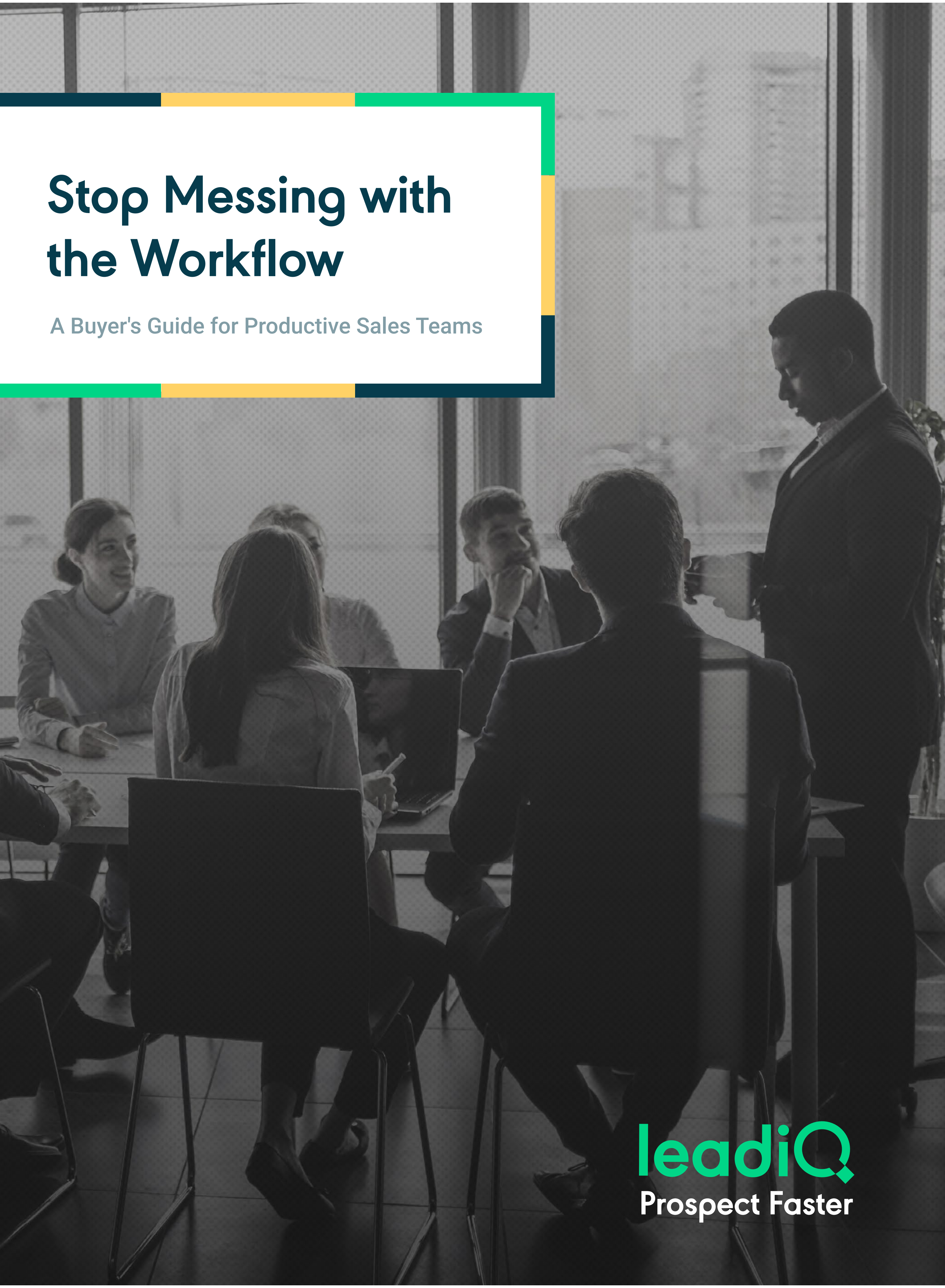
Stop Messing with the Workflow

A Buyer's Guide for Productive Sales Teams



leadiQ
Prospect Faster

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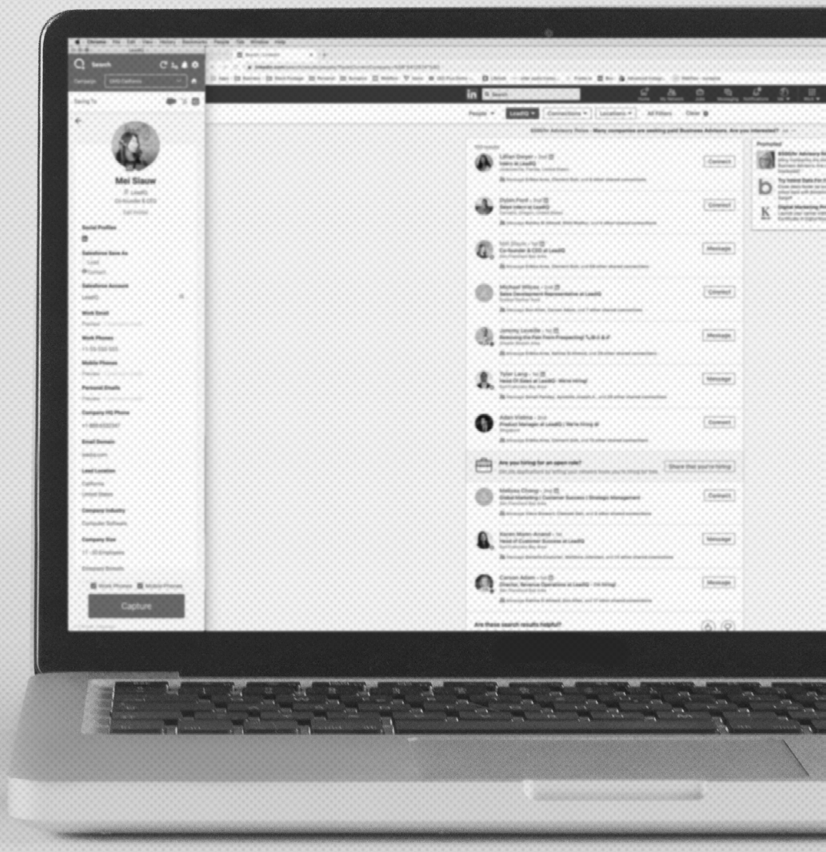
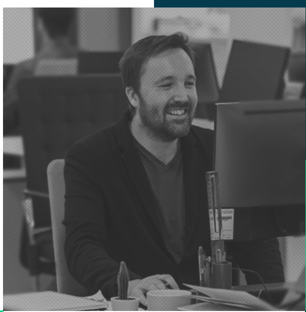


Intro

A salesperson's job is never done. Even if a salesperson closed the largest deal in your company's history last quarter—or even last week—hitting their quota early, it doesn't mean they can go home for the rest of the month.
Working in sales often evokes the adage:

"What have you done for me lately?"

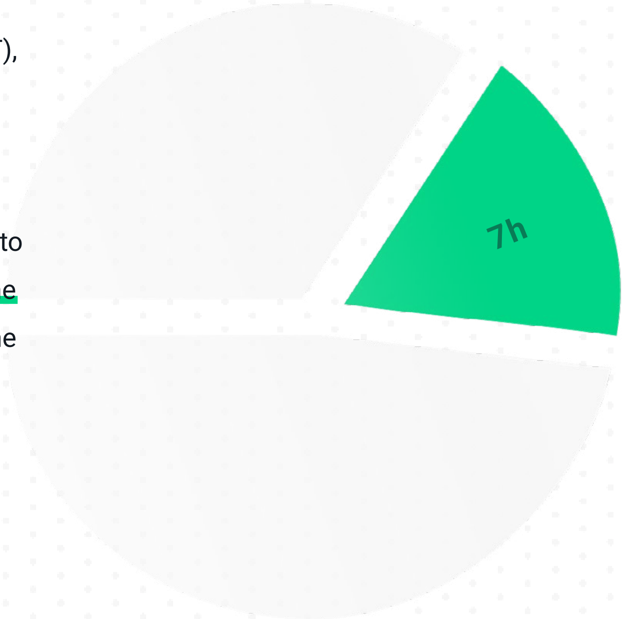
Organizations hire sales teams to push inbound leads through the funnel, while also developing new business by going outbound to prospective clients who aren't yet knocking on the door. The latter requires a certain number of "Nos" to reach one "Yes." But to help managers understand the messaging, as well as the number of dials, emails, and other touches it takes to get to that one "Yes," sales needs to capture more information than ever before. Every day entails prospecting accounts, finding new contacts, reaching out to accounts, and generating conversations, opportunities, and revenue all while logging every interaction and data point.



Key Benefits of Sales Optimization

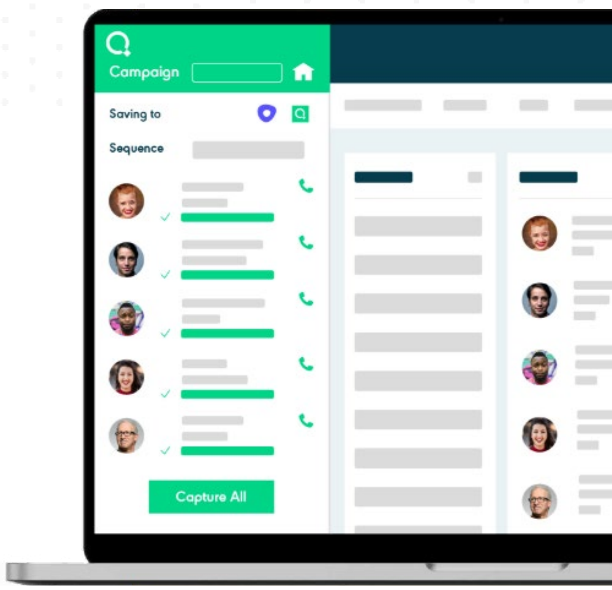
- **Capture more ICP prospects** within a shorter amount of time.
- **More revenue generating activities** completed per rep
- **Increased time for outreach personalization** driving higher response rates
- **Less wasted time** on CRM status updates

According to a 2017 study by InsideSales.com (XANT), only 37% of a sales representative's time is spent on revenue-generating activity; a further 18% is spent in their CRM. In other words, if your salesperson works 40 hours in one week, ~15 hours is spent attempting to bring in new business while at least seven hours of the week are spent updating your CRM. That's a lot of time spent doing non-revenue generating activities, especially for a person whose job focuses on generating revenue...



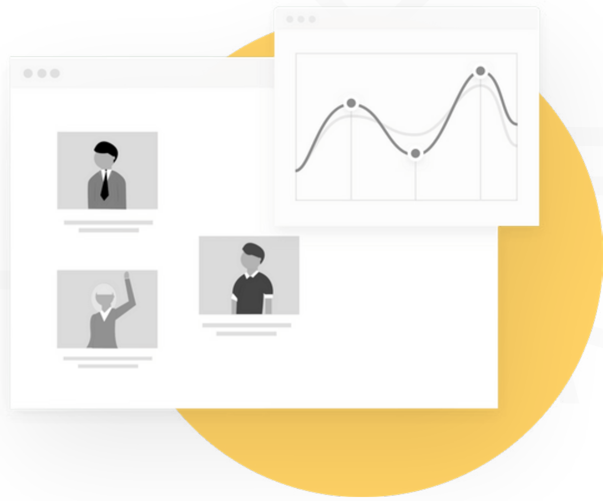
Imagine what a sales rep could accomplish with 10-20% of their day back to spend prospecting… Furthermore, imagine what your entire sales team could accomplish with 10-20% of their day back...

Reduce time wasted on non-revenue generating activities, by combining your data intelligence and capturing tools, removing friction points in prospecting, list building, personalizing touches, and sequencing. This process will, in turn, result in a higher quantity of high-quality revenue-generating activities: every day, with every sales representative. By enabling technology to work alongside your existing workflows as a natural extension of a current process, your team can get back valuable time—without having to access yet another portal or system.



Does Your Partner Practice What They Preach?

A tool that promises to improve a sales team's productivity and help optimize their workflow should do just that. Its ability to work within a prospecting flow should be easy to demonstrate and easy to follow. If they're available, trials or proof-of-concepts (POC) are a great way to try out a new platform. If you or your stakeholders find following the process difficult, or it seems incomplete, then conducting an in-depth evaluation with the assistance of third-party peer references (and possibly a structured RFP process) can help you to compare the tool directly with competitors in order to get on even ground.



Beware of tools that promise improvements to the sales process without proof before purchase. They may end up being "good enough," but are likely to also hold a missed opportunity for increased productivity in your team

Without LeadIQ

1 Chose an account

2 Open LinkedIn, and find contacts for that account

3 Select the first contact's profile

4 Bring up the extension / go to ZoomInfo web app

5 Double check the contact is not in SFDC

6 Push / manually add contact from Zoominfo to SFDC

7 Push contact to Outreach

8 Push contact to correct Outreach sequence

9 Return to step 3 and repeat the process

With LeadIQ

1 Chose an account

2 Open LinkedIn, and find contacts for that account

3 LeadIQ does all the rest, in one click

With LeadIQ your teams spend less time going between systems, and more time prospecting.

Integrations with other Tools in the Sales Tech Stack

If the goal is to optimize your sales team's workflow and enable them to do more with their time, integrations are critical. Assess what tools your team currently uses. Do they all work together? Are there errors that need to be addressed by your sales/marketing ops team? Any sales tool added to your stack should either work alongside your existing tools without conflict, or directly integrate with them seamlessly.

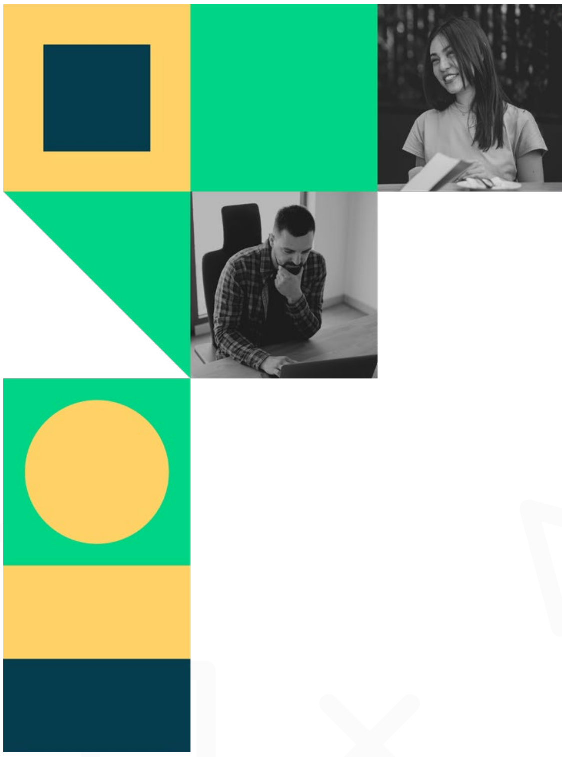
The most common integrations to boost sales productivity do so by connecting the CRM (Salesforce, Hubspot, etc.) to the Sales Engagement tools (SalesLoft, Outreach, etc.). But what about LinkedIn Sales Navigator (LISN) and your old school data provider? Think about how many steps your team currently takes to go between CRM, LISN, Sales Engagement platform and a data portal. Having a frictionless way to capture target buyer personas from LinkedIn and simultaneously connect that data to your CRM and Sales Engagement tools will save your team countless hours every week, which you as a leader can then reallocate to higher value revenue-generating activities.

39%

According to TOPO's 2019 Sales Development report, 39% of their respondents indicate that the use of tools that increase activity as a top factor contributes to sales development success.

Regulatory Compliance and Security

When working with anyone's data, your partners must be transparent with their security measures and compliant with new privacy regulations. Today, the three most common and talked about issues are: GDPR and CCPA, which are both centered on privacy, and SOC2, which is a security certification. General Data Protection Regulation (GDPR) deals with privacy obligations with EU Citizens; the California Consumer Privacy Act (CCPA) provides California residents with certain rights regarding their personal information. Service Organization Control 2 (SOC2) is an auditing procedure that ensures your partner is securely managing data.



As the public (including your prospective clients) become increasingly concerned about their privacy, you want your sales stack to adopt a proactive approach to the current climate and its regulations. Today's baseline requirements mandate that your sales stack can process opt-out requests and record deletions. Tomorrow may bring more stringent requirements on opting into communication or automatic deletion after a set period of time. As for protecting your organization and your prospect's information? SOC2 certification is a must-have for any organization concerned about digital security.

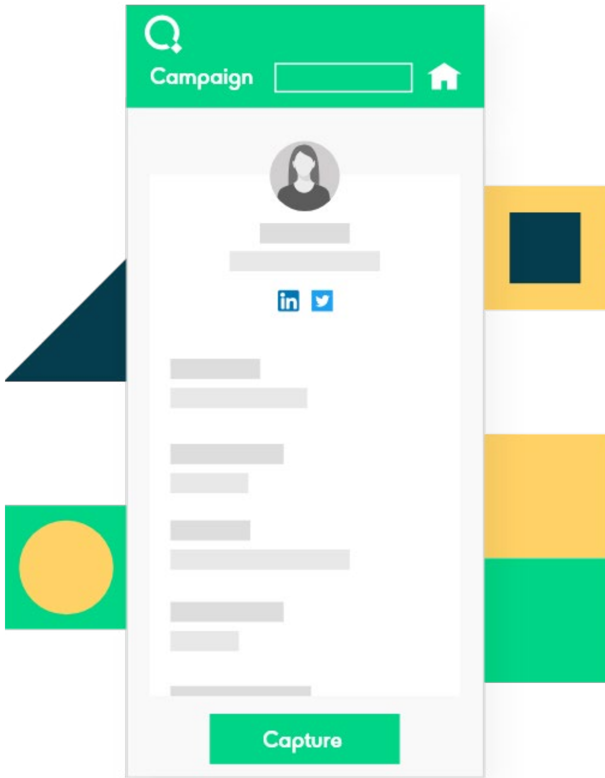
Reference

GDPR - The General Data Protection Regulation (GDPR) is an regulation that controls how companies and other organizations handle personal data for EU's citizens anywhere in the world.

CCPA - The California Consumer Privacy Act (CCPA) is a state-wide data privacy law that regulates how businesses all over the world are allowed to handle the personal information (PI) of California residents.

SOC 2 - The Service Organization Control Type II (SOC 2) is an auditing procedure that ensures your service providers securely manage your data to protect the interests of your organization and the privacy of its clients.

Scale and Adapt as Your Company Grows



When first starting out, an organization of 10-20 salespeople will be focused on prospecting potential customers with theories on market fit and pain points. But as organizations mature and sales teams become specialized and verticalized, individual sales teams' needs will differ. To reduce redundancy and time wasted on using a multitude of tools, a partner's platform should have applications that fit one or more of each team's needs. For example, you might ask yourself these questions about any platform you're considering integrating to your sales process:

- **Can it help your outbound team's prospect more efficiently?**
- **Can your account management teams use it to build out the hierarchy within your accounts more effectively?**

Comparing and contrasting the performance between two or more teams with different success metrics but similar pain points is a great way to determine if a platform is a good fit for your organization.

Hope is Not Lost

Sales today may seem complicated. With a new tool out there for every process, it's easy to forget your sales team needs to be focused on generating revenue, not generating data points. Remember: your sales tech stack should only disrupt friction points of prospecting, not cause more. See what happens when you **give back your sales team 10-20% of their day** by integrating a sales tool like LeadIQ.

LeadIQ helps make sales teams faster and more productive without sacrificing your CRMs data hygiene. Modern sellers are researching and discovering new prospects out on the web every day but only spend 1/4 time prospecting them. Used by over 20,000+ sales professionals, LeadIQ removes bottlenecks in the outbound selling process by automating the most tedious and repetitive tasks, saving the average rep 6 hours a week prospecting.

To learn more about how companies like Confluent, Mulesoft, TripActions, and WalkMe use LeadIQ, visit https://leadiq.com.

Speed, Conversion, Transparency

Insights for **Sales Leadership**

Dashboard and Attribution

The LeadIQ dashboard gives insight into the full end to end sales process from lead capture through closed won. Attribute outbound actions to specific sales personas and understand where your team can improve.

Workflow for **SDRs and AEs**

leadiQ Chrome Extension

Data Intelligence

Enriched data is sent to the LeadIQ back-end for processing. It is stored to your LeadIQ account and sent to your software integrations after a short delay.

Outreach / SalesLoft

Lead data is sent to the appropriate sequence or cadence. From there it can be pushed to Salesforce.

Salesforce

Lead data can be pushed to Salesforce directly from LeadIQ or only after it is pushed to your Outreach or SalesLoft instance.

Enrichment for **Operations**

Data Enrichment

Enrich LinkedIn data with LeadIQ database and third party partners. Automatic verification and duplicate analysis.

Legacy Data Portal

Account Data
Org Charts
Intent Data
Work & HQ Numbers

Manually checking for duplicates

Manually Pushing to SalesLoft or Outreach

Prospect while browsing LinkedIn or any other site. One button sends contact info to all your favorite sales tools.

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