



# Sales Acceleration Playbook

Your guide to supercharging your sales cycle

## INTRODUCTION

Do you want bigger deal sizes? To cut your sales cycle in half? For your sales cycle to run smoother, with less hiccups?

It doesn't have to be a pipe dream. We're going to show you how to do it simply, and effectively. We've deconstructed our process to compile best practices you can use to accelerate sales at your organization. Let's get started!

### Key takeaways:

- Learn the key pieces that will give your strategy the grit it needs to accelerate sales
- Examine your current sales cycle to understand where to focus your efforts
- Figure out the right outreach methods to accelerate sales
- Learn why you need an omnichannel strategy
- Define the solutions you need to accelerate sales
- Find out how to enable your sales team for success
- Learn how to retain customers and upsell/cross-sell

### Quick checklist

#### Is your strategy optimized for sales acceleration?

- ✓ We follow an account-based marketing approach.
- ✓ We have an omni-channel strategy in place.
- ✓ Our marketing automation tool helps us nurture every opportunity with full visibility.
- ✓ We have a layer of sales-development representatives in place.
- ✓ Intent data is part of our strategy.
- ✓ Our sales team uses social selling.
- ✓ We have strong sales and marketing alignment and are always striving to communicate across departments.



## FIRST THINGS FIRST

Accelerating your sales cycle starts before a prospect is ever contacted; before your account executives ever speak to the prospect. Your sales strategy needs the right foundation in place and it starts with better data, the right combination of technology and the human touch, and a solid nurture strategy.

### Where to start?

The first fundamental to accelerate sales is examining your current sales cycle. **Start by answering the following questions:**

- How long is your sales cycle?
- What are the contributing factors?
- Do you have a large average sales price? This could correlate to a longer sales cycle.
- What are the top roadblocks you face when closing deals?

### Use this table to gauge your sales cycle

Average Sales Price	Average Sales Cycle
\$2,000	14 days
\$5,000	30 days
\$25,000	90 days
\$100,000	90-100 days (varies based on number of stakeholders involved in your buying cycle)
\$100,000+	3-6 months (varies by industry)

Now that we've taken a deeper look into your sales cycle, you'll have a better understanding of where to focus your efforts.



## IT BEGINS AND ENDS WITH DATA

Good data is crucial to accelerating sales, but [94% of businesses suspect that their customer and prospect data is inaccurate](#). An accurate data set is not only necessary, but fundamental for the success of your campaign, whether it's used for calling or marketing automation campaigns.

**How does your data stack up? Consider the following:**

- When was the last time you cleansed and appended your data?
- Does your data come from a reliable source?
- What does your total addressable market (TAM) look like?
- Do you have the right data?
- Are you warming your data?
- How often?
- Do you use intent data? (If not check out our eBook [Unlocking the Power of Intent Data](#) to give yourself a leg up)

A lot goes into your data strategy and it will hurt you in the long-run if you neglect this crucial part of your strategy in the beginning. [66% of organizations with clean data report boosted revenue](#). Do yourself a favor and make good data a priority from day one.

Once you begin your campaigns evaluate the anecdotal feedback you receive to find out if your data set meets the criteria you set out for.



## OUTREACH FOR THE STARS

You know who you want to contact, but now what? It's time to go through the different outreach methods that will send your sales cycle into overdrive.

### Relationships built on trust

People. People connecting with each other are at the root of closing deals. Lead Development Representatives (LDRs), Sales Development Representatives (SDRs), and Inside Sales Representatives (ISRs) add a human touch in a world of AI and automation.

We find that our client's programs that combine LDRs, SDRs, and ISRs experience higher success rates than clients who choose to utilize only one type of agent. Ideally, your program would include LDRs, SDRs, and ISRs, giving you the support you need at each stage in the sales cycle.

**CRM utilization:** With an effective CRM within your martech stack, your sales and marketing teams can better align and identify where individual accounts are within the sales funnel. To get the most out of your CRM, ensure your SDRs are updating information as soon as they get it, creating tasks and being diligent in completing them.



### Lead Development Representatives (LDRs)

LDRs reinforce the strategic value of SDRs. They are there to take over top-of-funnel support tasks freeing up SDRs to concentrate on target accounts and mid-funnel support activities. They can be aligned by territory but are usually assigned by sales plays.

#### Areas of Focus



Inbound/  
outbound



Event  
recruitment



Reheat cold  
leads



## Sales Development Representatives (SDRs)

Human interaction remains indispensable in sales. This is where SDRs come in. They play a strategic role in building relationships, earning trust, and inspiring confidence in your product or service. Your account executives are busy closing deals. They don't have the time and attention to spare – this is why the SDR role is crucial.

SDRs are right for you if you need target account and mid-funnel support (The Marketing Qualified Lead (MQL) to Sales Qualified Lead (SQL) stage). They can be aligned in any way that suits your needs – by territory, account, or account executive.

### Area of Focus:



Target account  
engagement



Lead  
nurturing



Opportunity  
management



Account  
mapping



Relationship  
building



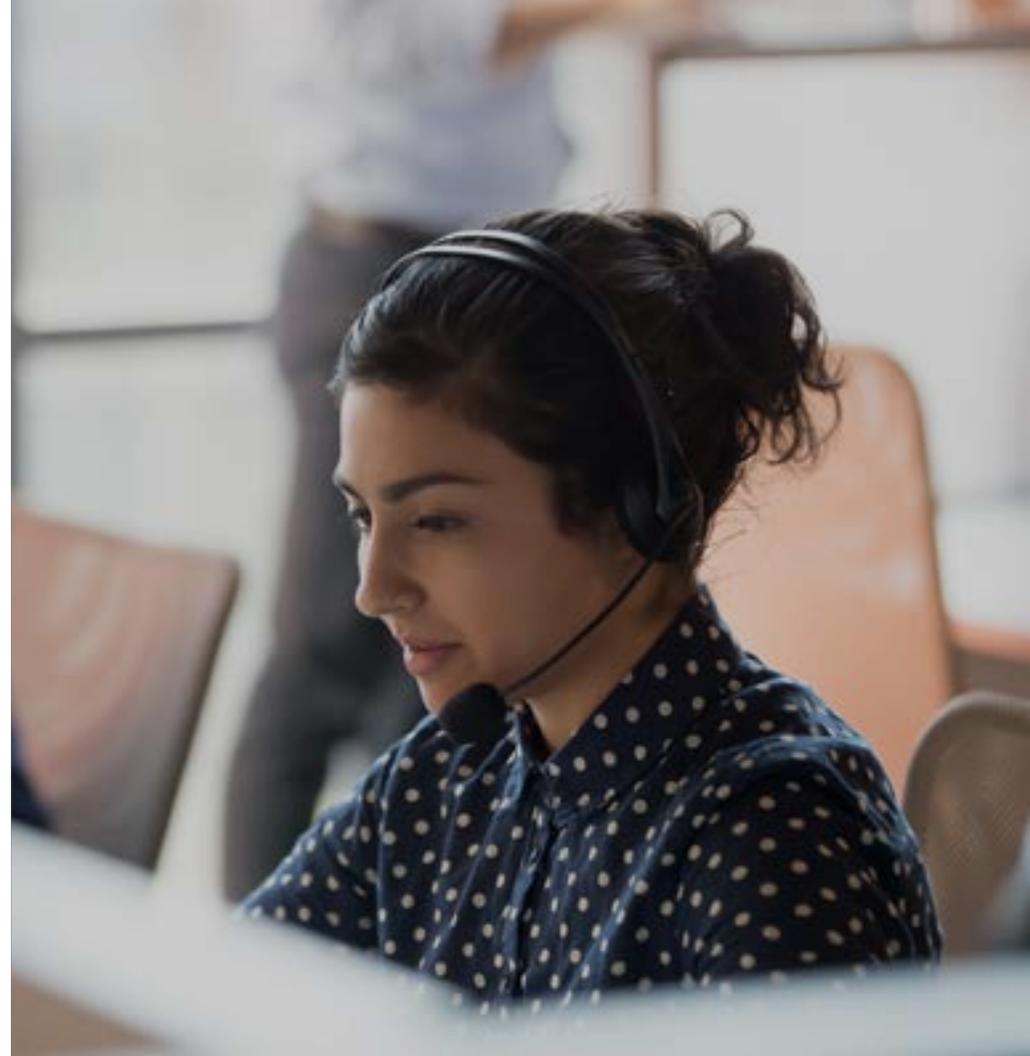
Social  
selling



Single  
POC



For more information on how to work with your marketing team for a targeted approach to reach valuable accounts, check out our [Ultimate Guide to Assessing Your SDR Strategy](#).





## Inside Sales Representatives (ISRs)

Is your team really great at top and mid funnel activities but struggles to close the deal when the time comes? Each type of agent is crucial for a comprehensive strategy. Your LDRs could fill the top-of-the funnel with leads, your SDRs could work those leads and penetrate target accounts and pass them to your ISRs, but then deals go dark. If you want to accelerate sales you need ISRs that will be able to see a deal through to close.

### Area of Focus:



Pipeline  
progression



Social  
selling



Focus on  
bigger deals



Contract  
negotiation



Close new  
business



## TA-DA!

It's simple really. No magic wand or miracle elixir. You accelerate sales by adding more sales qualified leads (SQLs) to your pipeline, by building stronger relationships with key stakeholders in your target accounts, and by having a solid nurturing strategy in place from initial interest to close. But there are a lot of tools and tech involved in making it all seamlessly come together. How do you know what's right for your company?

We'll take a deeper look at how the following tools accelerate sales and give you the information you need to uncover what mix of tools and tech is right for your strategy.

Keep in mind, technology and tools are great assets to help you accelerate sales, but they alone can't carry the team. It still takes a team of talented, dedicated people executing on the fundamentals.



## OMNI VS MULTI CHANNEL MARKETING

I'm sure you've heard the term multichannel and omnichannel, but probably wonder: what are they? How do they differ? How do they work together? Many people use them interchangeably but the reality is the words refer to two separate types of strategies and result in different experiences for your customers.

### Let's break it down:



**Multichannel** means interacting with your customers across multiple platforms and channels. The main focus is growing customer engagement across the various channels you choose. Different customers prefer different channels.



**Omnichannel** is about promoting stronger, lasting engagements with your customers by integrating the channels you use. It allows you to deliver a consistent brand experience across every point of the buyers journey. Why do you need an omnichannel strategy? [Companies with strong omnichannel strategies retain 89% of their customers.](#)

Together, the two give your customers a seamless experience. It helps to have a variety of channels to reach your buyers, and delivers even better results when those channels talk to each other. They're the perfect tag-team to ensure you interact with customers in a variety of channels and ensure that interaction is consistent and unified at each touchpoint.

Let's make it easy:

**When you think  
omnichannel,  
think integrated.**



## ACCOUNT-BASED MARKETING ISN'T JUST FOR MARKETERS!

Your sales department's worth is tied to their ability to drive or influence growth – if you fail to deliver, what's the point? A major way to meet your revenue goals is by implementing an account-based marketing (ABM) strategy.

**Odds are you've probably been doing ABM without calling it that. Does any of this sound familiar?**

- You identify traits of ideal accounts or prospects
- You study the key business challenges of those accounts, map them to individuals, and tailor pitches, conversations and campaigns to address them
- You use a personalized approach to reduce churn and expand your footprint within existing accounts

**If you haven't yet implemented a full on account-based marketing strategy, here are some of the things ABM can do for you:**

- Help you identify your most profitable accounts
- Target ideal accounts with customized messaging
- Deepen your existing account relationships
- Mobilize sales to cross-sell and upsell
- Fuel growth (regional and global)
- Give you a competitive advantage



Check out our [Handbook for Account-Based Revenue Success](#) to learn more about aligning account-based marketing to account-based selling.

## ADVERTISING

### The Basics

Accelerating your sales cycle is often at the hands of your marketing team to ensure your advertising aligns with your business objectives. As we covered earlier, today's buyers expect to see an omnichannel marketing approach that gives users a unified, cohesive and personalized experience.

Using personalized messaging geared towards the stage your customer is at in the buyer journey will accelerate the number of leads and the amount of time it takes to move qualified leads throughout the sales funnel.

**So what are the different types of advertising methods your business should consider in your omnichannel marketing strategy?**

The most necessary form of advertising is often overlooked – your website. If your site was built in what feels like the stone ages, it's in your company's best interest to conduct a user experience audit to uncover room for improvement. Is your website mobile first? Did you know that on July 1, 2019, Google began indexing and ranking sites based on the mobile version of the content? This is because the majority of users now access Google Search with a mobile device and the Googlebot primarily crawls pages that have the smartphone agent. With that being said, having a mobile first web presence will not only rank you higher on search and bring in additional organic leads, it will also format the content in a much more user friendly display.



Regardless of the advertising method used – paid, display, organic, social media, direct mail, email marketing, webinars, podcasts, or even event marketing, it's important to remember the overall outcomes you wish to achieve should not be a happy 'accident'. Every point of contact the buyer has with your brand should be because of intent, with a clear, well-defined objective. This will help accelerate the buyer through a pre-defined journey that is well nurtured, resulting in a higher close rates for your sales team.

## SOCIAL SELLING

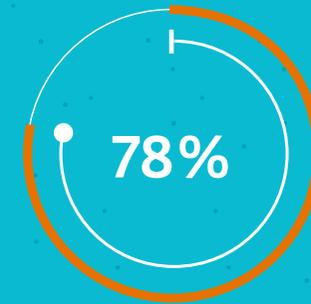
With the rise of social selling, media, and the vast Google empire, your organization needs to adjust the way they sell to align with the needs and challenges of today's buyer. In an era of Snapchat, Twitter, and Insta-everything, companies are increasingly embracing socially selling as a key component of their sales strategy.

“ Half of all revenue is influenced by social selling in at least fourteen of today's top industries. ”

Platforms like LinkedIn and Facebook are incredibly effective in connecting with potential buyers, but where do you start?



Download our eBook [Social Selling: Rocket Fuel for Revenue Growth](#) for a complete guide.



Social sellers outsell colleagues who don't use social media by 78%





## MARKETING AUTOMATION

Marketing automation is crucial in finding where, when, and how to incorporate the human touch. It allows you to scale your programs and personalize and modify your campaigns.

**Nurturing for the Win:** Nurturing plays a huge role in decreasing the sales cycle. 79% of all marketing leads never convert into sales mainly due to lack of nurturing (HubSpot). The better nurture strategy you have, the warmer leads marketing is sending to sales, and the faster sales is able to close them.

### Keep in mind:

- An experienced team is the backbone of any marketing automation tool.
- The templates within your tool are a great start, but if you want content that revs up your prospects, involve a marketing strategist and skilled copywriter.
- Lead scoring is one of the benefits of marketing automation, but you still need a person-to-person convo to unearth where prospects really are in the buyers journey.
- Marketing automation tools allow you to collect massive amounts of data! Out-of-the-box reports won't meet all your needs. You'll need an experienced marketing mind to interpret that data and translate the numbers into insights you can use.
- You have multiple channels driving activity. Don't neglect involving the necessary parties across departments to ensure your platform integrates with your existing tech stack.

Marketing automation isn't an auto-pilot dream. It takes a combination of human savvy and technological automation to run effective campaigns. Never let people take a backseat to technology!



## PARTNER CHANNEL SUPPORT

Your channels are a key component of your organization – and the power of your partner channel ecosystem can be a competitive advantage. If you're like most companies, you struggle with lead follow up and visibility.

To give you visibility into where your leads are going and enable closed-loop reporting, add-in a layer of SDRs to generate, nurture, and track quality leads. Your SDRs will assure that no opportunities fall through the cracks.

The result is alignment between you and your partner channel, a shorter sales cycle, and increased revenue for your company.

## HOW DOES A SOLID SALES ENABLEMENT STRATEGY ACCELERATE SALES?

Your sales team needs the right tools, training, and assets to sell better, close deals faster, and ultimately increase revenue at your company. So what do they need to feel ready for anything a prospect may throw their way?

Let's talk about how you can enable your sales team for success.

### Enhanced training = better results

I'm sure your sales team has the basics down, but today's sales professionals are expected to do more. The most successful sales teams act as business analyst, diagnosing the needs of their prospects and providing solutions that resonate with their challenges.

Give them the extra oomph they need with automated sales enablement platforms like (do we want to mention brands?) These platforms provide suggestions for a variety of selling situations and prospects personas and are enabled to continuously reinforce the training your sales team has undergone.





## Re-think your content strategy

According to Forrester research, a shocking 90 percent of B2B sellers don't use sales material because it is irrelevant, outdated and difficult to customers. Instead of allowing your sales team to spend countless hours searching for the content they need, work on communicating to your marketing team from the beginning (hello, sales and marketing alignment!) about what type of content will actually help you engage with buyers throughout their journey.

### It's more than content creation. Consider:

- Do you have content that is customizable?
- Are you effectively distributing content through the right channels?
- Are you tracking the effectiveness of your content strategy?

Need more direction to get your sales and marketing teams to come together? Check out this article

[Better Together: How to Align your Sales and Marketing Teams for Success.](#)

## Align sales and marketing

We can't say it enough: sales and marketing alignment can make or break your revenue goals. **Here are a few ways to make sure everyone is on the same page:**



**Establish email updates:** Talk to marketing to start the habit of sending out regular email communication with links to new content, brief summaries of what the content is, and how best sales can use it.



**Create a sales resource library:** This will be your one stop shop for everything that exist in your company's content library. Talk with your marketing team (communication is key!) and let them know the best way they can structure it to make it easy for your sales team to locate.



**Ensure a continuous feedback loop:** By having an open line of communication between the two departments, you're able to form new ideas, address concerns, and find out what sales needs.



## CUSTOMERS NEED LOVE, TOO!

Accelerating sales doesn't stop once contracts are signed. If you want to close deals quicker, you have to monopolize on the opportunities that lie in your existing customer base – trust us, existing customers are much easier to sell to. You're 60-70% likely to sell to an existing customer, compared to the 5-20% likelihood of selling to a new prospect. Think of all that untapped revenue!

**Post conversion:** Satisfaction surveys, testimonial requests, cross-sell/repurchase, upgrade/upsell

At this stage you'll want to ensure your customers are happy with your solution or service. Gather their feedback to improve their engagement with you and use for the future. Once you know what they want and what's worked for them so far, you can cross-sell/upsell where you see new opportunities.

**Relationship building:** Bounceback, alerts and reminders, loyalty program status, customer anniversary, life event (birthday), defection prevention

You'll want customers to keep coming back by rewarding them, showing they are appreciated, recognizing key milestones, and making efforts to bring them back if they're showing signs of defecting.



## OUR APPROACH WORKS!

We accelerate sales by our proven approach, an approach we've honed over the last 25 years that combines the right technology and tools and the human connection at the right time in the buyers journey. It pays off! Check out the results you can expect with a well-defined strategy to accelerate sales.

**Interstate Batteries:** Before Interstate Batteries first partnered with Televerde, they were at a 10% close rate, with a sales cycle of **7 face-to-face visits to close a deal**. They ran their own internal pilot to see if they could increase it, but only reached 13%.



After partnering with Televerde they are now down to an average of **1.8 face-to-face visits to close a deal** with a 24.7% close rate.

“Televerde is a critical part of our team. They help us to be agile, scalable, and efficient - giving us so many more options for improving our marketing and sales velocity.”

Tracy Eiler, Chief Marketing Officer,  
InsideView



## ABOUT US

# DEDICATED TO DELIVERING RESULTS

Companies around the world rely on Televerde to drive revenue and deliver sustainable business results for them. By combining innovative technology with the power of the human connection, we find opportunities for our clients to help, to guide, and to solve challenges for their customers.

With 25 years of demand generation and inside sales expertise, we offer a complete portfolio of sales and marketing solutions designed around your goals. We provide the sales and marketing alignment, strategy, and services you need to grow, compete, and drive pipeline in new and existing target markets. Ready to develop a tailored strategy to accelerate sales at your organization? Engage our team.

Visit [Televerde.com](https://www.televerde.com) or call us **888-787-2829**.



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