

Using Sales Intelligence TO WIN MORE DEALS



What is Sales Intelligence?

Sales intelligence is technologies, insights, analyses, and practices that provide salespeople with data (intelligence) so they can:

- ✓ stay up-to-date and informed on prospects, clients, competitors, and the industry;
- ✓ boost their productivity;
- ✓ get better at decision-making;
- ✓ improve sales process with better follow-ups and faster lead-to-close times;
- ✓ identify new and quality leads; and
- ✓ ultimately, win more deals.

Take note!

A comprehensive sales intelligence program has three main elements:

- 1 operational intelligence
- 2 diagnostic intelligence
- 3 interpretive sales intelligence

Your Sales Intelligence Should Be

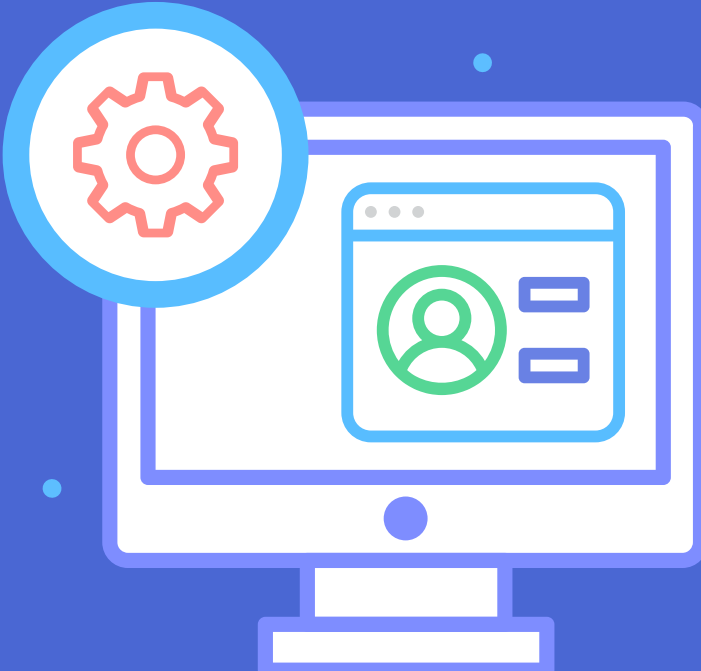
Available in real-time:

Businesses are dynamic and their needs can change quickly. Your sales intelligence should gather buying signals or intent as they come about. Social media posts are usually go-to sources because they're timely. So proactively follow clients, prospects, even competitors. If you can integrate these insights from social media feeds/networks into your sales engagement hub or CRM, even better.



Integrated into a platform:

Your sales engagement platform or CRM should “house” your sales intelligence and make it readily available to everyone in the sales team—anytime and anywhere. How? Read on.



Culled from different sources:

Sales data can come from many different sources. You can get them online (e.g. site visitors, lead magnets, etc.) and/or offline (e.g. brand activations, meetings, etc.). Make sure you are getting data from multiple sources and not just relying on one or two.

Your CRM and Sales Intelligence

Access to sales intelligence should be easy and efficient, and this is where your CRM comes into play. An intelligent CRM mines and/or captures data for sales intelligence. It then organizes them for context and accessibility and provides insight. It also has these functions or features:

Data Mining or Capturing:
List building, leads segmentation, and data enrichment/appending are just some examples of a CRM's data mining or capturing capabilities.

Insights:
Your CRM can present data the way you need it (through custom dashboards and reports). It also provides intelligent market forecasting. These capabilities help you better understand how your clients' businesses work.

Sales Reporting:
Custom sales reporting allows you to pick relevant dimensions and values from tons of data. You can also narrow down data from a report with filters and get more accurate data reporting.

Sales Forecasting:
It helps you establish a sales process and document it for data. It can also track leads and opportunities, monitor team and individual performances, and set workflows for targets. All these factors come into play when trying to do a sales forecast.



Pipeline Management:
Build and manage your pipelines for maximum efficiency. With pipeline management, you can:

- **Focus on best prospects:** Manage your leads better; qualify better. You can then prioritize efforts and resources on leads that will most likely convert into deals.
- **Check on pipeline health:** Is the team performance improving, plateauing, or worse, declining? You can check on the status of your pipeline anytime and work in solutions quickly.
- **Make projections:** Get insight on expected sales performance for the week, month, quarter, or year. This helps you make informed, strategic decisions.

Automation:
This is a magic word in the business of productivity. Use automation in customizing workflows, triggers, split-testing, and a host of daily tasks. Automation helps streamline processes and makes data collection more proficient.

Behavioral Analytics:
You can track potential and existing buyers' behavior through lead scoring, engagement analytics, response to campaigns, and more. Crucial to behavioral sales intelligence is Marketing's input. This is why strategic Sales and Marketing alignment is very important.

A Tool You Need for Sales Intelligence

A CRM like Lucrative is a must for sales intelligence. It stores and reports data in real-time. It also provides insight for lead qualifying, lead nurturing, improved sales processes, and better win rates.

