Veloxy

The Strategic 7:
Sales Secrets to Success

Recent surveying of sales leaders point to ongoing concerns over economic uncertainty and evolving buyer expectations. Here we share how to easily solve the seemingly unsolvable pain points that have haunted sales organizations for the past five years.

The secrets of sales are meant to be found.

15 years ago, sales leaders were faced with a series of problems. The economy was in a financial crisis. Consumer spending was drying up. And sales teams weren't hitting quota.

How did 85% of sales leaders respond? They chose the path of least resistance and settled for "status quo" results.

Why? They were uninspired. To them, all possible options had been explored and any further attempt would be too difficult and too futile. They **stopped** at 'Impossible'.

What did the other 15% of sales leaders do? They discovered three secrets to sales success in 2009. 1. Shift from sales rep to trusted advisor, 2. Digital transformation, and 3. Cloud-based CRM.

Why? While all three secrets were a venture into the unknown, the possibilities were too imporant to ignore. They **advanced** at 'Doable, yet hard to do.'

Today, between 73% and 82% of sales leaders use the same three secrets that made 15% of sales leaders succesful 14 years ago (just with less of an impact, of course).

Imagine the cost of being a laggard. You're playing catch up for years or over a decade, losing revenue and sales personnel in the process. All because something seemed '**_Impossible_**'.

Imagine the advantages of being an early adopter. Your competitors fall into your rearview mirror as you begin to realize the inherent value of secrets—new opportunities for growth. All because something seemed '**_Doable, yet hard to do_**'.

It's 2024, and sales leaders are faced with similar challenges as in 2009. Economic uncertainty. Higher buyer expectations. Tug-of-war between short term gains and long term goals. Burnt-out sales reps. And an ever-evolving technological landscape and work environment.

What's a sales leader such as yourself to do?

Be relentless. You and I both know that the juice is always worth the squeeze. All you have to do is demand to know the secrets to sales success and force yourself to look.

Good thing for you—you've already found them! I put together The Strategic 7: seven secrets to sales success in 2024 and beyond, so that you can start building the greatest sales organization your company has ever seen, catapaulting your business to the top 15% in the country (if not the world).

In 2025, you'll be glad you read this,

Samir Majumdar

Samir Majumdar
Cofounder & CEO
Veloxy

THE STRATEGIC SEVEN

What are sales leaders—*those high-performers who set trends and consistently grow reveneue and market share for their business*—doing this year to stay ahead of customer expectations and economic uncertainty?

They're choosing to be bold. What does that mean? It means they're striving to achieve that which is difficult, that which is important yet unknown, that which is hard to do yet doable. Why? Because they believe there will always be secrets to success in sales. They're always looking to build that market-leading sales organization that nobody else is building, and that is what makes a difference in uncertain and challenging times.

Why aren't most sales leaders looking to achieve the same thing? Because, as I shared in my letter to you on the previous page, they either believe there are no sales secrets left to find, or if there are they're impossible to accomplish in today's climate. **They're wrong. You're here.** And now you have the competitive advanatge in-your-hands to build the sales oganization 85% of companies have already given up on. Let's get started!

Exhibit A - The Strategic Seven Checklist

	Seven Strategic Sales Secrets	Leaders	You
1	Fully Enable Sales Reps to Act as Trusted Advisors	✓	
2	Optimize Sales Effectiveness and Efficiency	✓	
3	Leverage Data-Driven Insights to Sell More	✓	
4	Adoption and Expansion of Sales Artificial Intelligence	✓	
5	Enable Sales Reps with Buyer-Focused Selling Channels	✓	
6	Extend the Collaborative Selling Experience across Org	✓	
7	Improve Seller Experience to Raise Retention & Morale	✓	

■ = *cornerstone sales strategy*

Start by reviewing the key insights, outcomes, and sales tech deliverables inherent in the seven strategic sales secrets (*see pages 3-12*), and complete the checklists to gain an accurate measure on how future-proof your company's growth is for 2024 and beyond. And schedule a workshop!

TRUSTED ADVISOR ENABLEMENT

The transition to trusted advisor from salesperson started 15 years ago. However, after all that time, salespeople are yet to be fully enabled in that role, and customers are taking notice.
▶   Before implementing this strategy, market leaders begin by reviewing benchmark insights, performing next steps, auditing sales tech stack deliverables, and scheduling a workshop.

Step 1. Review Benchmark Insights

• 70%+ of buyers want sales reps to deliver a consultative and personalized experience.*

• Customer Experience (CX) KPIs are the most tracked metrics among market leaders, not quota.*

• In 2018, only 57% of sales reps expected to hit quota, which isn't a surprise given they spent 66% of their day on non-selling activity.* In 2022, these numbers became much worse, where only 28% of sales reps expected to hit quota by spending 72% of their day on non-selling activity.**

• 90% of market-leading sales reps prioritize customer retention over short-term wins.**

• 87% of business buyers expect sales reps to act as trusted advisors.**

• 82% of sales reps say their company enables them to act as trusted advisors.**

• 81% of sales reps say buyers increasingly conduct research before they reach out.**

Point to Ponder: If sales reps are only spending 28% of their time on selling activity, ie. trusted advisor activity, are 82% of sales reps really enabled to act as trusted advisors? **Absolutely not.**

Step 2. Perform Next Steps

• Assess sales reps' access to and understanding of their customers' unique needs and wants.

• Audit the tech stack for its ability to rapidly access and deliver personalized insights to buyers.

• Evaluate sales rep's ability to positively impact the lifetime value of their customers.

• Breakdown sales technologies by time spent on non-selling activity (NSA) & selling activity (SA).

• Review the discoverability of inbound and outbound content with marketing and sales.

• Track the newfound correlation between CSAT, LTV, annual quota met, and SA:NSA.

Step 3. Sales Tech Stack Deliverables

• Centralized location for account and contact intelligence.

• Newfound and accessible sources of in-demand insights for buyers.

• Proactive, digital sales capabilities (esp. engagement).

• Elimination or automation of non-selling activities.

• Improved inbound and outbound sales-rep-personalized, customer-facing content.

• Analytics and dashboards to analyze and review selling activity, quota, and customer retention.

Cornerstone Sales Strategy

TRUSTED ADVISOR ENABLEMENT

Strategy Implementation Checklist

Trusted Advisor Enablement	Leaders	You
Sales Reps are confident in meeting / exceeding CX KPIs	✅	
Sales Reps spend over 70% of their time on selling activities	✅	
Sales Reps have rapid access to prospect / customer intelligence	✅	
Buyers have quick access to company-branded insights & advice	✅	
Sales Reps prioritize long-term customer relationships	✅	
Sales Reps are fully enabled to act as trusted advisors to customers	✅	
Total Score	6	

▶ Market leaders use the following checklist to restore confidence that this sales secret is more than just achieveable—it's important, satisfying, progressive, and sustainable. Share it with the C-suite once complete.

Schedule a 30 minute interactive workshop to accelerate this process.

Your Sales Secret to Success

Easy	Hard	Impossible
Trusted Advisor 28% of the time	Trusted Advisor 80+% of the time	Trusted Advisor 100% of the time
Prioritize Quick Wins/Quota	Prioritize Customer Experience	Prioritize Both CX and Quota
Expectation to Miss Quota	Expectation to Hit or Crush Quota	Expectation to Crush Quota
Underperformers - 85%	Market Leaders - 15%	No one - 0%

▶ Sales secrets are hard to do, yet doable. Notice the above correlation between trusted advisor enablement, prioritizing customer experience, and the expectation to hit, or even better crush quota.

Cornerstone Sales Strategy

SALES EFFECTIVENESS & EFFICIENCY

At a time when selling has gotten harder, thought leaders are encouraging sales teams to maximize sales productivity and efficiency. Wait a minute! That's like putting the cart before the horse. If you truly want to improve sales productivity, you have to start by optimizing the two factors that make it up—sales effectiveness and sales efficiency. SP = SEffe + SEffi.

▶   Before implementing this strategy, market leaders begin by reviewing benchmark insights, performing next steps, auditing sales tech stack deliverables, and scheduling a workshop.

Step 1. Review Benchmark Insights

• In 2018, a) the average sales rep spent 1,373 hours on non-selling activity, and b) 57% of sales reps expected to miss quota .* In 2022, a) the average sales rep spent 1,498 hours on non-selling activity, and b) 28% of sales reps expected to miss quota.**

• 83% of sales reps believe their organization takes full advantage of their CRM. Top utilized features include process/workflow/data entry automation and intelligent customer insights.**

• 36.7% of a sales rep's non-selling activity are made up by tasks that <u>can</u> have a positive impact on sales effectiveness: lead/opp prioritization, research, quote/proposal generation, data entry.**

• 89% of market leaders are increasing the role Sales Operations plays in strategy and growth.**

• 94% of sales orgs plan to consolidate their tech stack in 2023.** The average sales tech stack is comprised of 27 solutions (that's 2.3% of all solutions) taking up 25% of the sales org budget. 97% of market leaders are planning increased sales tech investment.***

Points to Ponder: 1. If 94% of sales orgs are consolidating their tech stack, how is it that 97% of market leaders are increasing tech stack investment? 2. If the top two features of CRM are used to improve sales productivity, why are reps still spending 70%+ of their day on non-selling activity?

Step 2. Perform Next Steps

• Survey salespeople on the efficiency and effectiveness of every selling and non-selling activity.

• Discover correlations between KPIs (CX and quota) and sales effectiveness & sales efficiency.

• Audit the sales tech stack. Remove feature overlap. Ensure CRM integration across the stack.

• Invite Sales Operations to claim more ownership and decision making around productivity.

Step 3. Sales Tech Stack Deliverables

• 80% reduction or elimination of zero-value non-selling activities (eg. downtime, admin tasks).

• 80% automation/acceleration of value-added NSAs (eg. lead prioritization, quote generation).

• CRM is fully utilized and integrated with the sales tech stack.

• Analytics and dashboards to analyze and review efficiency and effectiveness metrics.

Cornerstone Sales Strategy

SALES EFFECTIVENESS & EFFICIENCY

Strategy Implementation Checklist

Sales Effectiveness & Efficiency	Leaders	You
Non-selling activities are eliminated, automated, or accelerated	✔	
Improved effectiveness KPIs across selling and non-selling activity	✔	
Sales Operations has critical ownership of efficiency & effectiveness	✔	
CRM is fully utilized and integrated with the tech stack	✔	
Sales tech stack is streamlined and consolidated to max selling time	✔	
Sales reps report improved confidence in the sales organization	✔	
Total Score	6	

▶ Market leaders use the following checklist to restore confidence that this sales secret is more than just achieveable—it's important, satisfying, progressive, and sustainable. Share it with the C-suite once complete.

Schedule a 30 minute interactive workshop to accelerate this process.

Your Sales Secret to Success

Easy	Hard	Impossible
Selling Activity 28% of the time	Selling Activity 80+% of the time	Selling Activity 100% of the time
Complex, Bulky, Underused Tech Stack	Consolidated, Streamlined Tech Stack	Largest Tech Stack, Optimized
Inefficient/Ineffective Sales KPIs	Optimum Sales Productivity KPIs	Maximum Sales Productivity KPIs
Underperformers - 85%	Market Leaders - 15%	No one - 0%

▶ Sales secrets are hard to do, yet doable. Notice the above formula where "optimal sales productivity" results from improved sales efficiency (time) and improved sales effectiveness (capabilities, tools). Simple arithmetic.

DATA-DRIVEN SALES PLAYBOOK

It's hard for sales reps not to listen to their gut, however the market-leading sales professionals have been complementing intuition with data-driven analysis. Lead with data. Close with ingenuity.

Step 1. Review Benchmark 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.*

Step 2. Perform Next Steps

- 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.

Step 3. Sales Tech Stack Deliverables

- Automated data-driven analytics and followup.
- Realized forecasting above 50%.
- Push notifications and buyer signals based on context, location, and events.

Strategy Implementation Checklist

Data-Driven Sales Playbook	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	

Your Sales Secret to Success

Easy	Hard	Impossible
Human ingenuity wins deals, misses or hits quota	Data & Human Ingenuity wins deals, hits or crushes quota	Data wins deals, crushes quota
Underperformers - 85%	Market Leaders - 15%	No one - 0%

SALES ARTIFICIAL INTELLIGENCE

37% of market leaders are starting to accelerate their adoption of Sales AI due to a renewed or enhanced focus on efficiency and cost savings. You're at the tipping point right now, make a move.

Step 1. Review Benchmark Insights

- In 2018, Sales AI usage was at 21% among sales orgs, with a projected adoption boom of 155% by 2020.* In 2022, it was found that only 33% of sales orgs were using Sales AI.**
- Sales Teams using AI are outhiring sales teams planning to use or not using AI.*
- 81% of sales reps and sales managers testify to Sales AI improving effectiveness and efficiency.*

Step 2. Perform Next Steps

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

Step 3. Sales Tech Stack Deliverables

- Sales AI Integration with CRM and other digital sales capabilities.
- Improved team and individual quota numbers (met and exceeded).
- Major improvement in first-year sales efficiency and sales capabilities.

Strategy Implementation Checklist

Sales Artificial Intelligence	Leaders	You
Sales Reps use AI-empowered sales tools to spend more time selling	✔	
Sales AI helps reduce CAC, creating the opportunity to hire more reps	✔	
Sales AI empowers sales leaders with intelligent, accurate forecasting	✔	
Total Score	3	

Your Sales Secret to Success

Easy	Hard	Impossible
15% minor improvement in sales productivity, EOY 2023	75% moderate/major improvement in sales productivity, EOY 2023	100% major improvement in sales productivity, EOY 2023
Underperformers - 85%	Market Leaders - 15%	No one - 0%

BUYER-FOCUSED SELLING CHANNELS

Adapting to hybrid and virtual selling was the second most popular growth tactic for sales leaders last year. Why? Post COVID, buyer expectations have become more personalized and divergent.

Step 1. Review Benchmark Insights

- Deals closed past 12 months: 32% virtual, 34% in person, 34% hybrid approach.**
- 57% of buyers prefer to engage with sellers through digital channels.**
- 85+% of market leaders use online chat, online portals, and mobile apps as selling channels.**
- Sales organizations use an average of 10 channels to sell to buyers.**

Step 2. Perform Next Steps

- Survey the selling channel preferences of buyers at strategic accounts.
- Assess the channels used to close deals across the account, field sales, and inside sales teams.
- Evaluate the virtual selling capabilities of your sales technology stack.

Step 3. Sales Tech Stack Deliverables

- Anywhere, any device digital selling channel accessibility.
- Less-strategic accounts have access to an online portal with self-service options.
- Selling channel mix has the flexibility to accommodate future shifts in trends / behavior.

Strategy Implementation Checklist

Buyer-Focused Selling Channels	Leaders	You
Sales Reps are fully enabled to sell virtually or in-person.	✅	
Customer Experience KPIs are at a 5 year (or all time) high.	✅	
Online self-service portal for buyers is accessible and active.	✅	
	③	

Your Sales Secret to Success

Easy	Hard	Impossible
Seller-focused mix of virtual, in-person, and hybrid selling	Buyer-focused mix of virtual, in-person, and hybrid selling	100% virtual selling approach
Underperformers - 85%	Market Leaders - 15%	No one - 0%

COLLABORATIVE SELLING

It shouldn't come as a surprise that more deals are closed when sales works together with other departments, especially when it's demanded by customers. It was the #1 growth tactic in 2022.

Step 1. Review Benchmark Insights

- 83% of buyers are more loyal to companies with a consistently collaborative selling approach.**
- 48% of sales reps commonly partner with Sales Operations (most common collaboration).**
- 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 market-leading sales reps believe sales & marketing share common goals and metrics.**

Step 2. Perform Next Steps

- Assess whether or not customer data sources are integrated with sales technology.
- Evaluate communication workflows between sales and other departments.
- Survey strategic accounts for feedback on collaborative selling.

Step 3. Sales Tech Stack Deliverables

- Centralized & connected view of customer data across the buyers journey.
- Company-wide tech stack delivers a consistent, personalized buyer experience.

Strategy Implementation Checklist

Collaborative Selling	Leaders	You
Sales Reps have a 360° view of account and contact insights	✅	
Account-Based Sales and Account-Based Marketing are integrated	✅	
The Sales Tech Stack does not prevent full collaboration between sales, marketing, customer service and other departments	✅	
Total Score	3	

Your Sales Secret to Success

Easy	Hard	Impossible
Departments remain in their siloed goals and objectives	Sales, marketing & customer service focus on customer success in 2023	Sales manages the entire buyer experience
Underperformers - 85%	Market Leaders - 15%	No one - 0%

SELLER EXPERIENCE

With all the attention on the customer, the experience of your sales team is often overlooked. Add in ecnomic uncertainty & budget constraints, and the temptation to cut overshadows retention.

Step 1. Review Benchmark Insights

- 25% turnover is the average over the past 12 months, and sales leaders expect the same in 2023.**
- 39+% of all sales staff (reps, leaders, ops) are planning to seek new employment in 12 months.**
- 85% of sales leaders say they're struggling to get budget for new headcount.**
- 86% of sales leaders find employee retention challenging or very challenging.**
- Unrealistic sales targets was a Top 3 reason for leaving a job for leaders, ops, and reps.**
- The Top 5 retention strategies from sales leaders does not resolve the Top 5 sales rep complaints.**

Step 2. Perform Next Steps

- Survey sales leaders, reps, and operations on where they seek to see improvement in 2023.
- Create reporting/dashboards that correlate seller experience, retention, & customer satisfaction.
- Review possible 1:1 weekly/monthly coaching and coaching tech solutions.

Step 3. Sales Tech Stack Deliverables

- Sales tech solution that supplements time-intensive/in-person coaching.
- Solutions for improving enablement of sales leaders, sales ops, and sales reps.

Strategy Implementation Checklist

Seller Experience	Leaders	You
Seller Experience reporting and dashboards are reviewed weekly	✓	
Coaching is accessible and a contributing factor to seller retention	✓	
Sales Tech Stack is seen as a positive contributor to the selling experience of leaders, ops, and reps	✓	
Total Score	3	

Your Sales Secret to Success

Easy	Hard	Impossible
Turnover is seen as status quo	Improvement in retention, customer satisfaction, and annual quota met	100% seller retention
Underperformers - 85%	Market Leaders - 15%	No One - 0%

Salesforce Research, State of Sales - 5th Edition. Download the 5th report here for free.

ROADMAP TO SECRET SUCCESS

As an influential executive, you're known for implementing game-changing strategies. When new insight is presented to you, it's only natural to feel a little overwhelmed and to ask yourself what you need to do and in what order. Veloxy recommends following the below sequenced plan to jump start your path to future-proofing sales. Schedule a workshop with our Director of Revenue today to kickstart this process: Samir Majumdar's Calendar

Easy	Hard	Impossible
path of least resistance	**Trusted Advisor Enablement** ① Proactively exceeding your buyers' expectations. + KPIs: CLV, CX, quota, retention	*uninspired to look for secrets*
	Sales Effectiveness & Efficiency ② Sales productivity finally sees exponential growth. + KPIs: monthly engagement per rep, tech stack ROI, quota	
	Data-Driven Sales Playbook ③ Trusting data analysis first, human ingenuity second. + KPIs: avg. sales cycle length, pipeline, avg. conversion time	
	Sales Artificial Intelligence ④ Spend more time selling. Let AI handle the mundane tasks. + KPIs: CAC, sales per rep, sales productivity	
	Buyer-Focused Selling Channels ⑤ Take the Customer Experience one step further. + KPIs: sales by contact method, sales opportunities, bookings	
	Collaborative Selling ⑥ Expand the Sales Org across the entire company. + KPIs: avg. new deal size, product performance, onboarding calls	
status quo results	**Seller Experience** ⑦ Happier sales reps make for happier customers. + KPIs: employee retention, quota, CSAT	
Underperformers	Market Leaders	No One

The Strategic Seven is your go-to guide for the sales secrets that **will forever transform your sales organization into a market leader**. As you know, there are hundreds of other paths to take, but this one is clear and straightforward. As an executive, you prefer making educated decisions, especially when it comes to making a meaningful impact on revenue and LTV. Good thing for you that you're now equipped with this Future-Proof Plan.

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

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

You're invited to [reserve 30 minutes](#) on Samir Majumdar's calendar to review your Strategic SevenReport.

As always, we wish you good luck as you work to grow sustainable revenue in 2024 and beyond.

About Veloxy

Veloxy works with companies of all sizes 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 in the eyes of the CEO.

About the author

Samir Majumdar, CEO and 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, Canada, and across the globe. 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 sales professionals, coming to understand many of their needs and KPIs—thereby influencing the creation of Veloxy.

For more information

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