

5 best practices for Sales Operations success



1 Define a mission statement

Keep your sales team focused with a clear and concise sales operations mission statement that supports your departmental and corporate goals.

2 Identify KPIs and sales metrics

Measure your success based on key sales metrics, including percent to revenue, sales velocity, total revenue, year-to-year growth, cost of selling/revenue, LTV, and NPS.



3 Champion the right technology

Evaluate your existing sales stack and map the additional functionalities your team needs to improve sales efficiency. Avoid siloed solutions by choosing software that consolidates multiple functionalities. Make sure it provides excellent support and will scale as your business grows.

4 Collaborate with other departments

Align sales data with marketing, finance, and legal for a more accurate account of leads and deal forecasting.



5 Invest in future growth

AI has the potential to add \$13 trillion to the global economy. Early adoption of automation and AI will help your sales operations increase revenue.

