

# THE STRATEGIC FIVE

What are the sales leaders, those high-performers who set trends and consistently grow revenue and market share for their business, doing this year to stay ahead of customer expectations?

The latest [State of Sales Report](#)\* from Salesforce Research uncovered five strategic trends that sales leaders are implementing to increase sales efficiency and selling time, thereby future-proofing the LTV:CAC ratio for years to come.

Sales executives are the most data-driven people in a company, proactively focusing on the right metrics to quickly deliver more value and revenue—CAC, LTV, Selling Time, Revenue per Rep, Pipeline-to-Quota Ratio. But if their sales technology strategy can't predictably and progressively increase selling efficiency and selling time, the performance of the right metrics will be suboptimal.

*Exhibit A - The Strategic Five Checklist*

|   | The Strategic Five                                    | Leaders | You |
|---|---|---------|-----|
| 1 | Hold Sales Reps Accountable for Customer Satisfaction | ✓       |     |
| 2 | Leverage Data-Driven Insights to Sell More            | ✓       |     |
| 3 | Adoption and Expansion of Artificial Intelligence     | ✓       |     |
| 4 | Transition to a Virtual Selling Environment           | ✓       |     |
| 5 | Evolution to a Collaborative Selling Experience       | ✓       |     |

If you can execute **The Strategic Five**, your probability of consistently achieving a 3:1 LTV:CAC ratio is 10x greater than those who cannot. Now while these may seem like common trends to a sales executive such as yourself, the overarching insight that cannot be ignored is the role of sales technology in meeting the expectations of the customers *and* your sales team.

Start by reviewing the key insights, outcomes, and sales tech deliverables inherent in the five strategic trends (*see pages 2-6*), and complete the checklists to gain an accurate measure on how future-proofed your company's growth is for 2021 and beyond.

# CUSTOMER SATISFACTION

Sales Reps are owning the customer experience more than ever before. There's no better evidence than CSAT taking over as the top sales key performance indicator, over team and individual quotas.

## Insights\*

- 70%+ of buyers want sales reps to deliver a consultative and personalized experience.
- Customer Satisfaction (CSAT) is the most tracked key performance indicator, not quota.
- Only 57% of sales reps expect to hit their quota, which isn't a surprise given that they spend 66% of their week on non-selling activities.

## Outcomes

- Assess sales reps' access to and understanding of their customers' unique needs and wants.
- Evaluate sales rep's ability to positively impact the lifetime value of their customers.
- Breakdown sales technologies by time spent on non-selling activities and selling activities.

## Sales Tech Deliverables

- Centralized Location for Account and Contact Intelligence
- Proactive, Digital Sales Capabilities
- Elimination or Automation of Non-Selling Activities

## Checklist

| The Strategic Five - Customer Satisfaction                       | Leaders | You |
|--|---------|-----|
| Sales Reps are confident in meeting / exceeding CSAT KPIs        | ✓       |     |
| Sales Reps spend over 70% of their time on selling activities    | ✓       |     |
| Sales Reps have rapid access to prospect / customer intelligence | ✓       |     |
| Total Score  | 3       |     |

# DATA-DRIVEN SALES

It's hard for sales reps not to listen to their gut, however the highest-performing sales professionals are complementing or all-out replacing intuition with data-driven analysis.

## Insights\*

- 33% of sales reps use data analysis to prioritize followup with leads and opportunities.
- 50% of sales reps are basing their forecasts on data-driven insights.
- 76% of sales reps believe engaging at just the right time has an extreme or substantial impact on converting a prospect into a customer.

## Outcomes

- Review use of diagnostic and/or predictive analytics.
- Evaluate forecast accuracy of the field sales team and inside sales team.
- Assess sales reps' access to and use of their customers' engagement data.

## Sales Tech Deliverables

- Automated Data-Driven Analytics and Followup
- Realized Forecasting above 50%
- Push Notifications based on Context, Location, and Events

## Checklist

| The Strategic Five - Data-Driven Sales                             | Leaders | You |
|--|---------|-----|
| Sales Reps allow data and automation to prioritize leads and opps  | ✓       |     |
| Sales Reps' forecasts are exclusively data-driven, more accurate   | ✓       |     |
| Data-driven insights are readily accessible when Sales Reps engage | ✓       |     |
| Total Score  | 3       |     |

# ARTIFICIAL INTELLIGENCE

Although initially slow, sales reps are starting to accelerate their adoption of artificial intelligence as the applications have progressively created more selling time and commissions.

## Insights\*

- Only 21% of sales leaders use Artificial Intelligence today, but 54% are set to adopt AI this year.
- Sales Teams using AI are outperforming sales teams planning to use or not using AI.
- 62% of high-performers foresee an increased use in AI sales assistant software.

## Outcomes

- Develop an artificial intelligence plan for installation or expansion.
- Review AI's impact on sales productivity.
- Evaluate AI's ability to positively impact customer acquisition cost.

## Sales Tech Deliverables

- AI Integration with Salesforce and other Digital Sales Capabilities
- Improved Team and Individual Quota Numbers (met and exceeded)
- Improved Sales Efficiency

## Checklist

| The Strategic Five - Artificial Intelligence                         | Leaders | You |
|--|---------|-----|
| Sales Reps use AI-empowered tools to spend more time selling         | ✓       |     |
| AI is helping reduce CAC, creating the opportunity to hire more reps | ✓       |     |
| AI has empowered sales leadership with intelligent forecasting       | ✓       |     |
| Total Score  | 3       |     |

# VIRTUAL SELLING

Even before COVID-19, sales leaders were transitioning toward a larger inside sales staffing model due to the preferences of leads, customers, and sales reps to meet virtually instead of in person.

## Insights\*

- 60% of sales reps meet virtually with customers and prospects; 48% meet in person.
- Inside sales reps have increased headcount by 7% and their rate of high performers by 2x.
- The #1 one reason for hiring more inside sales reps is the technology that improves their sales efficiency.

## Outcomes

- Compare buyer preferences to sales rep preferences for both field and inside sales.
- Assess the ratio of high performers across field sales and inside sales.
- Evaluate the virtual capabilities of your sales technology footprint.

## Sales Tech Deliverables

- Anywhere, Any device Accessibility
- Software Suite Equally Meets the Needs of Inside Sales and Field Sales
- Flexibility to accommodate Future Shifts in Trends / Behavior

## Checklist

| The Strategic Five - Virtual Selling   | Leaders | You |
|--|---------|-----|
| Field Reps can perform selling activities and access data from anywhere, and on any device   | ✓       |     |
| Inside Reps can perform selling activities and access data from anywhere, and on any devices | ✓       |     |
| New Lead and Existing Customer Engagement KPIs are improving                                 | ✓       |     |
| Total Score  | 3       |     |

# COLLABORATIVE SELLING

It shouldn't come as a surprise that more deals are closed when sales works together with other departments like marketing and customer service, especially when it's demanded by customers.

## Insights\*

- 81% of sales reps say a 360° customer view of marketing campaign engagement is vital.
- 77% of buyers expect salespeople to be aware of service interactions.
- 88% of high-performing sales reps believe sales and marketing share common goals and metrics.

## Outcomes

- Assess whether or not customer data sources are integrated with sales technology.
- Evaluate communication workflows between sales and customer service.
- Survey marketing's satisfaction with sales' MQL nurturing efforts.

## Sales Tech Deliverables

- Centralized Location for Account & Contact Social Media, CRM, Email, Map, and other Data
- Automate Customer Service Notifications & Enable Shared Customer Data
- Automated MQL Engagement and Data Flow

## Checklist

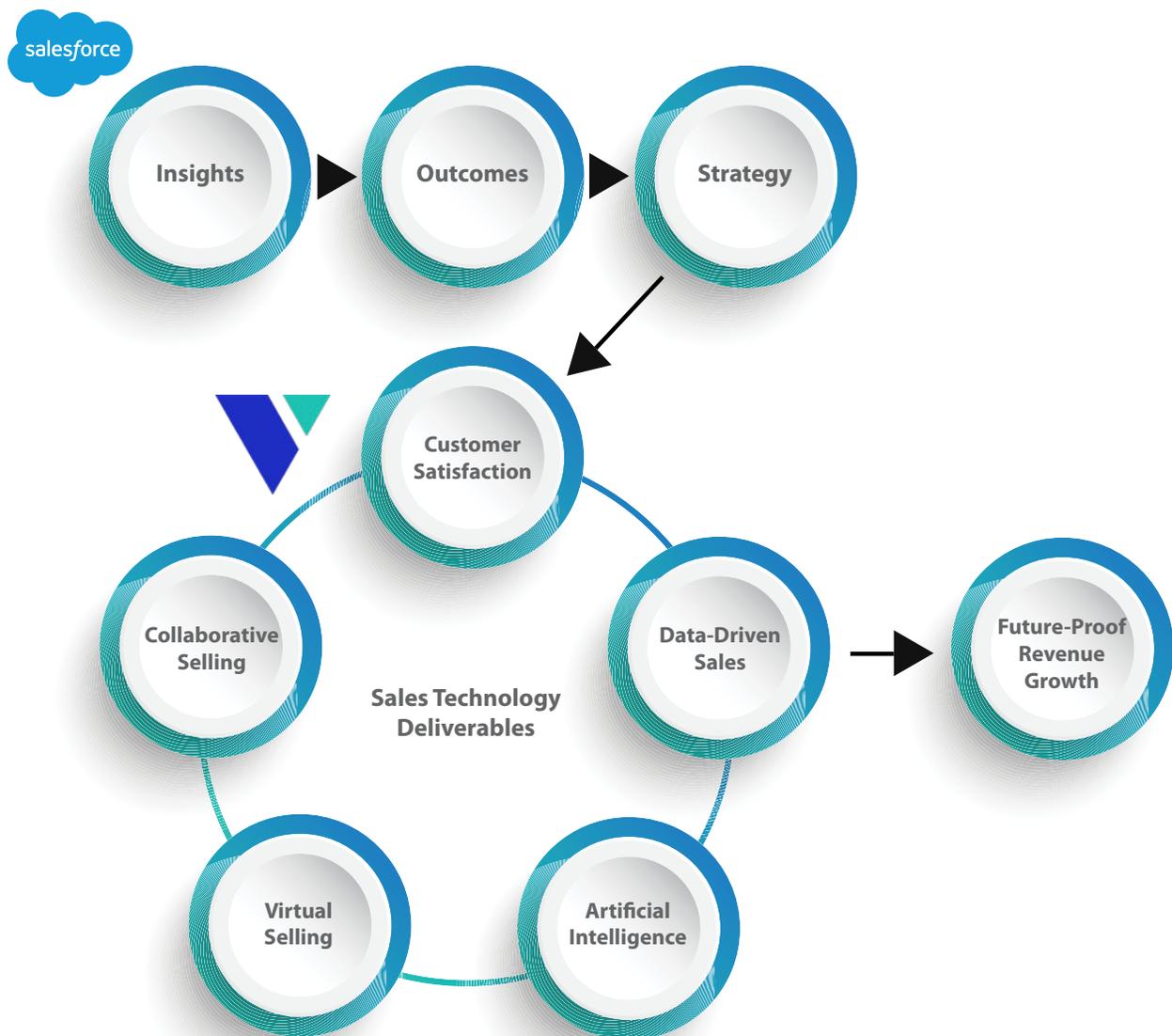
| The Strategic Five - Collaborative Selling   | Leaders | You |
|--|---------|-----|
| Sales Reps have a 360° view of account and contact insights  | ✓       |     |
| Marketing is satisfied with Sales Reps' MQL Engagement Levels  | ✓       |     |
| The Sales Tech portfolio does not prevent full collaboration between sales, marketing, and customer service. | ✓       |     |
| Total Score  | 3       |     |

# NEXT STEPS

Salesforce Research discovered the five strategic sales trends that high-performing sales leaders are deploying to enable their sales teams for sustained growth. As a sales executive, you're known for influencing sales technology decisions, but when new insight is presented to you, it's only natural to ask yourself what you need to do and in what order.

Veloxly recommends following the sequenced plan (Exhibit B) to jump start the path to future-proofing the LTV:CAC ratio at your company, as well as increasing selling efficiency and selling time, and improving the overall customer experience.

Exhibit B - Veloxly's 2021 Sequenced Future-Proof Revenue Growth Plan for Sales.



The Strategic Five, integrated with the proper sales technology, will confidently drive an increase in sales efficiency and selling activity for years to come. There are hundreds of other paths to take, but this one is clear and straightforward. As a sales executive, you prefer making educated decisions, especially when it comes to making a meaningful impact on the LTV:CAC ratio. Good thing for you that you're now equipped with the Strategic Five and Veloxy's Future-Proof Plan.

But don't take our word for it. Frank Ortiz, a sales leader with Vast Networks, recently followed a similar plan to grow 200% new revenue growth, 300% new sales funnel growth, and 400% new sales growth in only two months.

*"If you are leading a sales organization, you have to bring in Veloxy. Without Veloxy, your sales team is not performing at its maximum potential. The results are unmatched. Veloxy is a game changer." — Frank Ortiz*

You're invited to [reserve 15 minutes](#) on Samir Majumdar's calendar to review your Strategic Five Report.

As always, we wish you good luck as you work to increase selling efficiency and selling activity in 2021 and beyond.

## About Veloxy

Veloxy works with telecommunication companies to transform sales enablement, sales productivity, and sales engagement into some of the most valuable capabilities at their company. By helping to unlock over thirty never-before-used features of Salesforce, Veloxy not only improves the adoption of CRM, Sales AI, and other technologies, they facilitate sales reps and managers to further improve the sales org's reputation as a true revenue center.

## About the author

Samir Majumdar, Cofounder

Samir keeps his fingers on the pulse of the sales technology industry every day, working and managing the success rate of its Veloxy users across the United States and Canada. Prior to starting Veloxy, Samir was responsible for leading global engineering teams, driving strategy and execution, focusing on "voice of customer," innovation and accelerated product development. He also spent considerable time working with the sales professionals, coming to understand many of their needs and KPIs—thereby influencing the creation of Veloxy.

## For more information

To discover how Veloxy can help you improve revenue growth, contact us at:

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