



Enhance Sales Performance through Technology and Data Analytics

SOEE what's new...

Sales performance is a very extensive and complex topic. **Sales expertise** is acquired through experience, continual learning, training, and professional development. Managing expectations, pipelines, prospects, deal strategy, emotions, and sales forecasting is challenging. This article will focus on foundational concepts to **enhance sales performance** through strategic and tactical operations.

Preparation, planning, and organization are important attributes to sales success.

SOEE what's the solution...

Identifying and managing the “**universe**” of sales prospects allows organizations to focus on high potential targets. Through **market segmentation**, strategy can be developed, and opportunities identified.

Successful sales teams leverage Customer Relationship Management (**CRM**) **technology**, create **sales process**, and manage **data assets**. In addition, high-performance teams foster organizational alignment to further enhance prospect engagement and improve the customer experience.

In many cases, sales performance is impaired by lack of **foundational** sales discipline.



Territory Management: Defined market segmentation



Business Development: Focused activity, clear growth strategy



Marketing: Sales and business development alignment



Account Targets: Identified, structured database

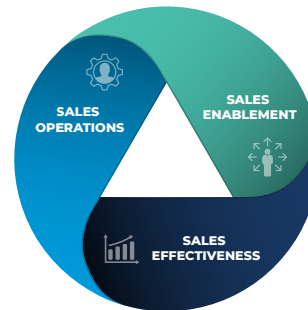


Contact Data: Current, managed, enriched



Sales Reporting: Accurate, consistent sales process

Although these foundational elements may seem fundamental, high performing sales teams continue to improve, master, and **perfect each area**. The result is clear vision, enterprise alignment, **accurate** data, new insights and analytics to improve sales performance.



SOEE what's the value...

Delivering **consistent sales results** requires ongoing analysis of data, process, and technology. **Performance analytics** should be reviewed daily, weekly, monthly, and quarterly. Continual evaluation allows organizations to identify trends, isolate areas of opportunity, and establish benchmarks for year over year comparisons.

Developing a **high-performance sales** team is never complete. Sales must constantly evolve as the market changes, competition erupts, and technology advances. **Talent acquisition**, coaching, and assessment of each individual contributor is the final component to building a great team. The combination of talent and **visionary leadership** is the linchpin to amplify tactical execution and ultimately **impact revenue growth**.