

Top tips

# 5 ways to boost B2B sales team efficiency

Research suggests that, on average, **sales representatives spend only 8.8 hours of their week actually selling**. So, what does this mean for your organization? Simply put, your business may not be achieving the results it deserves.

We understand all revenue-seeking businesses need their created opportunities to convert into sales. A sales team is a fundamental component in driving revenue for a business. The value of a strong marketing presence is reduced by a sales team that cannot fully capitalize on the opportunities created.

**So, what can we do to improve this? Let's take a look...**



## 1. Understand B2B buying behaviors

Now more than ever, buyers are conducting more research to inform their purchases. With an increasing amount of content and **purchase options** available, the typical B2B buyer's journey has gradually begun to resemble B2C purchase paths.



## 2. Align your sales process with your buyer's journey

Consider utilizing **website analytic tools** to gain visibility on who is visiting your website, how many times they have visited, where they have been looking, and how long for. This will enable you to identify where a lead may be in your sales funnel — allowing your sales team to make contact at the perfect time.



## 3. Refine your sales enablement strategy

It's always worth considering if your sales team has all the right tools to enable their sales activity. **Organizations that utilize sales content analytics** are more effective in closing deals faster. Mid to large-size organizations can waste up to \$3 million annually due to the inefficient management of sales content.



## 4. Automate your sales administration processes

To streamline the process of obtaining sales-qualified leads (SQLs) and, to ultimately obtain higher quality data, investing in the best lead automation tools and CRM **integrations** will not only save your sales team time, but ensure they have a high number of excellent-quality leads to fuel their activity and generate more revenue for your organization.



## 5. Utilize website visitor automation

Many large organizations claim that poor data quality directly harms not only the quality of leads produced, but the overall productivity of their sales teams, too. Industry-leading website visitor automation technology, such as **Web Insights**, enables their users complete visibility on where your visitors have come from. This will allow you to see which of your communications are performed well — **enabling tailored communications** with your prospects as a result.

**Close more business than ever before, and drive business success with Web Insights. Real-time engagement; real-time success**

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