

## Understand your sales force behaviour to truly manage it



Imagine a sales review where you recommend a team member has additional coaching on presenting a specific product to a specific market segment because you know they have less success with that pitch than others on the team.

A CRM can be many things to many people. It can be a tool to manage customer contacts, it can be a tool to use for forecasting, it can be a tool for managing a sales funnel.

Like any tool it can be turned to many uses, and in many cases sales management try to use it as a tool to help manage a sales force. Use of the CRM as a sales management tool can be driven by many things, not least because it may be the only source of metrics data the sales management team have access to, but ultimately it is not a tool that provides useful data to anyone in the position of managing a sales team.

The problem with this is that the data in your CRM is only the tip of your Sales Intelligence iceberg. Your CRM doesn't tell you how well your sales team are pitching products, how well your product messaging is working or how well the team can cross sell.

For arguments sake, consider a well drilled salesforce who have fully adopted their company's chosen CRM, understand the benefits and using it in the correct way. Is a sales manager able to tell how and why a deal is successful in one region and not another, or why one product is successful in one customer segment and not in another? Can you truly understand why one opportunity has been stuck on 5% for three months while another has closed in two days? Can you tell why in one sales region your new product line is going through the roof, while in another it has not sold?

The answer in each of these cases is no. A CRM doesn't hold data on how well sales meetings progress or analyse the acceptance of product messaging across different verticals and territories.

Sales Pitch Pro utilises Sales Intelligence analytics to analyse the progress and success of every sales pitch made by your team. This is not CRM metrics, this is analysis of the performance of your team during real customer facing sales meetings. This data is invaluable in refining your team's skills and refocussing their efforts. The metrics needed to truly understand and manage your team are varied, and include which verticals the team are meeting, which roles within the customer organisation are being engaged, what pain points the customer described, what other industry knowledge was useful to them and in turn became part of their requirements, which products were pitched and what was the pull-through from that pitch on to full presentations, evaluations and quote requests, which products were cross-sold, and many more data points that capture the detail of what is happening in sales meetings.

The benefits are obvious. By analysing data showing the exact flow of every sales meeting it is possible to analyse the success of new sales strategies, the impact of training and training on a sales person, how well they are able to sell to different verticals and much more. Imagine a sales management review where you recommend a team member has additional coaching on presenting a specific product to a specific market segment to someone in a specific customer role because you can see that they have less success with that pitch than others on the team. This granularity of sales behaviour analysis combined with a standardised sales process and continually revised sales messaging based on data-driven analytics provides sales management the ability to truly steer their team and modify their strategies to an unparalleled degree.

The data required to manage a sales team is diverse and granular. Software sales enablement tools are the solution to increasing sales and managing a team for success.

