



PROCESS AUTOMATION FOR SALES

In the world of sales, there is always a constant pressure to sell more and the only way to do that is to work more efficiently and effectively. Administrative tasks are quite consuming for sales to keep CRMs up to date, report on sales numbers while nurturing existing clients and connecting with converted leads. By removing the administrative tasks from their plate, we immediately allow sales professionals to focus on higher-value activities, and let's be honest, sales professionals thrive off a fast-paced environment and are driven by money. So, let's give sales professionals the opportunity to get what they signed up for.

According to McKinsey & Company in Sales Automation: The key to boosting revenue and reducing costs, it is estimated that one third of sales related tasks are able to be automated.

Hello? Why wouldn't an organization hop on that technology to give us a competitive advantage over our lagging peers.

WHAT TASKS CAN PROCESS AUTOMATION SOLVE FOR SALES?

A lot. Your sales team can automate a lot.

- Lead generation, filtering and qualification
- Sales forecasting, reporting and analytics
- Keeping the CRM maintained on a regular basis (how tedious is this alone?)
- New client onboarding
- RFP monitoring (if that's up your alley)
- Sales performance management
- Custom deal monitoring
- Monthly or quarterly follow ups/health checks with clients
- Ordering processing and fulfillment
- Sales proposal development

EXPLORE THE BENEFITS OF AUTOMATING SALES PROCESSES.

- Faster customer support
- Quicker turnarounds on proposals and quotes
- On demand insights into sales performance, opportunities and challenges
- Increased up sell and cross sell opportunities with sales insights
- Increased efficiency and productivity leading to more joy at work (and not losing your sales team!)
- Better onboarding experience
- Keep a sales pipeline full
- Nothing falls through the cracks
- Boost your revenue to new levels

If you asked your sales team to remove even 30% of their manual tasks in a week, we bet they would respond with a sigh of relief and then get pretty excited about the opportunities in front of them.

By adding some bots to the back-end of things, they can connect and engage with more people and deliver an exceptional sales experience with a human touch – while the bot act as their digital team to get out there and keep hustling (hustle in the good way).

