dealhub

How to Enable Your Remote Sales Team with CPQ & DealRoom

Guides for succesful
sales management

Overview

In today's ever-evolving business landscape, Sales Operations is expected to help their organization make data-driven decisions and find solutions to optimize sales processes. Sales Operations leaders are responsible for using the best methods and technology to build a structured workflow that will help sales reps succeed and drive the company's revenue and growth forward.

A challenge facing Sales Operations leaders today is building the capabilities of their remote sales teams.

The Future of Work in Sales

74%

of companies plan to permanently shift to more remote work after COVID-19

Source: Gallup

Working beyond the confines of a corporate office will be an ongoing trend in the coming years. A Gartner survey revealed that 74% of companies plan to permanently shift to more remote work after COVID-19. A separate May 2020 Gartner survey of CFOs found that once offices are re-opened, 26% of staff not working from their usual location will continue working virtually beyond the end of 2020.

52%

of managers whose companies allow employees to work from home will allow their employees to work remotely more often

Source: Gallup

According to Gallup, 55% of managers whose employees are allowed to work from home say that "once government restrictions are lifted and kids are back in school, the experience of COVID-19 will change their remote work policy." Of those that will be changing their policy, 52% say they will allow their employees to work remotely more often.

86%

of use emerging technologies to improve workforce productivity

Source: Dell

In preparation for the future of work, organizations are exploring more connected ways of working. A 2018 Dell study of 4,600 business leaders from companies with 250+ employees found that 86% plan to use emerging technologies to improve workforce productivity. These technologies enable remote sales reps to connect and collaborate with buyers and team members from any location. Creating relationships and authentic connections is easier since geographical barriers have all but disappeared.

Enabling Remote Sales Teams

As organizations prepare for the future of work, many are looking at expanding their remote sales teams. Sales organizations that have successfully adapted, support their teams in the following ways:

- Their sales teams are enabled with the technology and processes to work from anywhere.
- They are customer-focused and their operations are digitally transforming to support the shifts in buyer behavior.
- They use horizontally connected sales tools that support the buyer's journey and enable them to respond quickly to buyers and increase time-to-revenue.

7 Pillars of Building a Remote Sales Team

When building a remote sales team, core building blocks need to be established. Here are 7 pillars upon which to build an effective remote sales team:

01 Sales Process SLA

02 Effective Guided Selling

03 Sales Content and Resources

04 Deal Collaboration

05 Buyer Engagement Tracking and Insights

06 Overcome the Challenges of Legacy Sales Stacks

07 Use a Deal Acceleration Platform to Unify Sales

01 Sales Process SLA

In the digital age of the Experience Economy, the way that we make a buyer feel at every step in the customer journey is more important than before. In fact, B2B can learn from the customer experience of B2C brands like Amazon. They lead the way in personalization and remember all of your buyer preferences and interests so they can provide relevant recommendations.

Your buyers are purchasing from multiple vendors across multiple product categories at one time. You are competing against product competitors as well as 'experience competitors'.

These 4 sales process best practices should be practiced by every member of your sales team:

1.1 Fast Response Times

In Inbound Marketing it has been established that an SDR needs to respond to an inbound lead in less than 5 minutes to give your sales organization the best chance at progression. As this image shows, 50% of buyers choose the vendor that responds first. Responsiveness should be ensured at every stage of the sales cycle, all the way to close. Your win rates depend on this.

Sales Responsivenes

Buyers choose the vendor that responds first

50%
50% of buyers choose the vendor that responds first

61Hrs.
Industry average response time is 61 hours

21x
Lead Response time in under 5-min has a X21 progression rate

47%
47% of businesses don't respond at all

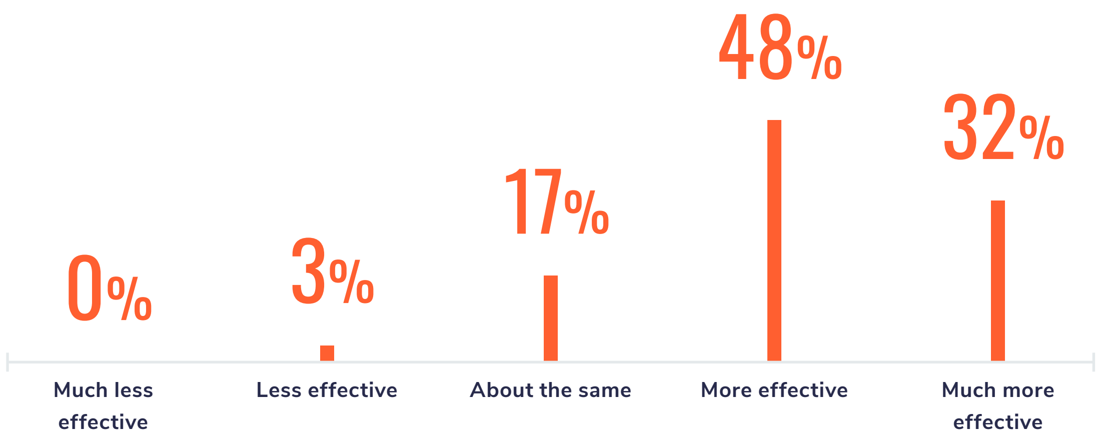
Source: InsideSales

01. Sales Process SLA

1.2 Personalization

A study by Demand Metric found that 48% of B2B sellers who incorporated personalization in their account-based marketing strategy rate their marketing as more effective.

Effectiveness of Personalized vs. "Unpersonalized" Content



Marketing sets the precedent for delivering personalized content, and the sales team is expected to continue this level of personalization throughout the buyer journey. To be most effective, you must have a scalable method for guiding reps in segmenting their content for their specific buyer use-case and vertical.

01. Sales Process SLA

1.3 On Brand

LinkedIn Marketing Solutions reports that a company that invests only in acquisition will achieve a marketing conversion rate of 0.2%. A company that invests in brand and acquisition will achieve a marketing conversion rate of 1.2%.

We know that current B2B buyers fall into three generational archetypes: Millennials, Generation X, and Baby Boomers. While each of them is motivated by different drivers, the common ground is that they expect a consistent experience when buying from your sales team.

Generation Y (millennial)

01 **Context**
globalization and economic stability

02 **Behavior**
globalist questioning self-oriented

03 **Consumption**
experience and pioneer

(1980-94) Currently 26-40 years old

- Easy to access across devices
- Tells a connected and compelling content story & that answers questions
- Engaging multimedia experience (video, infographic, decks etc)

Generation X

01 **Context**
capitalism and meritocracy

02 **Behavior**
materialistic Competitive individualistic

03 **Consumption**
status and brand

(1960-79) Currently 41-55 years old

- Impressive unified brand
- Shows how you are better than your competitors
- Includes the essential pricing and contract needed to make a buyer decision

01. Sales Process SLA

Generation B (BabyBoomers)

01 **Context**
postwar

02 **Behavior**
idealism Revolutionary Collectivist

03 **Consumption**
ideology

(1940-59) Currently 56-76 years old

- Highly responsive
- Complete educative content story
- Easily enables buyer collaboration within the stakeholder team

In a cluttered world of Buyers and Sellers These are the top Influences on B2B decision making

Communication Ease & Responsiveness	Content Relevance	Price	Brand Image
36%	25%	27%	12%

The best way to control Brand experience is to create a sales proposal process that is guided, controlled, and measurable. Research by Niklas Persson on people's willingness to pay more if they have a strong brand experience shows that the more familiar and consistent the brand touchpoints are the more someone is willing to pay.

01. Sales Process SLA

1.4 Include a Complete Sales Proposal

Companies typically send out a new email for each and every sales stage in the funnel to update the buyer with the necessary sales collateral to move forward. In some cases, if there has been a lag in email frequency, or the email is unclear, the buyer will respond back with parallel breakout threads. Then the onus is on the buyer to consolidate that story into one document that can be shared with the stakeholder committee which consists typically of 5 to 7 people.

Compare that to the 'new way' of sending a sales proposal, where every asset from qualification stage to close is included in one personalized **DealRoom** which includes Configured Price Quotation, Contract Redlining, Personalized Sales Content, Terms and Conditions, Forms, and e-Signature. When you are competing on buyer experience this is a compelling differentiation between you and your competition.

02 Effective Guided Selling

To ensure that you quickly ramp up all of your sales team and new hires, you need a Guided Selling Playbook embedded within your CRM to standardize your sales process and make success repeatable.

Essentially this guides each salesperson through a series of qualification questions with conditional answers. For example:

01 Are you selling in multiple geographies?

02 What is the size of your company?

03 How many years would you like to subscribe for?

The **advantage of guided selling** as a method of effective sales enablement is achieving faster time to market, and reducing all of the associated costs of continuous training. The secondary benefit of guided selling is the sales automation doing the repetitive tasks for the sales executive, which reduces the administrative burden and returns focus to the sales relationship.

Guided Selling

Define a master playbook within your CRM Opportunity Stage 〉 Select content assets to be used in matser playbook 〉 Add guided question process and rules to playbook 〉 Segment sales guidance for different user groups/ roles 〉 Select approval workflow 〉 Preview, Publish, Send 〉 Optimize guided sell process based on AI insights

Quote ⟷ **To Close**

03 Sales Content & Resources

The sales content included in your sales proposal should achieve two primary goals:

01 **Give your buyer a consistent and complete narrative as to why your solution is the best fit for their needs.**

02 **Enable your buyer to share your value proposition in context with their stakeholder committee, who may have very limited context as to what is different or better about your offering. This may be the best time to include a customer testimonial, and reaffirm that other companies with a very similar use-case have already bought from you and thrived as a customer.**

If your company is featured on leader Grids like Gartner or G2 Crowd, you can also position that achievement in your sales proposal as a benchmark. As Marc Benioff once said, “eventually great features will be copied and the only thing that can truly differentiate you is ‘trust.’”

04 Deal Collaboration

When you create sales proposals it requires the input of multiple business stakeholders.

- **Marketing curates the content**
- **Sales Operations manages both the connectivity between multiple pieces of technology and the process**
- **Sales approves the margins, contract, and overall proposal document**
- **Finance approves the margins**
- **Legal approves the contract redlining and the terms of commitment**

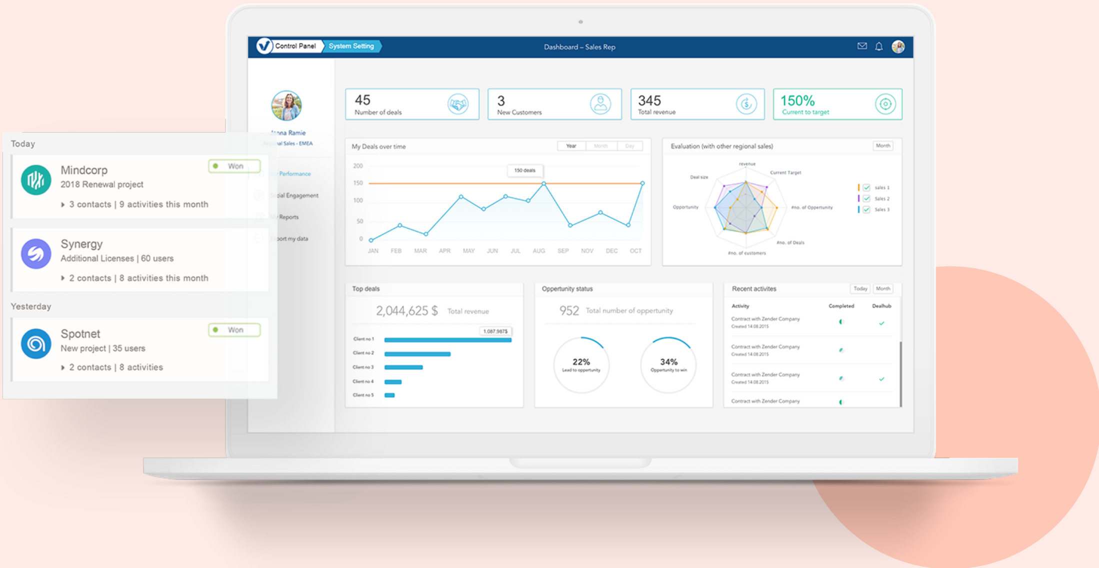
The most efficient way to gain workflow approvals quickly is to segment the permissions from each area of business outside of sales so that they only receive the information that is subject to their approval.

Marketing	Operations	Sales	Finance	Legal

05 Buyer Engagement

If you have used sales engagement software then you know that it is possible to track email open rates, etc. This is not the same as Buyer Engagement tracking for the deal closing process. The type of Buyer Engagement that we are referring to here is more sophisticated than the ability to track email engagement. It is the ability to track the engagement of hidden stakeholders in the buyer committee and get real-time alerts when a sales proposal is actively moving forward.

As soon as the sales proposal is e-signed this will automatically update the sales opportunity in your CRM to reflect the new closed/won status. Marketers use Buyer Intent as a means to lead generation. It stands to reason that sales professionals equally need to track buyer-intent signals for opportunities so that they can forecast with confidence – a confidence that is rooted in real-time engagement to close.



If you were delivering a proposal in field sales you would read the body language of the buyer. In the digital economy, you are able to read the digital body language of each buyer by using real-time alerts to gauge their engagement.

06 Overcome the Challenges of Legacy Sales Stacks

If you have inherited a legacy sales stack that has multiple sales tools, you are probably duplicating your spend on tools that overlap. And, not every tool is designed to work with your remote sales workflow.

Your sales software should streamline what you already do. It should enable your remote sales team to work in one fluid motion from opportunity to close. A horizontally-connected sales stack eliminates multiple back and forth emails, time-consuming administrative tasks, toggling between disparate sales software, tracking each part of the buyer's journey separately, and relying on gut instinct to determine buyer engagement.

Sales teams that work from within one guided selling process, straight out of their CRM, using unified sales tools, with all insights and data visible across their sales platform, see increased efficiency, productivity, and close rates.

We analyzed our software industry customers' performance during COVID-19 2020, measuring sales cycle duration from quote to close. We compared the use of Configure Price Quote (CPQ) inside our DealRoom sales proposal software vs. the use of Word/PDF to generate price quotes. We determined that CPQ software is outperforming PDF/Word formats for quote generation in two key areas:

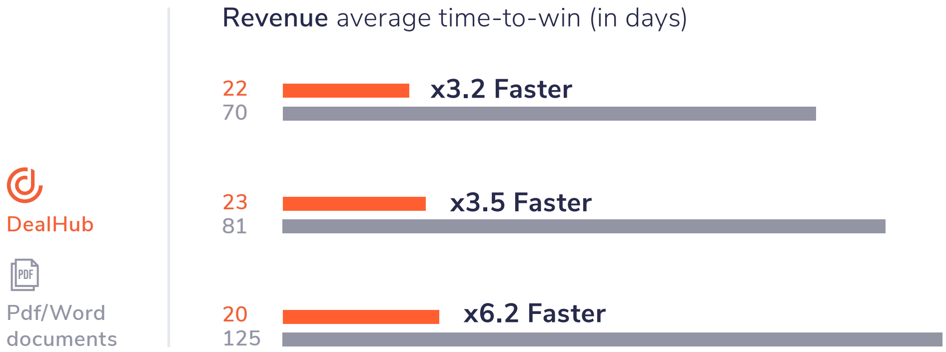
01 Sales cycle duration (time-to-revenue)

02 Time spent in creation (operational efficiency)

06. Overcome the Challenges of Legacy Sales Stacks

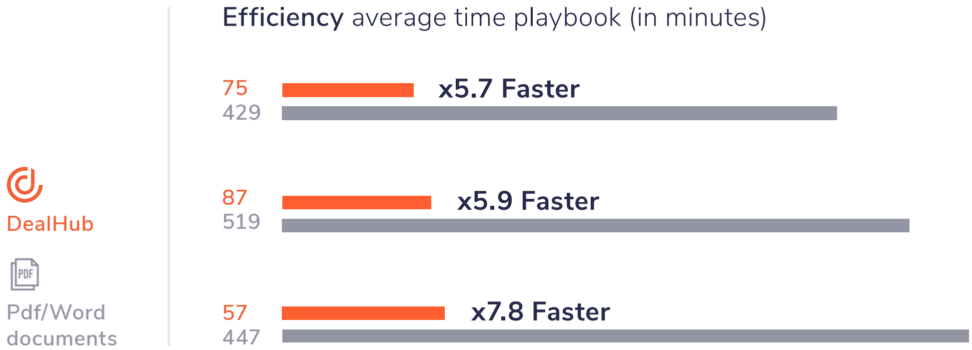
01 Average Sales Cycle Duration Results

DealRoom **reduces the sales cycle duration by an average of 3.5X faster** compared to PDF/Word documents.



02 Average time spent creating a quote

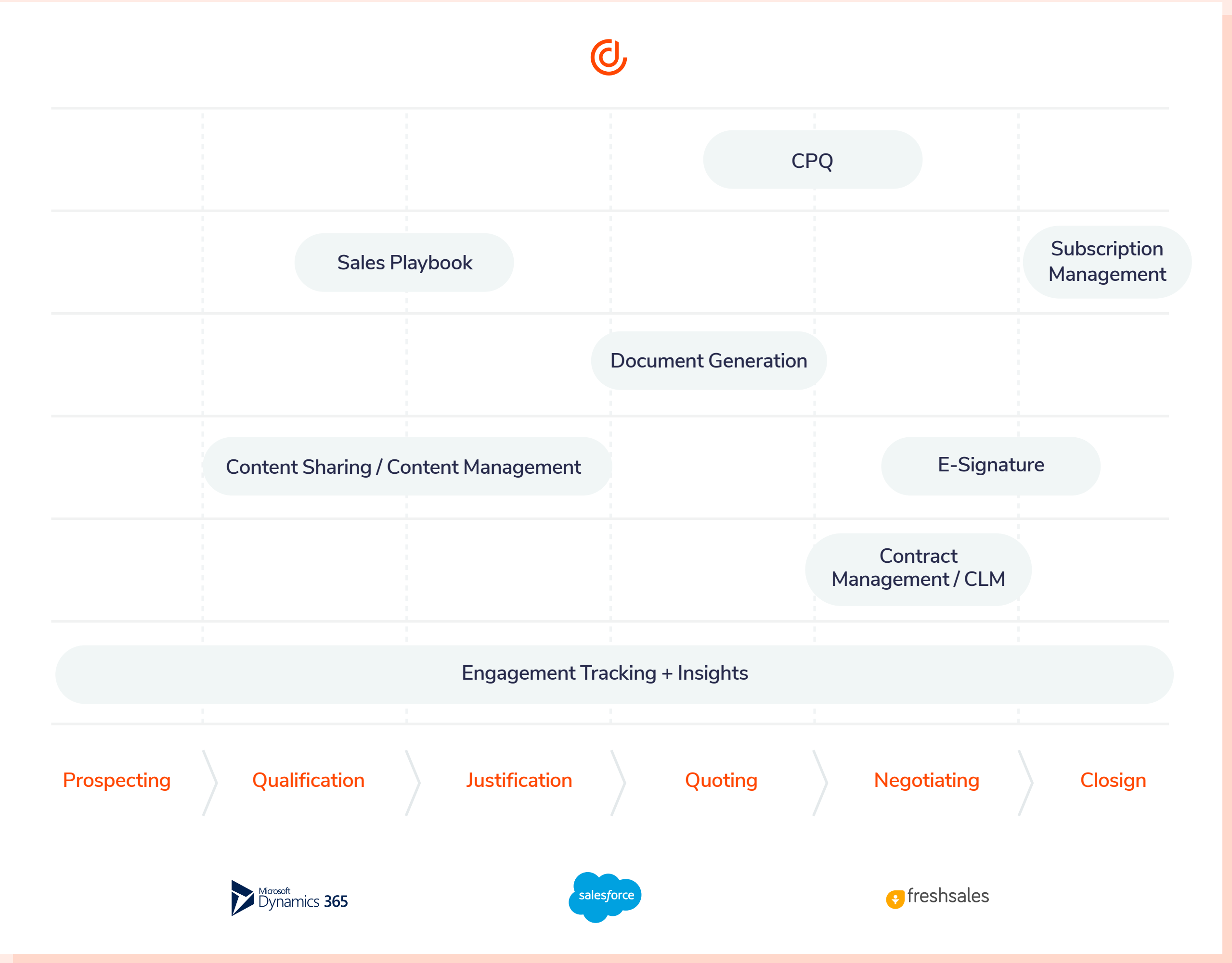
We also determined that it takes **significantly less time per person to create, manage, and execute a price quote** inside DealRoom compared to quoting with a PDF/Word document.



Consider the superior performance of sales teams that use CPQ compared to those that do not use CPQ.

07 Use DealHub CPQ + DealRoom to Unify Your Remote Sales Team

The foundation of DealHub's Deal Acceleration Platform is the combination of our CPQ solution for quote generation + our unique DealRoom proposal software for content sharing. Bringing these two solutions together creates a horizontally-connected sales stack. Remote sales teams use one platform for all sales touchpoints. All data syncs to your CRM. The entire team, regardless of location, works from one source of truth on deals.



07. Use DealHub CPQ + DealRoom to Unify Your Remote Sales Team

Use this checklist to determine whether it's the right time to invest in CPQ + DealRoom, the most innovative platform to enable your remote sales team. Here are 10 reasons why now is the right time to prepare your sales team for the future of work:

- **Consolidate sales stack spend by retiring unnecessary legacy tools**
- **Reduce sales rep administration**
- **Reduce sales cycle duration**
- **Control unnecessary additional margin discounts**
- **Improve win rates**
- **Improve buyer experience**
- **Control your brand identity**
- **Synchronize all documents and quotes into your CRM**
- **Differentiate yourself in a competitive market**
- **Leverage buyer intent signals to improve forecasting**

Schedule a personalized demo to see for yourself how DealHub CPQ + DealRoom can enable your remote sales team to work efficiently, increase productivity and win more deals.

Visit DealHub.io

Schedule a Demo