

THE ANATOMY OF A HIGH-OCTANE SALES TEAM



sales cloud

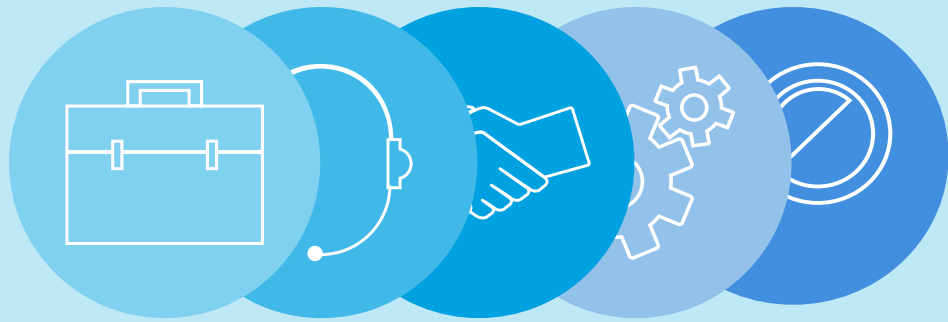


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INTRODUCTION

Once, sales was simple. It was all about the relationship between the salesperson and prospect. But the art of sales has evolved, becoming more complex. Hyperconnected customers are forcing businesses to make a distinct shift in their sales models, building on the traditional sales routines. Sales leaders are no longer going after prospects alone – there's a well-oiled machine backing the typical salesperson, transforming selling from a transaction to a nuanced service integrated into the customer journey.

In short, today's most successful sales models are rooted in team selling.

This e-book will take a closer look at the five teams that play a vital role in elevating each sale. These include field sales, inside sales, channel sales, sales operations, and pre-sales. We'll break down the role of each, and then show you how to set up each of them to sell as a team so you can crush your numbers.

1

Meet the Players

When you think of sales, we're guessing just two people come to mind: A buyer and a seller. But as customers have become more sophisticated, so too have sales cycles. We know that customers are now using a variety of platforms and channels to engage; as much as [67% of](#)

[their purchasing research is done digitally.](#)

As a result, sales deals have become more complex– and so have the sales teams interfacing with customers. Here's a quick breakdown of the players of a modern-day sales team and the roles each fills to help close new deals.





Field Sales

This team's main goal is to drive revenue for the company. But you won't find them at their desks; they are the road warriors who pound the pavement to evangelise the corporate message while generating new business or upselling current customers.



Inside Sales

Meet the other part of your direct channel, the frontline and first point of contact with your company: the inside sales team. These are your personality people who make direct contact with prospects and clients via outbound or inbound phone calls, emails, or over the internet, drumming up interest and finding new opportunities to fill the pipeline.



Channel Sales

What your road warriors miss, your [channel sales team will find](#). This team works to scale sales through a partner network and pin down untapped sales channels to help grow your business beyond the direct team's reach.




Sales Ops

Think of this team as the prescriptive solution centre for sales and the direct partner to the head of sales. Sales ops utilises all data (pipeline, deal size, close rate, compensation, cycle length) to determine which levers to pull and strategies to implement to drive growth and hit sales targets. Consider this group the data hub for the sales department.



Pre-Sales

This team is entirely responsible for leading discovery and positioning the company's products and services in the best light; they evoke confidence in the company's technology, while driving business value in the deal.

Now that you've been introduced, let's talk about how these roles are connected in the sales process. 

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Sales+Data

Data is the foundation of effective selling – and every player on the sales team relies on real-time data to usher in new customers and close new deals. Customers have more complex needs, forcing sales teams to truly drill down data and gather insights to meet the demands of these evolving customers.

In other words, data doesn't just live with your sales ops.



Did you Know?

Sales ops utilises all sales data (pipeline, deal size, close rate, compensation, cycle length) to determine which levers to pull and strategies to implement to drive growth and hit sales targets. They are the engine that keeps the sales team going, the data hub for the sales team.

A recent article in [InsightSquared.com](https://www.insightsquared.com) pointed out that sales ops will likely be a more recognised player among the sales groups this year; they work to analyse the strategies and create best practices that will help elevate the sales department's success. This operational focus is necessary as today's customers have become more informed, complex, and driven by technology.



Much like a basketball team, passing the ball down the court, every player on your sales team is passing and sharing data to push a deal forward – and eventually score a new customer. Each player on the sales team will use the shared data differently, whether it be to follow up on leads (direct channel sales) or manage customers and partners (channels sales reps).

Obviously, if there's good data, there's also the opportunity for bad data to be floating around. That's why it's imperative that the sales department works with a single source of truth. A highly integrated CRM would help collect the most up-to-date data for the company while organising the increased volume of data as a business grows. And don't forget, dashboards can better align an entire sales and marketing organisation around real-time metrics to keep all teams on track.



3

Filling the Funnel

Now that you have all the data you need, it's time for your sales reps to start selling. But as we noted before: There's much more to a sale than a buyer and a seller. There are three distinct teams responsible for keeping your sales pipeline flush, including **Field Sales, Inside Sales, and Channel Sales**. The three teams, all with different skillsets, work simultaneously to drive new interest to your business. They put sales in motion by generating new leads and opportunities. The teams work together to make this happen, each focusing on different prospects in various buying stages.



Field Sales will drive pipeline growth by hitting the streets to drum up interest. But not every prospect responds well to face-to-face conversations. In fact, according to SBI, more than 70 percent of buyers would rather not have a meeting in person; they'd prefer to talk on the phone. So it's important that your Inside Sales reps are at the office, making cold calls and swapping emails to groom new prospects.

Still, there's many more people businesses rely on to build pipeline. The Channel Sales team works on indirect sales, cultivating a partner ecosystem to align products and drive new deals that don't require a direct sales rep. Moreover, partner relationships are important for businesses looking to tap into other geographical markets and build product extensions. A strong partner network will go a long way, especially when it comes to collaborating with your direct channels on deals.

Read our e-book



Did you Know?

What keeps your Inside Sales teams up at night?

This productive team is concerned with driving pipeline growth and would greatly benefit from more lead generation activities such as additional inbound leads from marketers, as well as increasing call volumes.

What keeps a field sales rep up at night?

Field sales reps have the added pressure of having to stay ahead of the game while scaling new opportunities – and then repeat that success again every month. Keeping pace is hard enough, let alone trying to get ahead. In the era of a mobile workforce, it's imperative that your road warriors have the latest information about pricing, products, and services at their fingertips. An advanced CRM system would greatly benefit this team as they juggle a variety of metrics to stay on top of important deals.

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For 120+ years, Philips's innovative lighting, healthcare, and consumer lifestyle solutions have improved the lives of people all over the world. With Salesforce, the company gets a deeper level of understanding of its customers in individual markets so it can provide products that meet their needs more closely.



Sales Cloud gives sales and operations employees working everywhere from Africa to Brazil to the Netherlands real-time customer insights, so every interaction is meaningful. It brings together information from all over the world so data isn't siloed in different departments or markets, but provides true 360 views.

“We want to connect sales, service, marketing, and anyone that’s customer-facing with Salesforce so we can share best practices and pockets of excellence. We also want to give our R&D, supply chain, and product groups insight into evolving customer needs and opportunities.”

Philips

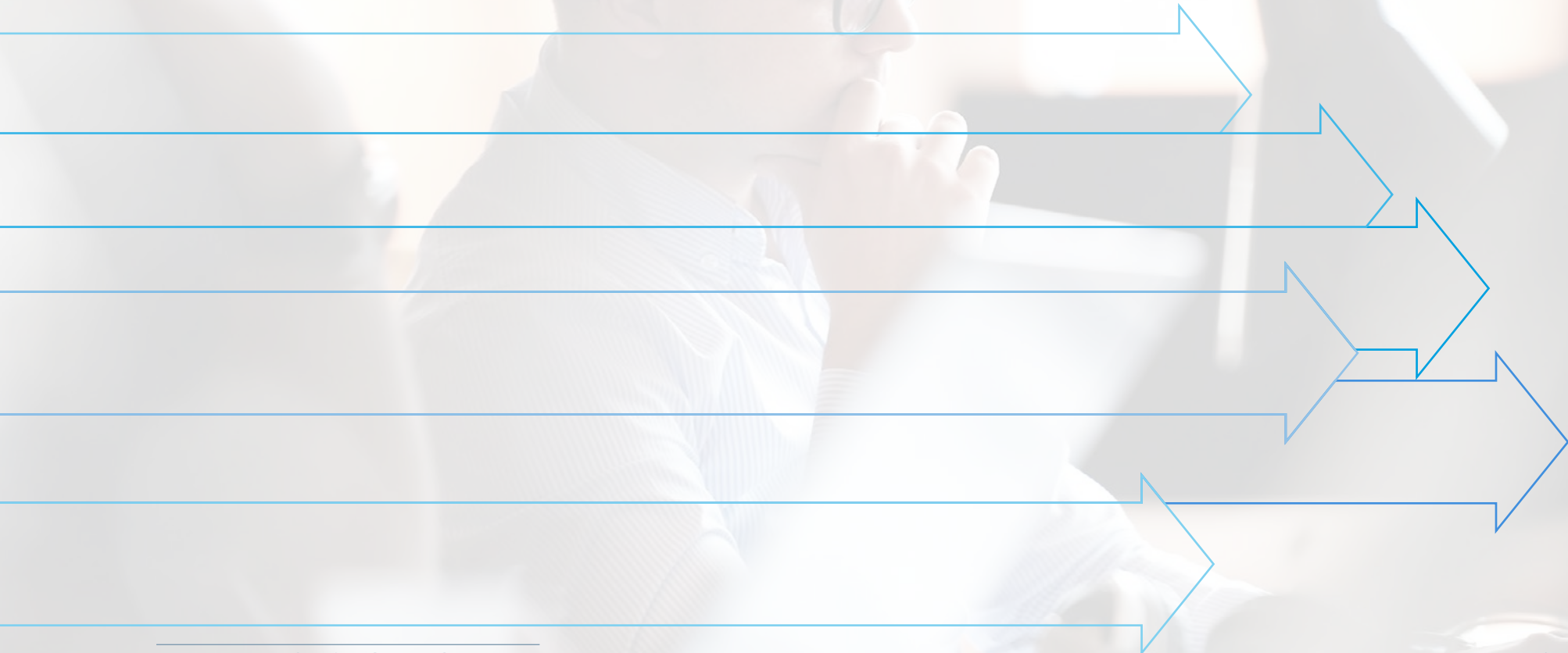
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Strategising the Deal

You have solid leads so it's time to strategise your deals. At this point in the game, you'll want to call upon your Pre-Sales and Sales Ops teams to help your sales reps chart a path to victory. The solution engineering and pre-sales teams jump in to drive the discovery process and ensure sales reps have access to the latest and greatest versions of the your products and services to showcase.

They will help sales reps figure out which products to sell, when to feature them in the sales cycle, and make sure they are demonstrated in the best light. But there's more to positioning your reps for success. You'll need help once the deal is in motion— and that's where your Sales Operations team shines. Sales ops work to solve problems in the sales process and ensure every cycle runs smoothly.

They arm reps with real-time insights, track the health of the pipeline, and take prescriptive action to move more deals through the funnel. Pre-Sales and Sales Ops are the unsung heroes of the sales teams and these roles are becoming more important every day. They keep momentum going forward, the team working together, and help create amazing customer experiences through the sales process.



Conclusion: Win as a Team

The CEB estimates about 57 percent of the buying cycle is complete by the time customers even have contact with a sales rep. Sales cycles are also getting longer and more complex to close, which means only one thing: How companies sell must transcend any individual salesperson and become a truly cross-functional effort.

Today's leading sales departments are getting ahead by functioning as one team, with each aspect of that team working to help close more deals faster. It's time to integrate this same philosophy into your own business so you, too, can position your company for greater success. We've created a checklist below that will help you get started.

- ✓ Align your direct channel (field sales and inside sales), sales operations, and pre-sales functions on a single CRM system
- ✓ Create a partner portal to give partners access to customer data and to collaborate across indirect sales channels.
- ✓ Streamline processes to increase inside sales activity
- ✓ Your sales ops team delivers accurate insights on time
- ✓ Source great channel partners to scale sales reach
- ✓ Pre-sales reps are optimising resources to close bigger deals



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