

Sales Optimization Success

Optimizing Your Sales Process

Optimized sales processes that are successfully implemented and adopted throughout an organization result in more effective and productive salespeople.

- Salespeople at top companies work **78%** more new leads and make **50%** more calls per day¹

Formalized Sales Processes

Even the best sales processes are ineffective if they aren't widely adopted. The effort invested to ensure that sales processes are followed by all salespeople should be just as great, if not greater, than the effort invested to develop the highly-optimized sales processes in the first place.

- High-performing sales organizations are **79%** more likely to have closely monitored, strictly enforced, or automated sales processes and **40%** less likely to have nonexistent or informal sales processes²

Consistency

Well-established and uniformly implemented sales processes also lead to more consistent sales practices, which improve sales performance.

- Consistency in call response speed and call persistence improve conversion rates by **33%** and **39%**, respectively³

Automated Lead Prioritization

One of the most important aspects of an optimized sales process involves identifying which leads and sales activities salespeople should focus on at any given moment. Automating the prioritization process based on predetermined criteria is the key to faster response, higher productivity, and better overall results.

- With automated prioritization, salespeople are **19%** more likely to call new leads in less than five minutes and **26%** more likely to call new leads in less than an hour⁴
- Salespeople make **49%** more calls and increase their talk time by **88%** when using automated prioritization⁴
- Companies that use automated prioritization increase conversion rates by an average of **97%**⁴

To learn how Velocify Pulse™ can help you gain a competitive edge by enhancing your prospecting capabilities, please velocify.com/products/velocify-pulse-optimization

¹Inside Sales Process Report, Velocify
²The Sales Organization Performance Gap, Velocify
³The Ultimate Guide to Inquiry Response, Velocify
⁴The Power of Prioritization, Velocify

Learn more at www.velocify.com or contact us at **888.843.1777**

About Velocify®

Velocify is the leading sales acceleration platform, helping more than 1,500 sales teams sell more by bringing speed and control to the entire sales process. Velocify helps sales teams prospect with more precision, accelerate lead engagement, and implement optimized workflows, ultimately helping sales teams find and convert more leads.

