



5 Questions

Every Customer Sales Department
Should Be Able to Answer

And How Sales Analytics
Helps Answer Them

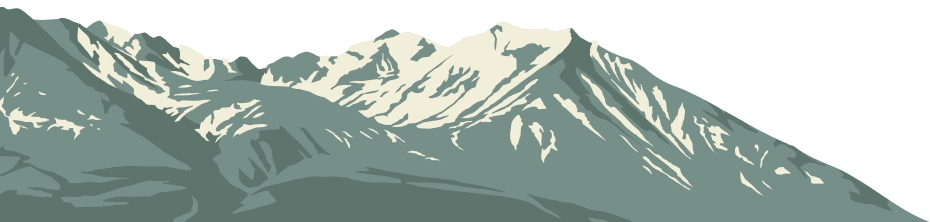


Introduction

There's no finish line to sales, and selling is changing faster than ever. In a world that's increasingly cloud, social, and mobile, sales reps and managers want to avoid cold-calling. Instead, they want to reach out to prospects and customers at the right time, starting the right conversation. To do that, they need the right information.

Too often, sales organizations work with outdated datasets or inconsistent spreadsheets. The sales department has questions, and analytics for sales can help them get answers.

Sales Analytics is designed to empower sales reps with insight, on any device. This e-book explores the top five questions of every sales organization and demonstrates how Sales Analytics helps answer them.



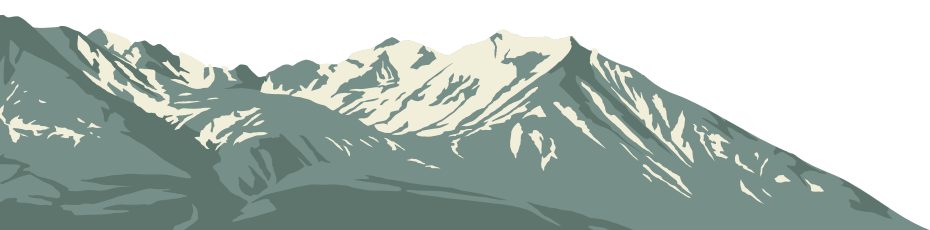
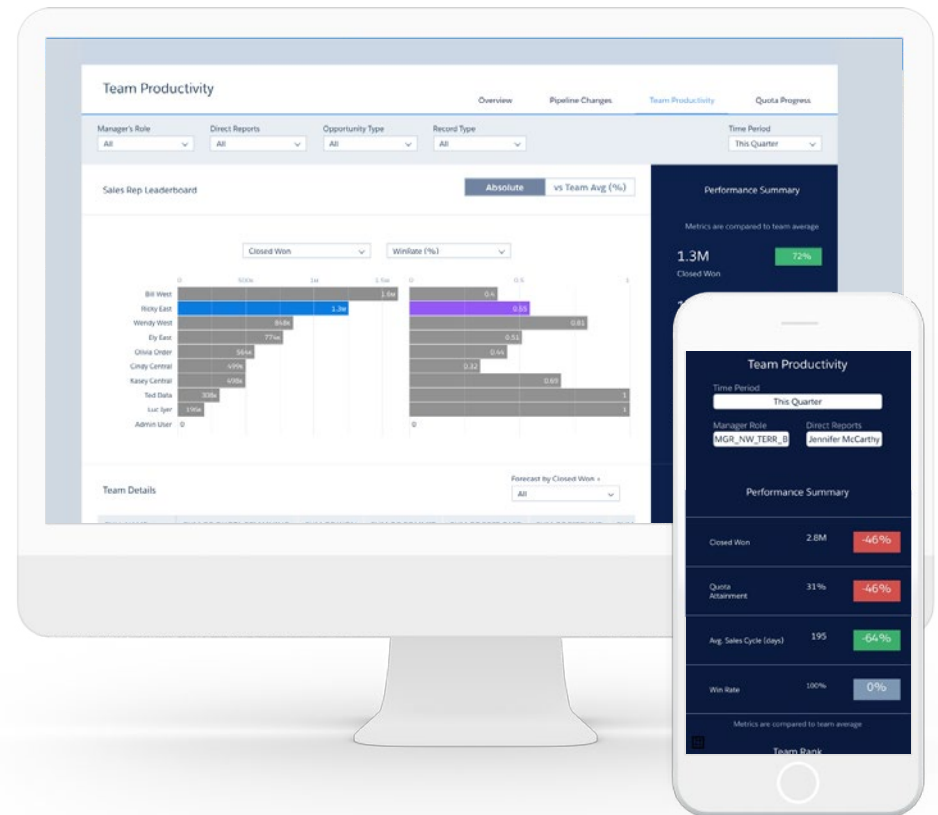
Question 1

Are we selling effectively as a team, or are we wasting precious resources?

It takes a village to develop and close a deal. From your inside sales reps to your global account managers, your sales organization needs to stay aligned to help your business grow faster than ever. Do you know how to empower your entire sales organization to take advantage of the right opportunities while avoiding dead ends?

To stay in lockstep, every rep should have access to the same data, the same dashboards, and the same leaderboards. Sales Analytics delivers instant, intuitive pipeline visibility to every sales rep. This data can be made available to everyone on your team, so that reps and execs alike can see the company's open opportunities by deal stage, product, and region in real time.

But analytics that don't let you take actions are just dumb dashboards. Sales Analytics explains the underlying reasons behind patterns, so you can avoid misleading graphs and focus on the metrics that matter.



Question 2

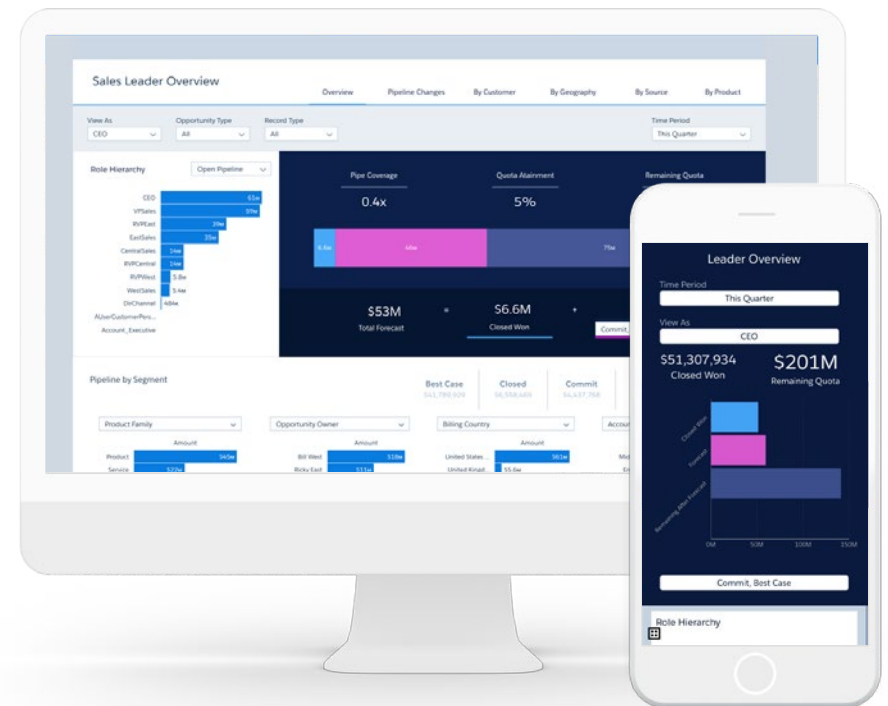
What's holding our sales team back from selling more products or services?

Moving your business forward often requires understanding what's holding your business back. Leaderboards can highlight individual rockstars, but they do little to illuminate trends. Using analytics for sales, your team gets visibility into performance and can uncover new ways to sell more.

For example, imagine your company has rolled out a new training methodology. What if there were wide discrepancies between sales performance, with the majority of teams being very successful and a few failing to meet quota? Your first guess about the discrepancy might be that the failing teams were inferior and hadn't internalized the latest training.

But by taking a guess, you might miss the underlying cause. Sales Analytics with Einstein Discovery helps you find and explain insights from millions of data combinations. Within minutes, you can see which elements the unsuccessful teams had in common – for instance, if they were selling to a specific set of industries or unique customer segments. Then, you could take steps to improve performance by tailoring your industry approach or changing the way you pitch to certain customers.

Sales Analytics instantly unlocks answers to key sales questions, including what's going on and why, what will happen, and what your next steps should be. With a single click, you can turn your data into an auto-narrated PowerPoint or Word doc and share it with your team for seamless collaboration.



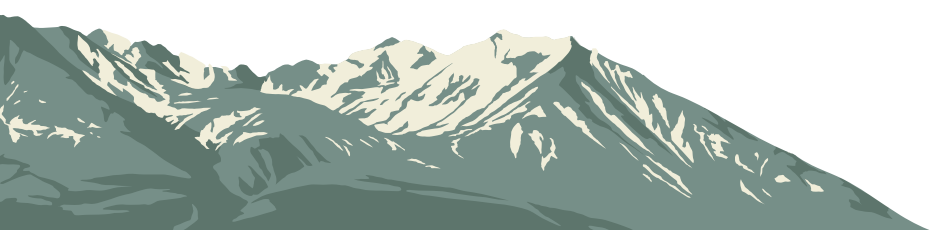
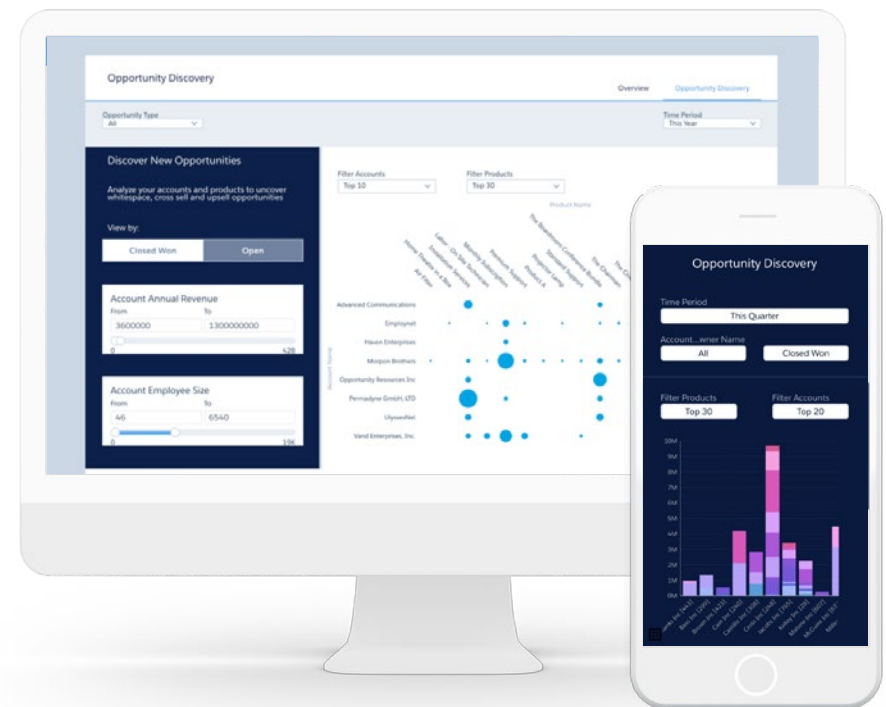
Question 3

Where can I upsell additional product?

Most analytics tools show you which of your company's products are selling, but can they show you the easiest quick wins for selling more? Upselling opportunities often require some creative digging to uncover the answer. When you can bring together different types of data – whether it's structured data from your CRM system or unstructured data from Splunk – sales reps can uncover powerful new insights.

Sales Analytics is built for any data and any app, allowing you to uncover insights across Salesforce and external sources. Consider the case of a sales executive for a company selling large-scale construction equipment. A single dashboard can deliver a holistic view of the customer. The dashboard can bring together product usage and their customer satisfaction score, even pulling in data from social media to indicate sentiment.

By getting a holistic view of the customer, the account rep can draw unique conclusions. For example, he or she can see that the customer has purchased a new model of product and has since seen a decrease in customer service tickets – so the product is delivering superior service.



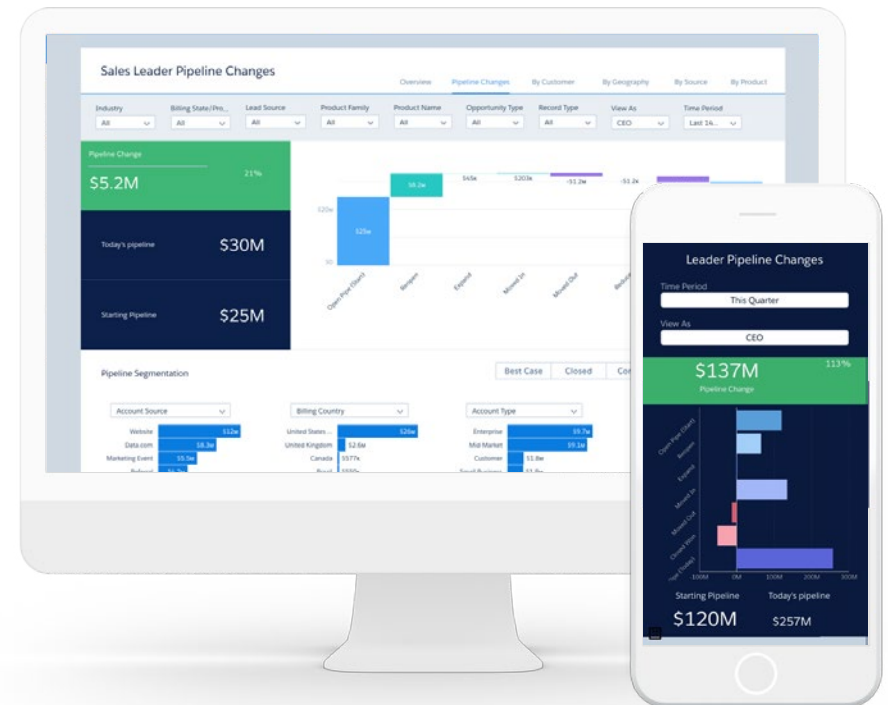
Question 4

Where are deals getting stuck in the pipeline – and why?

The sales organization is responsible for clearing blockages in the pipeline. Sales managers can use analytics to get visibility into pipeline, identify why deals are falling through, and share insights with the broader organization. Sales Analytics makes it easy to slice and dice pipeline by region, product, stage, and more, so you can discover:

- What do our stalled deals have in common?
- Are the majority delayed at a particular stage, such as the pricing negotiation?
- How have our success rates changed over time?

Growing revenue requires that sales leaders understand which practices work, and that they replicate that success. Using analytics to identify best practices helps sales teams replicate solutions that revive stale deal cycles.

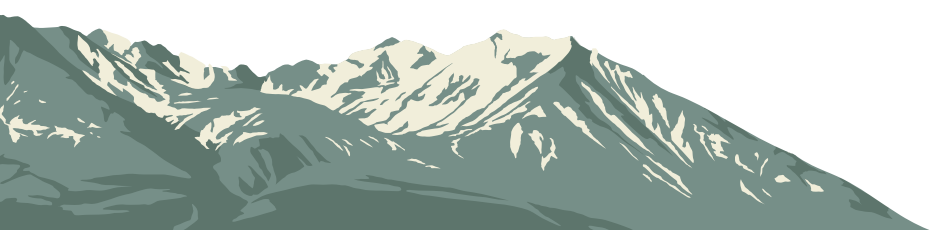
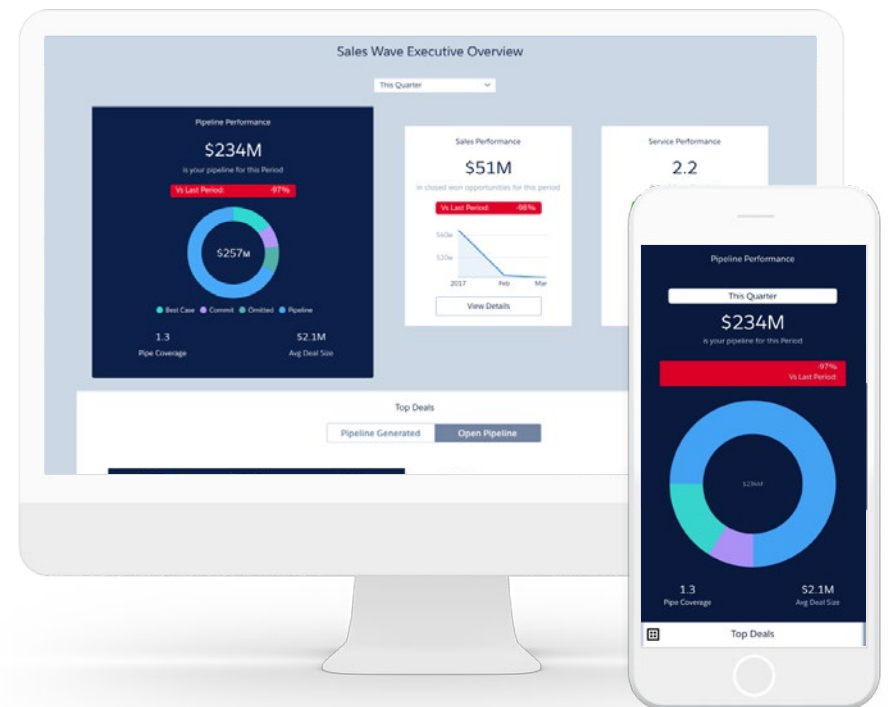


Question 5

What's the next action that I need to take to drive sales?

Let's say your company has launched a new product, and you want to consider extending the early-bird discount. Gathering data to inform this decision might take weeks or months for a team of analysts to produce. Fully automated, predictive analytics can help sales executives identify trends around deal wins and then share them to inform a cross-functional decision, which also sets an example for your team to use data to drive more decisions.

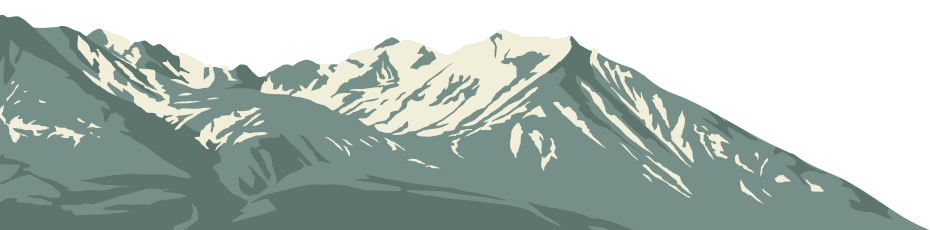
Data-driven collaboration can help inform conversations and drive business forward. Sales Analytics is the only tool that empowers everyone to get answers and share insight on any device. Every sales rep can learn from best practices and get a clear picture of their customers and pipeline. Sales managers and executives can quickly respond to new opportunities, resolve issues, and see which actions will have the biggest impact to close a prospect. Sales Analytics provides automated analysis, sifting through all possible outcomes to deliver the best actionable insights to improve your sales metrics.



Conclusion

These answers are just the beginning of how Sales Analytics can enlighten your company's sales department. Because it's designed for any type of data, from social media to CRM, and for any app, Sales Analytics delivers any insights you need at the right time. And thanks to the mobile-first platform, every customer service professional can become data-driven from any device.

Get started today by scheduling a demo or exploring our Sales Analytics playground.



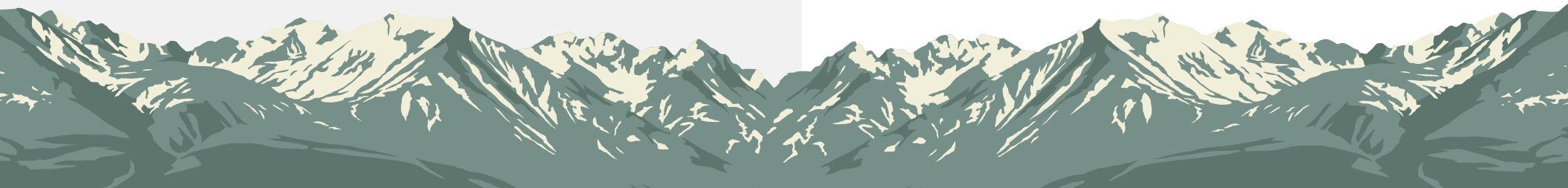
ANALYTICS. DESIGNED FOR THE BUSINESS USER

Sales Analytics is designed to bring the most powerful analytics tools directly to the people who need it most. No more waiting. No more schemas. No more hardware. Just your data as it was meant to be used.



The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links, or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor, or professional engineer to get specific advice that applies to your specific situation.

© 2017 salesforce.com, inc. All rights reserved.



Resources you might also like:



Guide to Sales Analytics



The New Age of Analytics



See Einstein Analytics in Action



CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY

