REV X

THE DEFINITIVE GUIDE TO SELLING BETTER AND FASTER.

Discover how a CRM can empower your sales team to perform efficiently.

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01. SELL BETTER

Careful research and customization are now needed to seal the deal and merely knocking on doors and hoping to convert prospects does not work anymore.

This is why using traditional sales techniques to sell in the age of modern channels does not always bring in the desired results. The use of the right CRM plays a critical role here. It gives the sales people a standard process to follow and also gives them an edge over their competitors.

02. CONTEXTUALIZE SALES OUTREACH

Sales reps don't need to conduct extensive research or outreach for incoming leads as there's a wealth of data available online. However, a CRM is vital for understanding what the lead already knows about the company or if there's a pre-existing relationship.

By integrating with marketing automation, a CRM provides a consolidated view of the prospect's interactions, allowing for personalized outreach. For example, if a lead downloads an eBook, sales can offer expertise on that topic, or if they browse a product's pricing page, a demo or free trial can be extended.

Tight integration between marketing automation and CRM makes outreach more contextual and personalized, helping sales pitches stand out from generic ones.

03. MAKE SURE NOTHING FALLS THROUGH THE CRACKS

Persistence is crucial for sales success, but keeping track of leads and their status can be challenging. A CRM can help by recording interactions and notifying sales teams when to follow up. With this information, salespeople can personalize their outreach and increase the likelihood of a response.

Don't leave money on the table by giving up too soon - let a CRM take the burden off your shoulders.

04. PREVENT DISASTROUS SALES DERAILMENTS

Closing every deal in the last week of the month may help meet and surpass quotas, but it can leave a completely empty pipeline for the next month, resulting in a devastating bust.

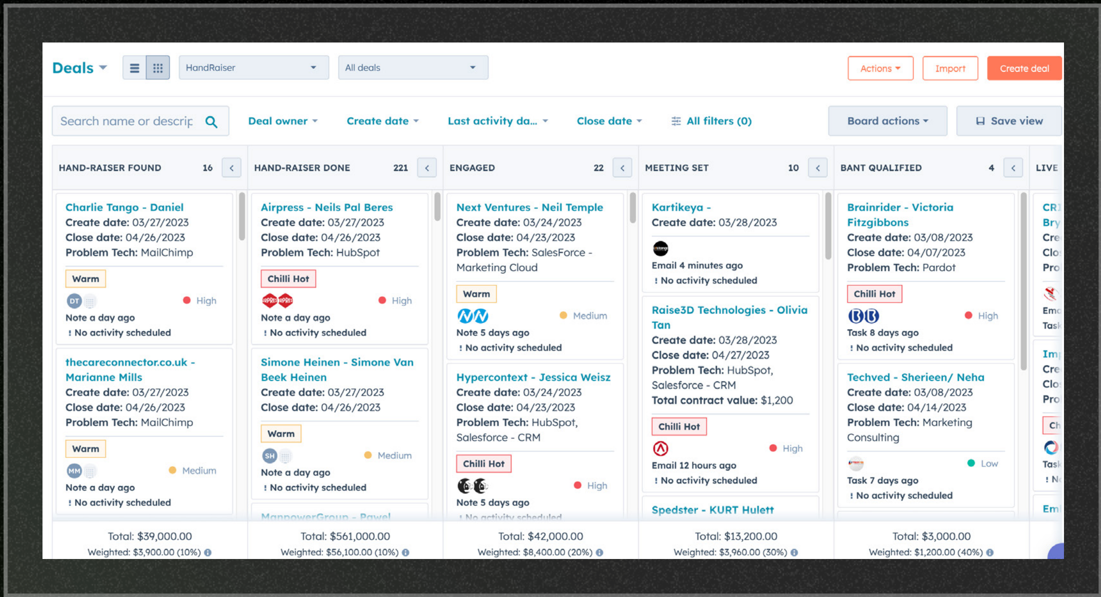
Spreadsheets may help monitor leads, but it can be hard to spot gaps and close deals. A CRM helps visualize sales processes and deal flows, enabling sales teams to avoid boom and bust cycles.

With a clear understanding of which stage has too many or too few leads, salespeople can balance and prioritize their activities.

05. CEMENT THE SALES PROCESS

Properly documenting all interactions with leads and opportunities is crucial for an effective sales process. A scattered system with missing context hurts sales more than you realize.

It is important to build information into a system that documents stages, activities, and timelines. This allows new hires to hit the ground running. HubSpot CRM visually defines sales stages and how deals move between them, as seen in the screenshot.



06. SELL FASTER

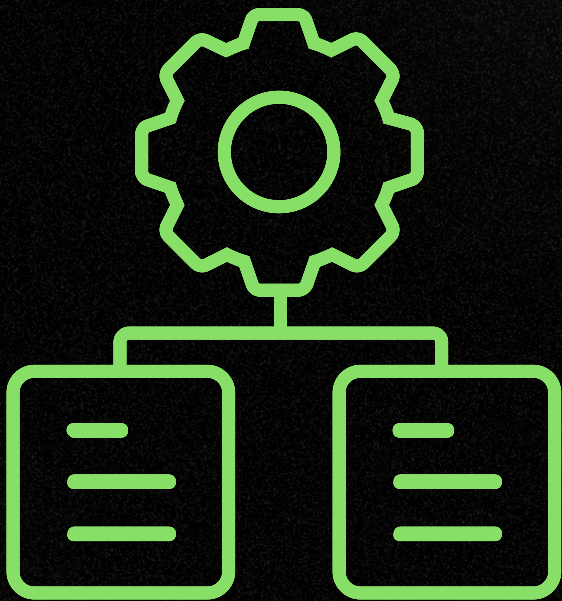
A CRM empowers salespeople to sell faster and better, contrary to being just another tool that takes time away from actual selling activities. The right CRM tool speeds up the process and accelerates daily activities, resulting in a faster deal flow.

07. ERADICATE TIME-CONSUMING DATA ENTRY

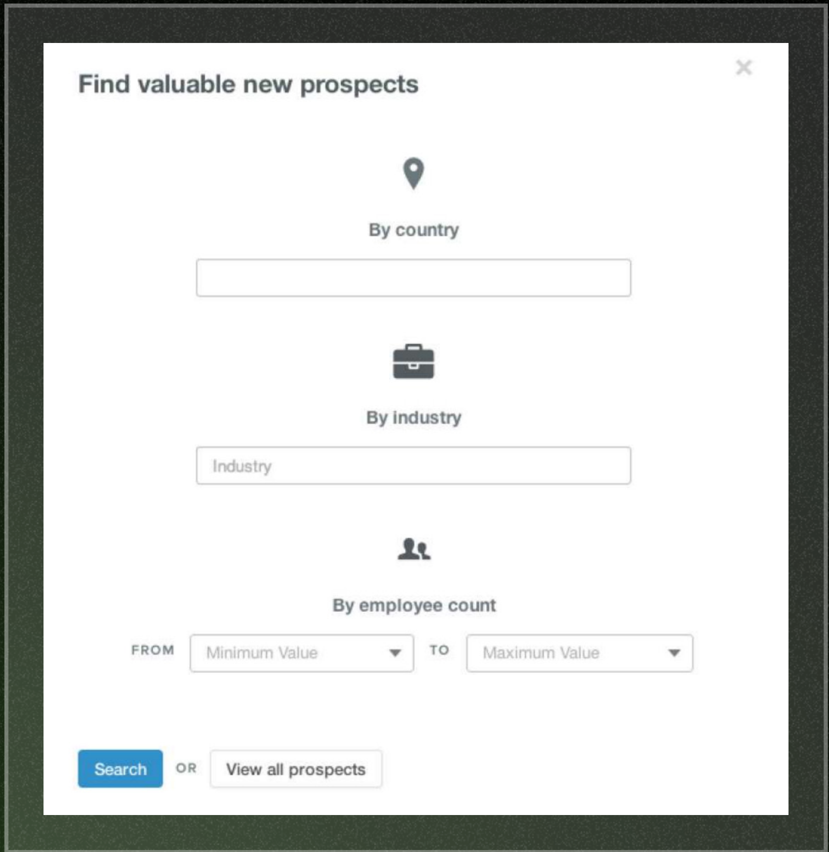
Sales reps' #1 problem with their CRM is manual data entry, which eats into their selling time. More than 50% of reps' time is wasted on administrative tasks and searching for content.

Streamlining administrative activities can help maximize active selling time, and a smarter CRM can ease the burden of manual data entry by capturing information from marketing automation tools and the web.

HubSpot Sales and HubSpot CRM can be used together to simplify prospecting with one-click contact record creation from a company website.



08. FIND GOOD FIT PROSPECTS FAST



Sales organizations typically use a combination of inbound and outbound efforts to generate leads. Marketing teams usually handle inbound leads, while sales reps are responsible for outbound efforts.

However, traditional prospecting can be time-consuming and involves guesswork in determining if a prospect matches the target buyer persona.

Some CRM, like HubSpot CRM, offer prospecting features that compile data from various sources into a searchable database. This makes prospecting more efficient and less of a hunting expedition for sales reps.

09. PREVENT REINVENTING THE WHEEL

Sales reps can build trust with buyers by providing relevant content throughout the sales process. CRM can serve as content repositories, making it easier for salespeople to access the right content at the right time. This saves time and effort, and helps to maintain a repository of frequently-used content, such as email templates.

By storing commonly used emails in the CRM as templates, sales reps can quickly access all their messages in just a few clicks.

10. ANSWER QUESTIONS IN RECORD TIME

A CRM is advantageous because it serves as a single source of truth. With a CRM in place, salespeople no longer need to search around for answers from different sources within the organization, which can be time-consuming and lead to conflicting information.

It consolidates customer and product information, eliminating the need for salespeople to say, "let me get back to you with that."

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