Sales Acceleration 101

What is sales acceleration and why is it important?

Sales acceleration technology helps shorten the sales cycle and makes the sales process more effective and efficient. Top sales organizations have realized that simply having a CRM solution in place is no longer enough in today's high velocity sales environment.

- Top companies are **66%** more likely to use two or more sales acceleration tools[1]
- Top sales organizations are **6x** more likely to augment CRM with third-party solutions[2]

KEY ELEMENTS OF SALES ACCELERATION

Communication

Whether responding to inbound leads or finding new prospects, a sound communication strategy is vital to the success of your sales team. The speed with which you respond to inbound leads is of utmost importance, and having a properly timed and appropriately persistent multi-channel communication strategy that includes phone, voicemail, email, and text messaging can make all the difference.

- Calling new leads within one minute increases likelihood of conversion **2.14x**[3]
- Optimized phone and email communications increase conversion **128%**[4]

Sales Optimization

An important aspect to sales success is the sales process. Having prioritized and clearly defined sales workflows that are uniformly enforced throughout an organization levels the playing field for sales teams and ensures the entire team adopts the practices of the most successful salespeople.

- Automatic prioritization increases conversion by **97%**[5]
- Top sales organizations are **2x** more likely to use automatic prioritization[1]

Rewardification

We can't forget about the human aspect of sales. Even with the best tools and processes, if a team is not properly motivated, success will be nearly impossible to achieve. The use of intelligent distribution methods to reward salespeople with more or better leads for expected behaviors and results is an excellent way to keep them motivated and excited about their jobs.

- Top salespeople say motivation and focus is the **#1** factor that determines quota achievement[6]
- Skills-based lead routing increases conversion by **53%**[7]

[1]Inside Sales Process Report, Velocify
[2]Overcoming a Stagnating Pipeline, Gleanster
[3]The Ultimate Guide to Inquiry Response, Velocify
[4]The Ultimate Contact Strategy, Velocify
[5]The Power of Prioritization, Velocify
[6]What Makes Your Best Inside Salespeople Successful, Velocify
[7]Creating Powerful Sales Chemistry, Velocify
[8]Sales Performance Optimization Study, CSO Insights
[9]Optimizing the Marketing and Sales Process, Aberdeen Group

Prospecting

Capturing new accounts is the top objective for 60% of sales teams.[8] Traditional demand generation efforts are seldom able to keep up with the volume of leads required to meet growth targets. Sales acceleration tools integrated with social networking data can help sales teams prospect more efficiently and accurately.

- Top companies are **52%** more likely to generate leads from social channels[1]
- CRM integration with social media can increase revenue **163%**[9]

Analytics

Sales acceleration, continuous improvement, and ultimately sales success are not effective without data. In order to understand if a sales process is successful and how it might need to be changed, key metrics need to be tracked and measured for diagnostic and monitoring purposes.

- Top companies are **3x** more likely to have accurate sales metrics[1]

To learn how Velocify Pulse™ can help you gain a competitive edge by providing you with all the tools you need to accelerate every stage of your sales cycle, please visit: velocify.com/products/velocify-pulse-overview

Velocify pulse™

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