

The Ultimate Guide to B2B Sales Team Efficiency

On average sales reps only spend 22% of their time actually selling. How can you improve efficiency in your team to drive revenue?

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“The key is not to prioritize what’s on your schedule, but to schedule your priorities”

Stephen Covey – Educator, author, businessman.

The B2B Sales Landscape

As the B2B landscape has shifted throughout the years, there are now many competing tasks for a sales representative that distract from revenue-generating activities. Research suggests that, on average, **sales representatives spend only 8.8 hours of their week actually selling.**

In a profession filled with time-consuming administrative tasks, it is no surprise that quota attainment numbers across the sales sector have declined over the past decade. For enterprise organizations, we understand that – when operating on a high level – every moment that can generate new business is crucial.

So, what does this mean for your organization?

Simply put, your business may not be achieving the results it deserves. In the B2B landscape, we know that 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 – creating excellent **sales-qualified leads (SQLs)** – is dampened by a sales team that cannot fully capitalize on the opportunities created.



Why sales team efficiency matters

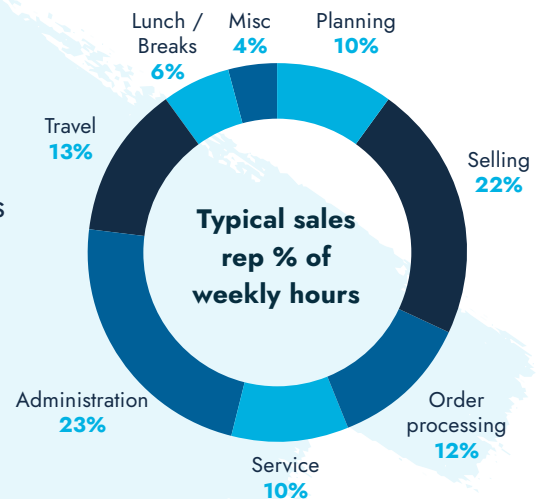
Sales productivity is the biggest challenge for 65% of B2B organizations.*

A well-organized and **efficient sales team** is crucial in delivering results for your business, and a large amount of responsibility falls onto their shoulders. In a B2B buyer’s journey, the voice of a sales representative encompasses the collective identity of your organization – becoming a prominent point of contact for communications between businesses.

Largely, sales representatives need to focus their efforts on prioritizing crucial tasks, such as identifying the ideal prospects; determining their needs and adapting their sales strategy, and, most importantly, closing deals. If a sales team cannot manage and undertake these tasks efficiently, they are being held back from generating better ROI. Therefore, understanding how your sales team is spending their time will allow you to identify how they can be more efficient.

* According to [Clarity International](#)

Forbes states that 62% of a sales representative’s time is spent in sales technology, yet only 22% of representatives follow a time management structure.



Adapted from getmoredone.com/how-do-sales-reps-spend-their-time



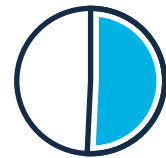
Catering to changing buyer behaviors

60% of B2B buyers want to connect with sales during the consideration stage – after they researched and evaluated the options on the market.*

As part of your sales enablement strategy, it is important for your team to understand and utilize all the tools at their disposal. Consistently reflecting on your buyer’s journey and adapting your sales approach accordingly can be a great way to capture leads at the right time.

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.

* According to [Hubspot](#)



Even before the pandemic took hold, **51%** of sales and marketing professionals claim that their buyers are conducting more research over the past 18 months than previously.**

** According to [Kuno Creative](#)



Catering to changing buyer behaviors (continued)

Therefore, aligning sales processes with your buyer's journey could yield better results from SQLs if your sales team acts at the right time. To facilitate this, 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.

However, for a sales team to be efficient in this, they have to first be proficient with your current sales strategy. To facilitate a sales team that is confident in what they are selling, they'll need quality content that they can rely on. Ensuring that your sales and marketing teams are aligned with content generation will ensure this.

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.*

* According to [Seismic](#)



Refine your Sales Enablement Strategy and Introduce Automation

G2 claims that organizations utilizing effective sales enablement strategies see an increase in sales by up to 20%.

It's always worth considering if your sales team has all the right tools to enable their sales activity. 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.

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.



Most sales representatives spend the equivalent of 50 full days away from core selling activities annually.*

* According to [Seismic](#)

Industry-leading website visitor automation technology, such as Web Insights, enables their users complete visibility on:

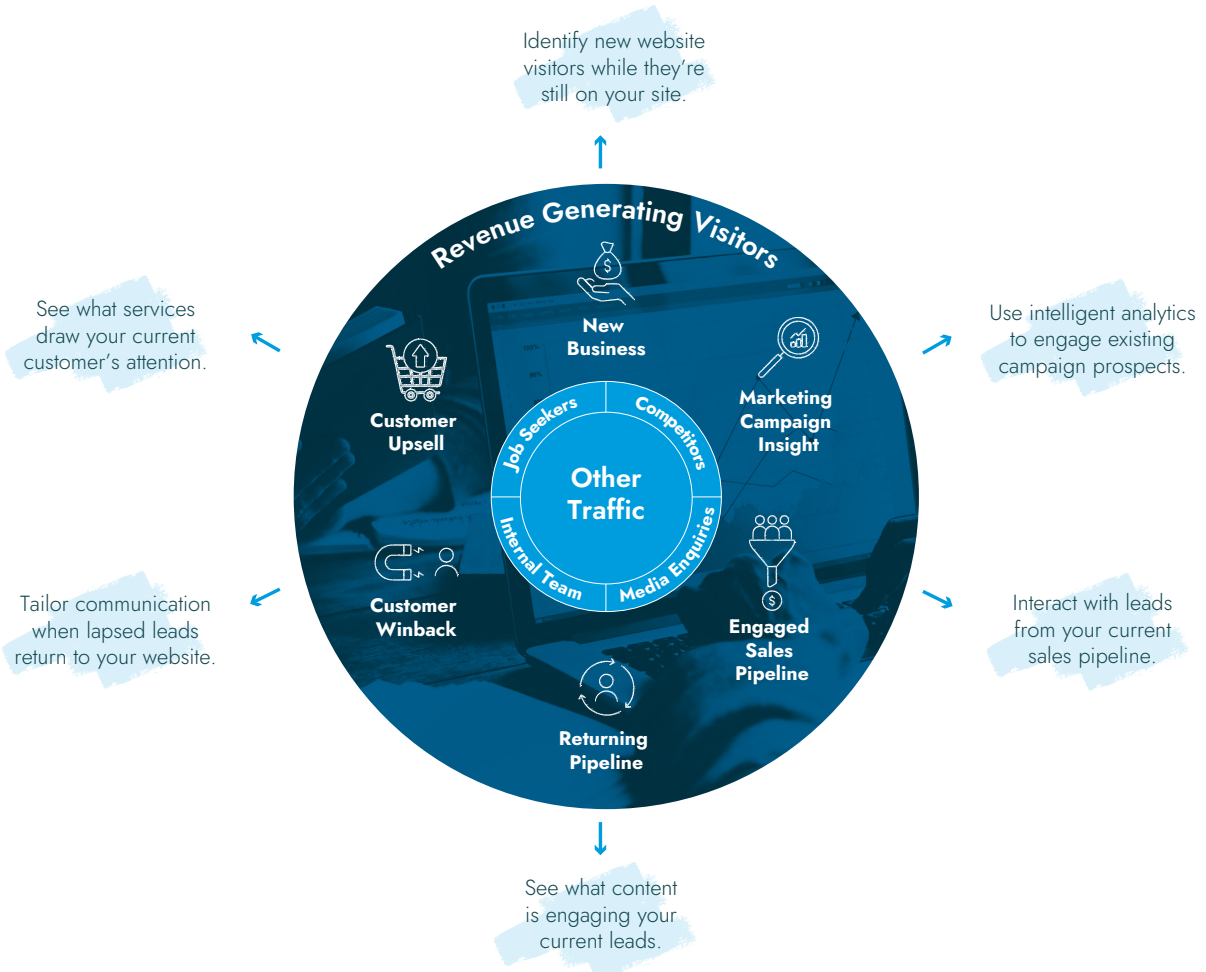
- The businesses visiting their site – providing contact information of the key stakeholders to facilitate SQLs.
- Which pages they have viewed – indicating their progress in your buyer's journey or by the stage in your sales funnel.
- Where they have come from – enabling you to identify the high-performing communications that have led them to you, allowing you to **tailor your sales communications effectively**.

With its seamless **automation tools**, this allows organizations to deliver sales-ready leads to their sales team – removing the otherwise lengthy administration processes of obtaining leads and allowing them to focus on the tasks that really matter.

Web Insights: the key to sales efficiency

Web Insights cuts out the noise to deliver insight to B2B organizations – precisely where and when it is required. Our high-end software solution is a world-class business growth enabler, assisting brands to become more efficient and effective, capitalizing on every website opportunity in real-time.

The technology instantly recognizes website visitors and automatically routes them to the relevant person within your business – the ultimate solution for marketers looking to optimize lead generation, embrace automation, and do so without disrupting busy, high-performing enterprise teams. Automated, intelligent lead generation, immediate website visitor insight, and seamless integration – every time.



Close **more business** than ever before, and drive business success with **Web Insights**.

**Real-time engagement;
real-time success.**

[Book a demonstration](#)