



# 10 Ways to Improve Sales Efficiency



# 01

## Build a better sales process

Don't brute force it.

Have a data driven approach to your process.

Start by understanding your funnel.

Always drive to the next stage or step.

Avoid adding salespeople until you're out of big levelers to pull.

Make it as "plug and play" as possible.





# 02

## You can't improve what you don't measure™

It all begins with measurement, if you're not measuring then you're flying blind.

Know what works, what doesn't, and why.

Double down on what works, eliminate what doesn't.

Test everything.





# 03

## Understand your funnel

Where are your leads and new accounts coming from?

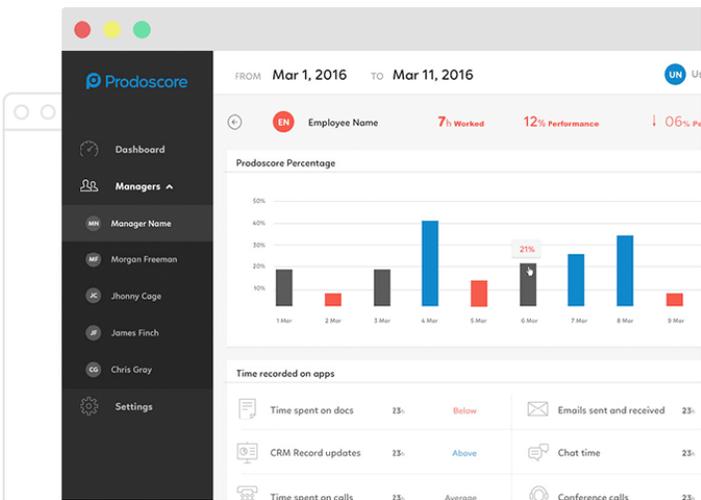
What content and messaging are they engaging with?

Tailor your pitch accordingly.

Find the bottlenecks and prioritize fixing those.

Fixing a bottleneck will usually reveal the next ones.

Always work towards the next step or stage.



# 04

## Reports are essential

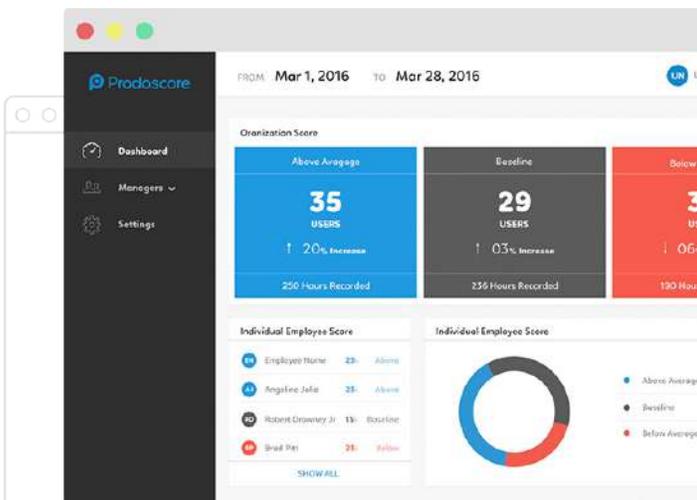
Measurement is just the first step.

Monitor progress and performance.

Reports and dashboards uncover what's working and what's not.

Always ask why.

Test, test, and test again.



# 05

## Automate repetitive tasks

Spend time with your team to learn what their pain points are.

Templatize and automate anything they're repeating.

Remember time spent on repetitive tasks is time not spent selling.

# 06

## Tech stack as a force multiplier

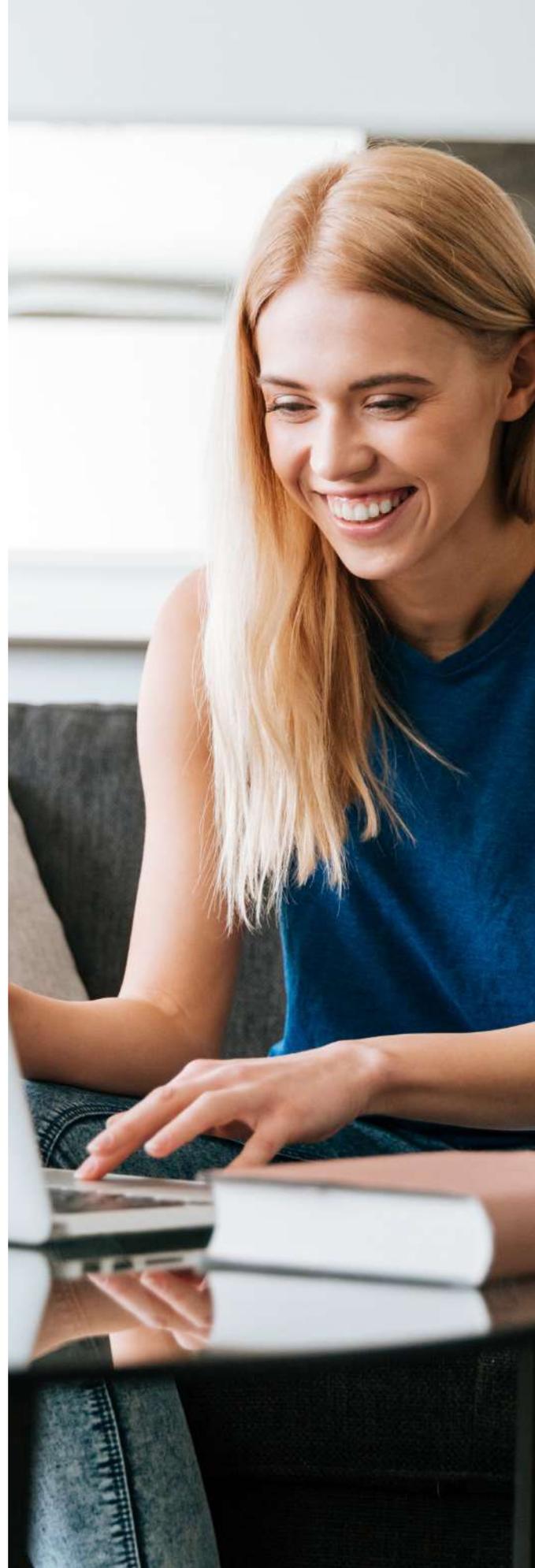
If it's a pain point someone's probably built an app for it.

Your CRM has the ability to build workflows for a reason.

Marketing automation isn't just for marketing.

### **Favorite sales workflow solutions:**

- Email Productivity
- Scheduling
- Quote to Cash (QTC)





# 07

## Define and divide responsibility

Salespeople naturally focus on what's closest to close.

Prospecting and outbound inevitably suffer.

Add a distinct SDR role when closing pipeline fills.

Consider breaking up outbound and inbound roles.





# 08

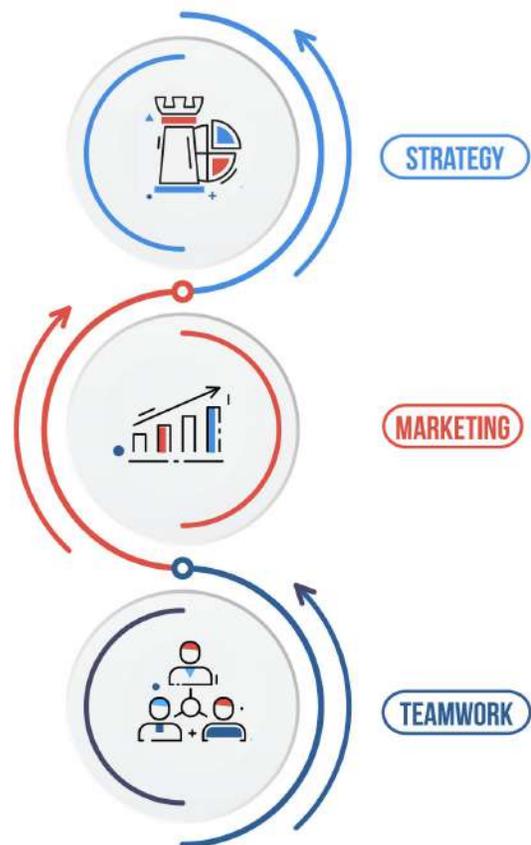
## Coordinate your team

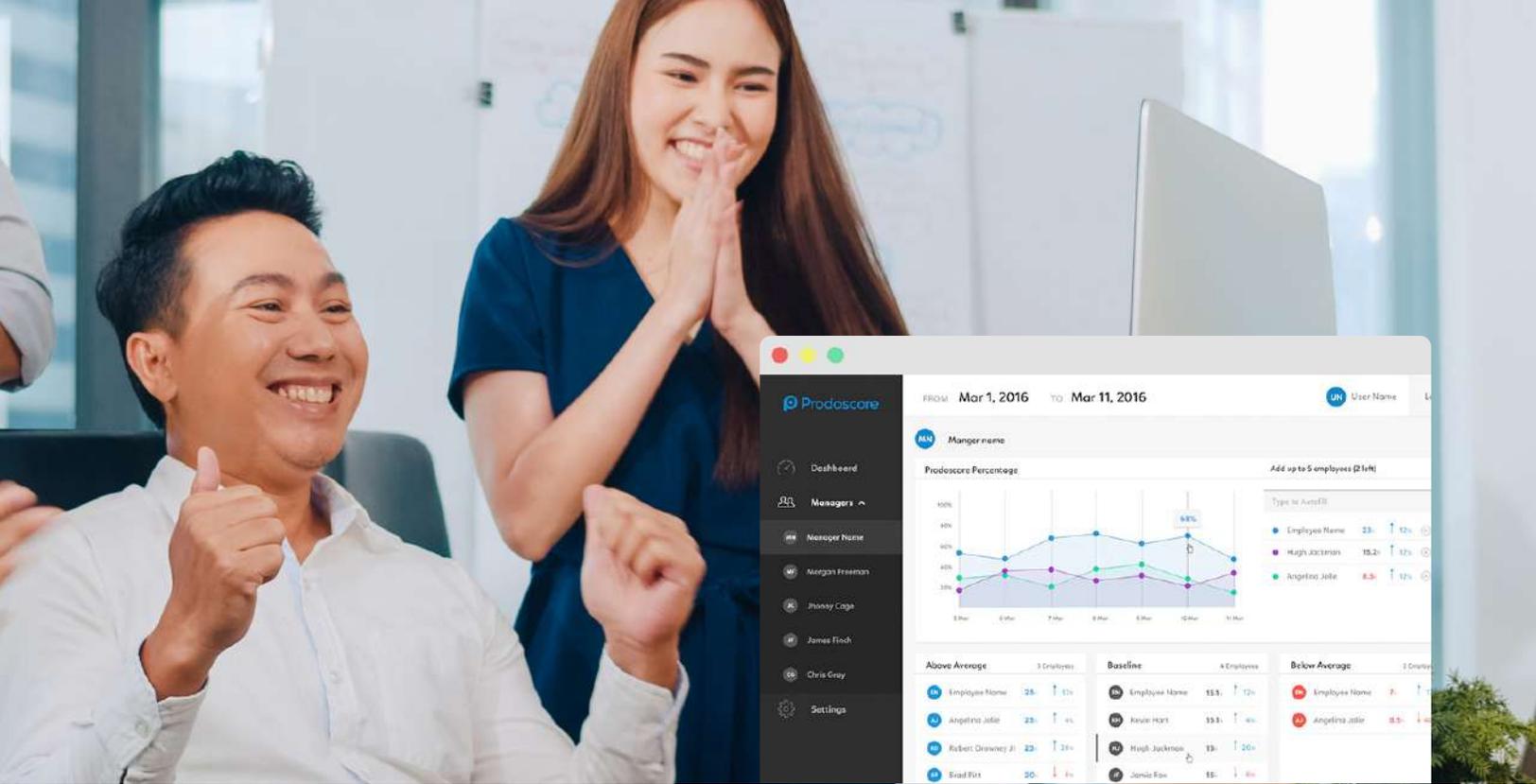
Coordination is essential to a divided sales process.

Clearly define and map your stages.

Have established processes for how and when handoffs occur.

Communication will be key.





# 09

## Be careful what you incentivize

Quotas and commissions are extremely effective tools.

Because they are effective motivators, be careful what you incentivize.

Non-closing sales roles will likely need non-revenue based incentives.

Aligning incentives across the funnel and sales process can be hard.



# 10

## Break down silos

Pick a “North Star Metric.”

Align goals across departments.

Marketing and sales need to work hand in hand.

Closing is only half the equation; don't ignore retention.



[Check out a recent blog article for more on ramping sales reps and improving productivity](#)