



EPISODE 11: SALES BEST PRACTICES IN THE NEW NORMAL

VIDEO TRANSCRIPT

- Welcome back to Going for Growth. We're here today with Justin Bean, North America, B2B sales lead, and Accenture Salesforce business group. And Maryann Patel, VP of product management at Salesforce, talking about sales best practices in a post-COVID world. In today's virtual sales world sales teams are adopting new tools to connect better with their customers and automate manual processes so they can focus on the areas that are really driving business. Justin, can sales leaders also extend the use of these technologies to improve sales performance as well?

- Yeah, Connie. I mean, absolutely, right? One thing I hear from every CRO is they all want to replicate their best salespeople. And while, you know, I personally think, you know, the art of sales is always going to be something that's gonna be really hard to replicate, there are parts of sales that are absolutely a science, right? I mean, doing your homework and preparing for your client meeting with good contact planning, taking notes, and sending out debrief emails after your meetings and really making sure you're following up with your customer just in a consistent way, right? And technology is now enabling a lot of these best practices, helping you actually manage those sales cadences. Automatically reminding you and creating tasks when maybe you haven't followed up in a few days and you need to. And even using email templates and automation to drive some of those followups on your behalf. But what I'm really excited about too is where AI is starting to play a bigger role in supporting sellers, helping them actually take those notes during the meeting and surfacing answers to questions in real time, using voice recognition software, maybe when a

rep doesn't have the answer off the top of their head. And they're also doing the homework for the seller, creating those customer 360s with some of the advanced insights that they can not only harvest from first-party data, but even looking at third-party data like LinkedIn. All of these capabilities are certainly gonna help improve sales performance. But I think this is just the start, because I see this area continuing to get more and more advanced. We're actively measuring those leading and lagging performance indicators that are now embedded throughout your sales process. And because we can use machine learning, we're gonna be able to continuously tune and adjust those sales best practices, like the frequency that you're using to follow up with your most important customers. We're recommending how you follow up. Should it be with texts, with email, with a phone call, even who follows up. Maybe it isn't right for the salesperson. Maybe it's better to have somebody from your technical product team, or maybe because we really understand that customer and some of their buyer preferences, or even some of their background, we can now look for someone who might have a much better fit and match them up to start to engage with that customer based on customer and seller affinity matching. I think as we look forward, right, we're gonna see technology continue to help improve and drive sales performance.

- I love it. Giving sales teams that way to perform and really deliver growth, that's also our vision. We want to create that number one growth platform for digital sales teams complete with everything you need really, no matter the size of your company. And so we've rethought how we build SalesCloud from the ground up. For sales



reps, it all begins with high velocity sales, right? We're bringing Einstein, productivity tools and winning sales processes all in one place. Einstein's helping reps identify leads, prioritize them in the work queue so they know where to get started. And sales cadences, and opportunities. That's the way an organization can really embed those best practices and make sure that reps are following through all the way through the full deal cycle to get them fastest on track to close. And really our deep integrations with things like zoom, Outlook, G Suite and LinkedIn, like you mentioned, and SMS, reps can then use all of those integrations to more deeply prepare for more impactful calls, engage more effectively, and frankly close the loop faster than ever before. But it's not just about reps. Don't worry. Managers also need that new playbook where market and team dynamics are changing. So we're really focused on real-time pipeline visibility and personalized coaching for every rep. And so we're excited that we have revenue intelligence built right into the growth platform. Sales leaders now have those actionable pipeline insights, simple consolidated views, really focused on the key KPIs that our customers tell us, or week over week changes or deal health signals, so they can focus on those deals that matter, locate real coaching moments and really accelerate development. And of course in this digital first world, customer data, that's the thing that really unlocks the competitive advantage. So we have people like CROs who are maybe tasked with increasing margins for how they can now visualize different types of customers. Maybe they want to look at the different traits of the features that are being prioritized or figure out how to prioritize things that are lower cost or guide teams to focus on higher value areas, or even find trends and patterns across their top performing reps. That's all made possible with Tableau CRM because it leverages AI and machine learning to really automate and enrich forecasting or any other process to give them rich, actionable insights.

- So much goodness. Automation and insights are clearly becoming fundamental ingredients to drive sales performance. We heard about how sales orgs can build best practices directly within their processes to help their reps sell smarter. And of course, we didn't forget about the sales leaders. They can also tap into actionable

insights to help their teams focus on the areas that are really gonna drive growth for their business.

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