

How to Solve 2021's Top Sales Enablement Challenges



The top challenges

that are restricting revenue growth in 2021

1

TIME MANAGEMENT

77% of reps struggle to find enough time to complete everything they need to during the day

2

LEAD PRIORITIZATION

75% of reps struggle with knowing who to reach out to and how

3

GLEANING INSIGHT FROM DATA

72% struggle to extract meaning from the massive volume of sales data they are surrounded with

4

FINDING THE INFORMATION NEEDED FOR SALES CONVERSATIONS

64% struggle to know how to access the right information in context

5

STAYING PRODUCTIVE REMOTELY

48% of reps struggle with being productive in remote environments

Time Management



Dan Pink
Sales Enablement
Podcast with Andy
Paul (Ep 695)

“The way to better time management is to recognize that **timing is not an art. It's a science.**”

And unfortunately, whether we're salespeople, sales managers, whatever our profession is, we tend to make our timing decisions based on intuition and guesswork or really, in most cases really by default. That's the wrong way to do it.”

It is no surprise that time management will be the top struggle for sellers in 2021 - distractions for sellers continue to grow, and with the proliferation of the “sales stack” filled with tools and products that demand rep attention, finding time to focus on customers is harder than ever before.

The challenges of time management are best thought of as a series of questions

that must be answered by any given salesperson, whether an Account Executive (AE) or Sales Development Rep (SDR). These include: When I sit down to do my work, where do I start? Is this the right action to take? How long should I spend on each sales conversation, or how much time should I spend composing emails?

Solving Reps' Top Time-Wasters

PROBLEM

SOLUTION

42%

spend too much time discovering prospects' needs

Conversation Intelligence can automatically surface calls that are too long, so managers can coach reps on how to reduce the discovery portions of calls and keep deals moving forward.

41%

of reps waste too much time creating follow-up tasks

Automate task creation directly within reps' workflow.

41%

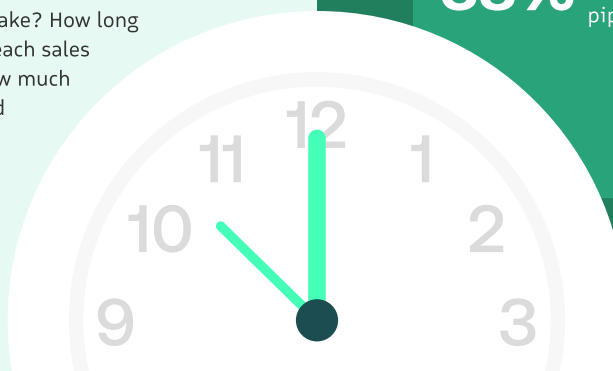
of reps spend too much time researching competitors' activities

Use AI-powered voice recognition to provide reps with competitive intelligence the moment that a prospect mentions a key competitor.

38%

of reps spend too much time reviewing pipeline

Provide reps with next best actions that help them know exactly what to do, without spending time reviewing pipeline.



Lead Prioritization



**Leanne
Hoagland-Smith**
Sales Enablement
Podcast with Andy
Paul (Ep 7)

“Sometimes it's the smaller things that create the greater value, however, you can't find out what those smaller things are until you sit down and prioritize what needs to be done.”

Following closely on the heels of time management is the challenge of lead prioritization. While sales software has become far more effective at automating large percentages of the work it takes to cultivate and develop leads into opportunities, which leads to reach out to and when to reach out remains a massive challenge for three quarters of salespeople.

Sales data hygiene can be a big factor in this challenge - often reps are confronted with a CRM filled with old or duplicated data and have little clarity on where to start their day or what leads are a poor use of time.

Sales reps commonly spend their time prioritizing whatever leads seem the most opportunistic, but in many cases this is at odds with the strategic direction set by the sales leadership.



OUTBOUND ACCOUNT PRIORITIZATION

- More companies moving to an ABM/ABS model it's important for reps to prioritize accounts.
- Gartner predicts that more than half of companies will be adopting guided selling solutions over the next few years. With Guided Selling, intent data can be used to help reps take the right actions against the right accounts. Accounts can be prioritized by 3rd party intent data and firmographics.



INBOUND ACCOUNT PRIORITIZATION

- Leads can be prioritized by a number of factors including engagement with emails, content engagement, form submissions and more.
- Engagement data can be combined with account data to ensure that reps are always taking the action most likely to result in won revenue.

Transforming Data Into Insight



Andy Paul
Sales Enablement
Podcast with Andy
Paul (Ep 649)

“Sales teams are unprepared to use the vast amounts of data that's generated in the current selling environment.”

Data lives everywhere in an organization, especially data that is relevant to customer needs & challenges. In the current state, many organizations struggle to put this data together in a meaningful way that is immediately actionable for any revenue team, whether that be CS, marketing, or sales.

Transforming Insights Into Action

Extracting meaning from sales data is just the first step. The holy grail is to make sales data actionable in real time. Use your sales data to drive next best actions - automatically capture and transform your Salesforce data into a list of prioritized data that reps can action.

Additionally, you can leverage AI to influence sales conversations in real time. Salesforce recently reported that

top performers are 2.8x more likely to use AI. YODA AI by ringDNA offers real-time recommendations about what to say in response to specific buyer concerns or questions. YODA can also make recommendations based on what has not yet been said in conversations. YODA is like having a coach in your ear at all times.

Three Pillars of Sales Data Insight

CAPTURE SALES DATA AUTOMATICALLY IN A STANDARDIZED FORMAT

Not only do reps dislike entering data in Salesforce, they are also prone to human error. Data should therefore be captured automatically whenever possible. Data that can be automatically logged includes activity data, tasks, call recordings, call dispositions and outcomes and more.

1

AUTOMATICALLY TRANSFORM DATA INTO INSIGHT WITH SMART DASHBOARDS

It is critical to populate data in meaningful dashboards that make it easy to see what's working and what isn't.

2

ADD CONVERSATION DATA

AI-powered conversation intelligence can extract insights from call recordings and reveal:

- When reps are botching calls
- Talking points that are working
- How reps deal with competitors
- Conversation etiquette, and more

3

Maximize Remote Productivity



Ben Cohen

[Sales Enablement Podcast with Andy Paul \(Ep 779\)](#)

“The biggest transition now is that we're not sitting next to each other and learning from each other.

Internal collaboration is the most difficult remote transition but also has really had the **greatest benefit long-term** because we have become and are becoming better at internal collaboration.”

In 2020, Covid-19 completely changed the sales profession – some say for good. Unfortunately that presented a new suite of challenges for salespeople, but that

doesn't mean these challenges can't be addressed with the intelligent application of technology.



REMOTE CALL CENTER TOOLS

Teams can easily deploy software that reps can use via a laptop at home:

- Computer Telephony Integration or CTI
- Softphones
- Sales dialers
- Call listening tools
- Call recording tools



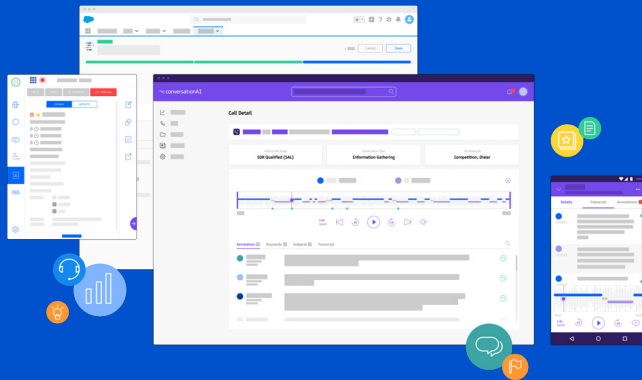
CONVERSATION INTELLIGENCE & REMOTE WORK

While reps can no longer learn from each other on the sales floor, conversation intelligence recreates the virtual sales floor. Conversation intelligence can generate key value for sales teams, including:

- Helping managers focus on most important calls
- Knowing when reps are botching calls automatically
- Creating best practice libraries to help reps share tribal sales knowledge (i.e. simulate the sales floor)

Grow revenue faster: Transform your sales team into a high-performing revenue engine

Expertise learned from billions of sales interactions



ringDNA delivers AI-powered guidance, insights and tools for sellers, managers and revenue leaders.



Productivity

Eliminate busywork and increase engagement with your most qualified buyers.



Performance

Unlock greatness with in-the-moment guidance based on real-time buyer behavior and best practices learned from billions of sales interactions.

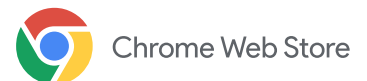


Insights

Keep your team on the shortest path to revenue with curated performance insights that scale coaching, management and strategic planning.

Top-rated platform by Salesforce AppExchange, Google Chrome Web Store and G2

Trusted by the world's best sales teams



Discover new ringDNA solutions that elevate your entire team



The #1 solution for Salesforce customers



Conversation intelligence

Scale your sales management

- Discover talking points & techniques that win more deals
- Surface coachable moments across calls
- Build best practice call libraries for training



AI-powered call coaching

Real-time next best actions

- Improve real-time call and video performance
- Decrease time needed to train new reps
- Ensure compliant call conversations



Guided selling

Improve productivity and drive revenue

- Remove sales guesswork
- Know who to contact, how to contact them and what to say
- Keep reps on shortest path to revenue



Intelligent dialing

More productivity & call context

- 300% more productivity on inbound & outbound dials
- Automate local area code dialing, scheduling, voicemail drop, analytics, & more



Inbound call tracking

More revenue from inbound calls

- Discover which marketing efforts drive revenue from inbound calls
- Convert more inbound callers into customers
- Works with Google Ads and any online or offline source