in-home service providers.
- Managing multi-sided contracts in their relational database was challenging, as industry turnover requires contracts to be updated frequently (e.g., changing variables like address, pricing, shipping, and billing).
- To scale its client portfolios, Amenify needed a digital transaction management solution.
- Amenify deployed HelloSign for Salesforce and saw a 33% faster time to close sales and a 25% faster time to revenue recognition.



Turn around contracts faster

One of the most frustrating aspects of sharing contracts at the end of a long sales cycle is the lack of visibility.

Teams members are left guessing:

- ? Where is the contract?
- ? How long will it take to get signed?
- ? Did they even receive the contract?

But more than simply a source of deal anxiety, a lack of visibility often drives salespeople to pester prospects — further wasting their time and damaging the chances of a sale.

Delays and pestering are not just meaningless frustrations, either.

They can be the downfall of a good deal. As per Scott Ingram, "Time kills deals. Every time you add a step, your odds of success decrease, so you absolutely have to speed it up."

With eSignature tools you can draw up contracts, send them out for signature, and receive them back, signed, in just a few clicks — and all this can be done without ever leaving your CRM.

In addition, any eSignature tool worth its weight will leave a trail of digital breadcrumbs for the sales team so they can see exactly when a contract has been received, opened, signed, and returned.

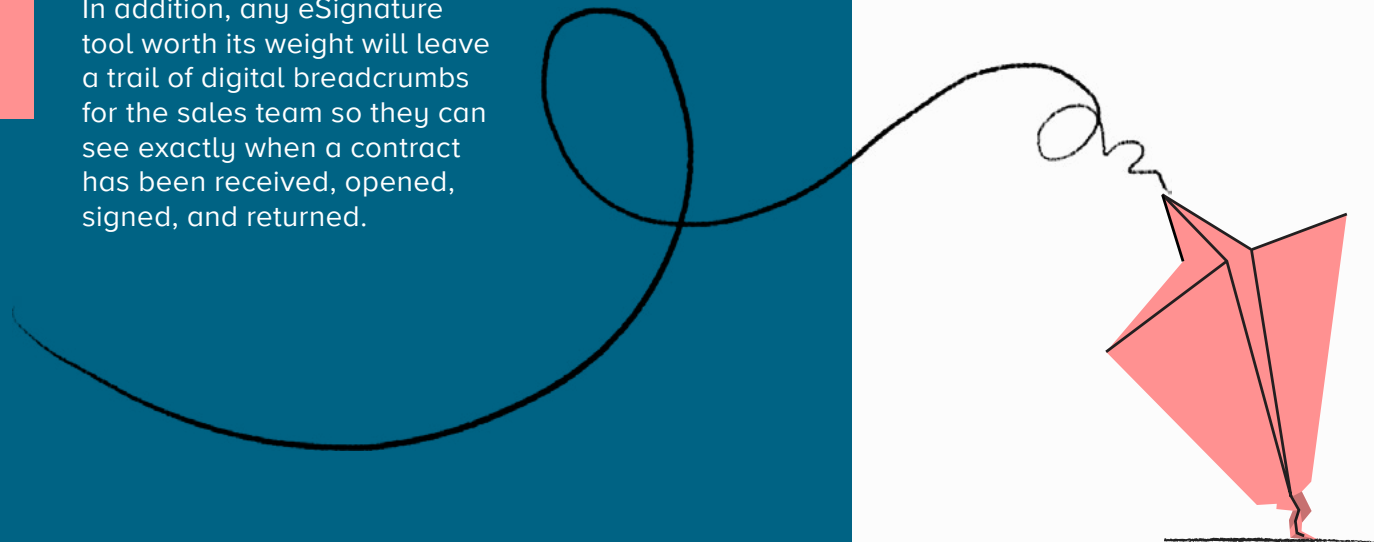


“

Time kills deals. Every time you add a step, your odds of success decrease, so you absolutely have to speed it up.”

Scott Ingram

FOUNDER & CEO, SALES SUCCESS MEDIA



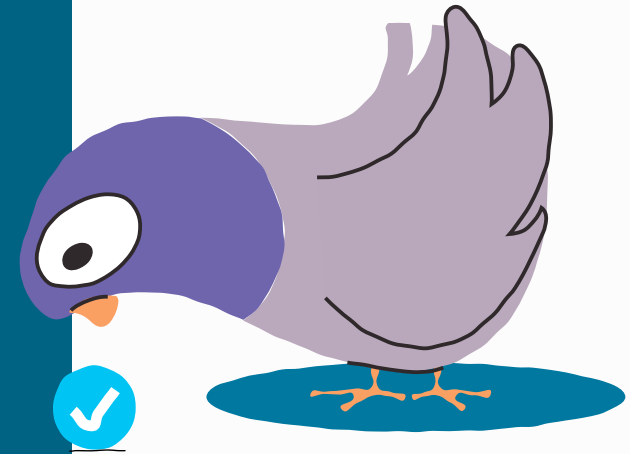
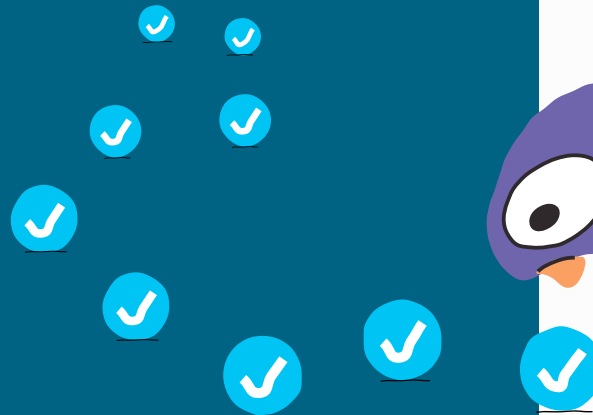


Save days from your sales cycles

By automating and digitizing the contract process, you can eliminate lengthy delays from the sales cycle and clear mundane administrative tasks from your sales professionals' to-do lists.

Drafting, storing, and distributing contracts and other legal documents directly from your CRM eliminates days from the sales cycle. And, most importantly, you can accelerate your time to revenue.

Automation leads to less administrative tasks for your sales professionals.



eSignature tools leave a trail of digital breadcrumbs for your sales team to track contracts.



TIP 6

BUILD A TECHNOLOGY ECOSYSTEM

Contacting and engaging prospects is a critical moment in any sales process. Depending on your team's structure, various tools are useful at different stages of the cycle.

It's vital that whatever tools you use integrate seamlessly with your sales productivity and enablement tools. Not only will they boost your capabilities, but they'll also provide critical data that can further enhance your operations.



Operating an inbound sales team?

You need an intelligent way to distribute those leads to your team.



Running an outbound prospecting team?

You'll likely need dialers and other automated outreach tools to help drive productivity.



Build a sales system

While tech, tools, and applications are important, they're far less effective without the right planning and necessary systems to support them. To get the most out of your sales teams, you need to create systems that make it easier for them to do what they are good at — and free them from tasks that distract and delay them.

Mary Grothe offers some choice words on how she approaches this planning process.

Grothe continues, “If you can map out inefficiencies in current sales processes and sales cycles, and get teams to agree on which issues are the most significant and which tech solutions would have the best results, you can quickly neutralize naysayers, eliminate confusion, smooth adoption, and ultimately get the best results for both your teams and your customers.”

“My advice? Create a sales matrix. It allows you to get aligned with your team, see all the issues you face, and really understand the problems you’re trying to solve.”



Benefits of an integrated ecosystem:

Transactional efficiency

Optimize processes and build integrated systems to gain real-time insights across your sales platforms.

Process optimization

Whether payment reconciliation or hire-to-retire, faster and more effective processes are critical to staying ahead of the competition and delivering growth.

CX transformation

A great customer experience is the bedrock of a successful business, and it begins with the marketing and sales cycle.

Predictive & prescriptive

Integrated ecosystems unlock technological advancements that revolutionize sales practices and customer experiences.

CONCLUSION

TRANSFORM YOUR SALES OPERATIONS & DELIVER GROWTH

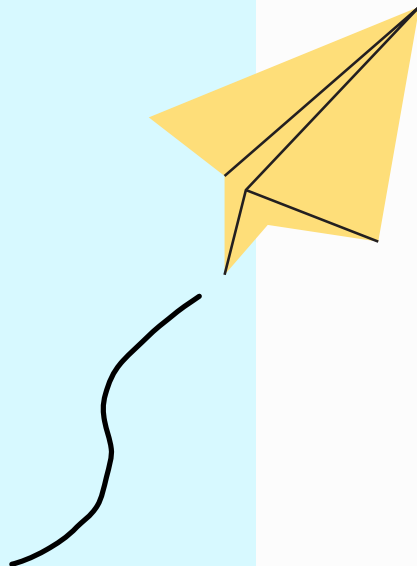
Evaluate your sales processes, maximize efficiency, and be open-minded to new technology.

With so many levers to pull as a sales leader, it can be difficult to know precisely where to start.

That's why it's important to evaluate *all* of your sales processes and performances, and be open-minded around tools and technology that can really help you drive value.

One way to start is by stripping away lengthy and physical processes from the sales cycle. Not only will it make your sales cycle more efficient, but it'll also improve the experience for salespeople and future customers alike.

Beyond simple tools, if you put in the work to understand precisely how your processes flow — and work with your technology teams to implement a system designed to power the right attitudes, behaviors, productivity, and results — you're far more likely to drive the sales you need.



ABOUT HELLOSIGN

HelloSign, a Dropbox company, simplifies work for millions of individuals. Customers all over the world trust the HelloSign platform — which includes eSignature, digital workflow, and electronic fax solutions with HelloSign, HelloWorks, and HelloFax — to automate and manage their most important business transactions. For more information, visit <http://www.hellosign.com>.

