INSIDE SALES .COM

FIVE WAYS TO HELP YOUR SALES TEAM BEAT THE ODDS AND CONSISTENTLY HIT QUOTA

In a world where only 57% of sales reps reach quota[1], more training and better techniques alone aren't enough. The one way to reliably meet and exceed your team goals is free up more productive hours in the day.

Here are some simple tips.

1

50% WASTED

QUIT WASTING TIME PURSUING DEAD-END LEADS
50% of a rep's day is wasted chasing after leads that will not close[2]. Playbooks uses the power of A.I. to prioritize prospects and opportunities, getting the leads that will not close out of the way of those that our Neuralytics determines are more likely to.

2

DECREASE YOUR REPS' TIME TO PRODUCTIVITY
61% of sales reps take over seven months to get ramped[3]. Playbooks gives reps access to scalable, consistent, proven cadences, from day one.

3
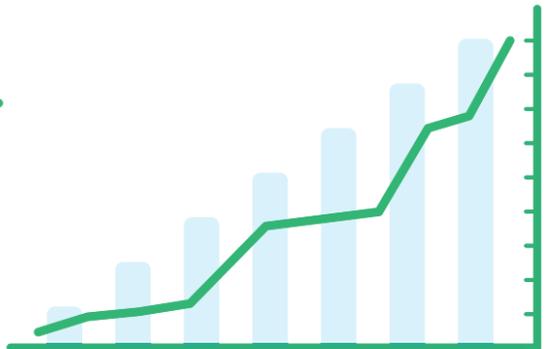
24% LESS TIME

SPEND LESS TIME DOING RESEARCH
24% of a rep's day is spent just looking for information about leads[4]. Playbooks constantly gathers key, actionable insights about companies in your reps' patch and puts the most relevant info at their fingertips.

4

STOP ENDLESSLY SWITCHING BETWEEN THE CRM, EMAIL AND PHONE APPS
72% of reps lose an hour a day on data entry and switching between apps[5]. Playbooks integrates all the prospecting and pipeline-building sales tools your reps need into one application while automatically recording all interaction data to your CRM.

5

252 408
650 831 209 925

INITIATE CONTACT WHEN LEADS ARE MOST LIKELY TO ENGAGE
Research shows a lead's likelihood of answering the phone is heavily influenced by the weather, traffic conditions, gas prices and many other factors including the caller's area code[6]. Playbooks uses Neuralytics, our predictive analytics engine built on over 100 billion sales interactions, to determine exactly when to call the right lead while LocalPresence places the call from the lead's local area code

INSIDE SALES .COM

Like poker, sales is a numbers game, and little advantages add up. Playbooks is a sales acceleration solution that aggregates big advantages to significantly increase win rates.

SOURCES: 1. CSO Insights, 2016 | 2. CSO Insights, 2016 | 3. CSO Insights, 2016 | 4. CSO Insights, 2012 | 5. HubSpot, 2017 | 6. InsideSales.com, 2015