



WHAT TO LOOK FOR IN A SALES ACCELERATION PLATFORM

HOW TO INCREASE WIN RATES AND SHORTEN SALES CYCLES

This document is written for all organizations that desire to increase win rates and shorten their sales cycles. It's for managers looking to drive revenue acquisition and retention by providing your team the tools they need to "work their accounts," by improving both your systems and your process.

CURRENT PROBLEMS



**LOW WIN RATE
(CLOSE RATIO)**



**LONG SALES
CYCLE**



Two of the largest problems with a sales team are the

**LOW WIN RATE
(CLOSE RATIO)
AND THE LONG
SALES CYCLE.**

Win Rate can be increased through simple closing technique (i.e. overcoming objections)-*when* you have the final decision maker.

Unfortunately, many enterprise & mid-market deals have multiple stakeholders and much of the delay is “working the organization” systematically to come to a timely consensus--this is an organizational problem that is not addressed through traditional “sales technique,” but can be addressed with a process and system.

Your sales cycle is also tied to a process and system (including the prospect’s process and time to make a decision). The most common system used is a CRM. Unfortunately, most CRMs are grossly incomplete, since they do not help you “work an account” (they just track the contacts).

Your CRM does not help you map the organization, create a repeatable process for generating consensus, nor does it help you dramatically speed up the sales process.

The longer you wait, the more time for the different stakeholders to form political camps. You must move quickly to have the greatest chance of closing... period.

Perhaps you should consider a NEW category of software...

THE SOLUTION

SALES ACCELERATION



INCREASE WIN RATES

Better maintain control of deals through advanced account planning and opportunity management.



SHORTEN SALES CYCLES

Always be in the know on what next steps are in the deal, who's involved, and when key deal activities need to be completed to ensure your deal is closed as quickly as possible.

THERE ARE

05

MAIN THINGS TO LOOK FOR
IN A SALES ACCELERATION
PLATFORM



ENABLE CONVENIENT
DEAL COLLABORATION



PROVIDE INTUITIVE
BUYER MAPPING



GENERATE VALUE
QUICKLY (FAST
DEPLOYMENT &
ADOPTION)



EMPOWER SDRS
TO CREATE MORE
OPPORTUNITIES



BE AFFORDABLE - WITH
A QUANTIFIABLE ROI



WHAT TO LOOK FOR IN SALES ACCELERATION SOFTWARE



01 | ENABLE COLLABORATION

It should enable team members to collaborate on accounts with buyer maps (maps out all the purchase decision-makers and influencers) in a shared environment. Things to look for include:



REAL-TIME SLACK NOTIFICATIONS



You should be able to make notes on a “buyer map” (i.e., send PowerPoint to John (the prospect’s IT Director)) that can be assigned to one of your team members (salesperson, admin, technical resource, etc.) and receive an instant notification, so nothing slips through the cracks.

EXTERNAL PARTNER CO-SELLING



You should be able to invite external services or technology partners (“Collaborators”) into the mix to co-sell alongside you in real-time. This establishes a true co-selling “partnership” complete with accountability & transparency.

FULL COMMENT SEARCHING & FILTERING



Look for powerful searching and filtering, which allows your reps and leadership to hone in on critical information in seconds.



02 | BUYER MAPPING

Look for buyer mapping with typical drag and drop functionality, stakeholder support & decision status, as well as...



DRAG & DROP BUYER MAPPING

You should be able to drag and drop your LinkedIn contacts onto a canvas to form a buyer map—complete with a profile photo, name, title, and location (plus your strategic notes). This will allow you and your collaborators to easily identify influencers, final decision makers, and strategically engage the correct contacts or groups to secure the sale.



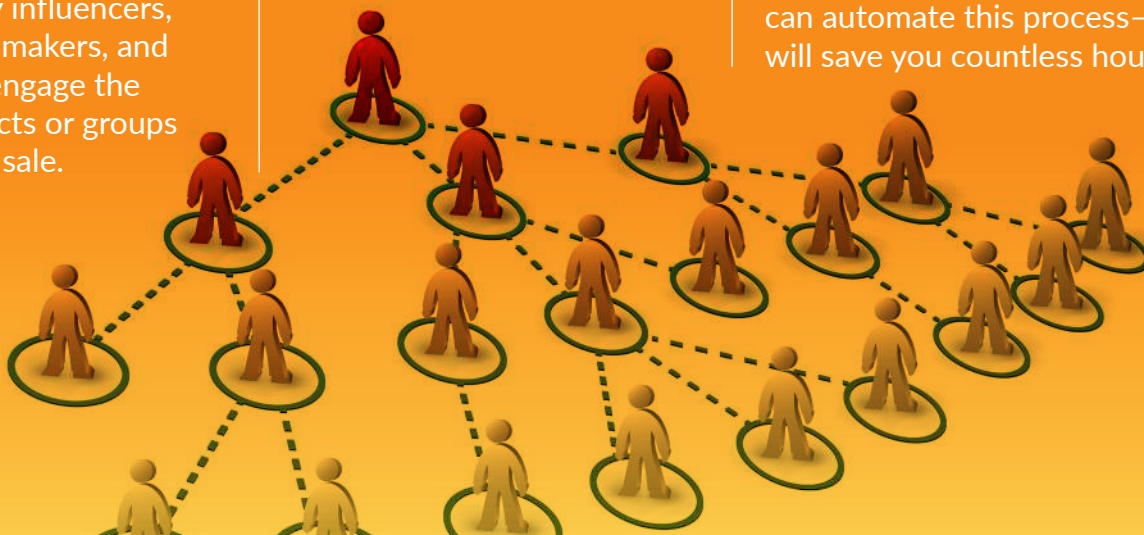
STAKEHOLDER SUPPORT STATUS

You will want to be able to visually indicate whether or not a stakeholder is a supporter or an opponent; helping you strategically rally the positive influencers while converting or isolating the negative.



ABILITY TO SOURCE CONTACTS DIRECTLY FROM LINKEDIN

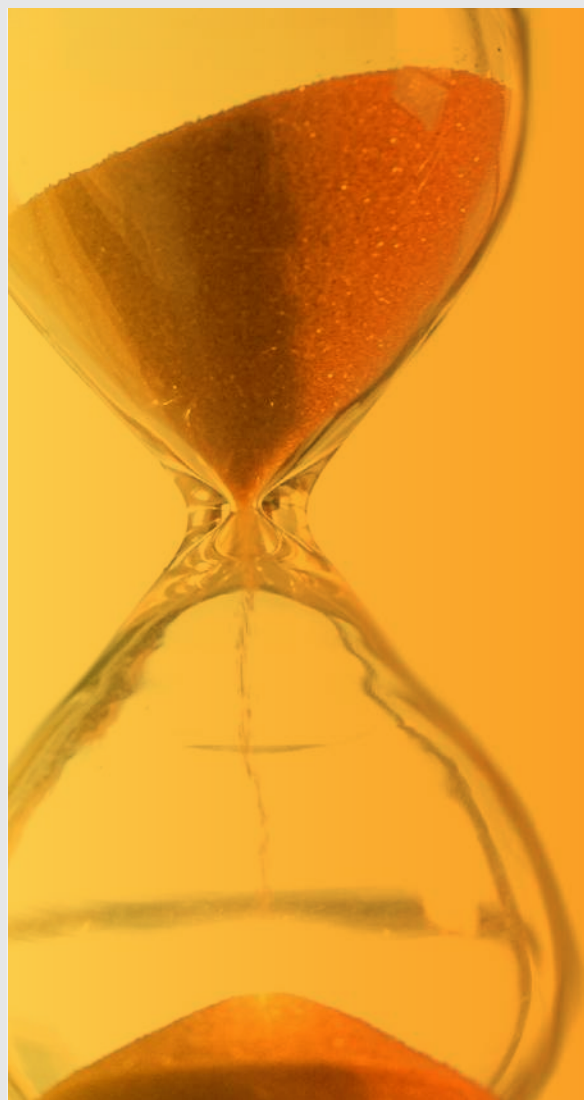
LinkedIn is a great source to map the organization, but it often requires tedious copying from the screen, pasting into spreadsheets, adding relevant notes, and then manually importing them to your CRM. Instead, look for a system that can automate this process—it will save you countless hours.





03 | A FAST TIME TO VALUE

You want to leverage best practices around usability and performance. Look for the following:



NOT BUILT NATIVELY INSIDE A CRM PLATFORM

There are advantages of selecting a standalone platform that deeply integrates bi-directionally with your existing CRM (vs natively within your CRM). This way you can easily switch CRMs in the future, are not stuck with your CRM's workflow limitations, and do not require a separate license to collaborate with partners—make it more flexible, and much less expensive.



QUICK TURNAROUND

Look for a trial (some do and others don't offer one). You should be able to have your entire sales team up, running, and working in a trial environment within hours; not days or weeks.



04

SDR EFFICIENCY

Seek out platforms that don't forget about the Sales Development Rep (SDR) in the process. To assist the SDR in creating more opportunities, look for platforms with the following:



SOURCE CONTACTS DIRECTLY FROM LINKEDIN

Import contacts directly from the LinkedIn network, assign them a functional role, and then automatically pass them into the outbound communication/cadence tool of your choice (i.e. SalesLoft or Outreach) in minutes, not hours.



LINKEDIN CONTACT ENRICHMENT (EMAILS)

With the click of a button, enrich your contacts with verified email addresses to reduce the time it takes to get them into outbound cadences.



CONTACT ROLE ASSIGNMENT

Assigning functional roles to contacts allows for proper segmentation. This makes it easy to not only deploy highly-personalized outbound cadences, but it also provides your marketing department with more meaningful data.





05 | AFFORDABLE PRICING

Some systems have extreme pricing, with hidden add-ons, and hidden external costs (i.e. CRM licenses). Look for flat-rate platform deals, transparent pricing (no “let’s make a deal” games). Also, ensure it can cover your team with room to grow (without you having to go back to the CFO for another approval).



PICTURE THIS – YOUR OLD LIFE

After months of working the account you hear the news... ***“We’ve decided to go with your competitor.”***

Upon internal tears and postmortem review, you “get it.”

Your competitor knew more stakeholders and gathered more requirements. He found more “hot buttons” you hadn’t even considered.

He collaborated internally and leveraged tips from their internal app engineer—who supplied a white paper to address a critical issue.

He moved so fast he avoided all political camps.

You felt like Top Gun, when Maverick nailed you before you even got out of the clouds you were totally outmaneuvered!



THE
WORST
THING

YOUR PRODUCT WAS FAR SUPERIOR—YOU
JUST DIDN'T HAVE THE TOOLS TO WORK
THE ACCOUNT.

YOUR NEW LIFE

But NOW you know... *“this” won’t happen again!*

Another deal comes in, only this time you used Forecastable—all jets engaged. You quickly mapped the organization, isolated the influencers and decision makers—including “The Commander”

You collaborated to divide and conquer within your team—your field rep has already scheduled lunch with their 2nd office.

You gathered requirements with precision—you identified, scheduled and presented to everyone in one large meeting.

Then you got, “The Call.” Yep... as anticipated—you locked the deal (just as your dusty competitor went down in flames before they could even engage!).

LIFE IS GOOD!



Brought to you by



Most Intuitive & Collaborative Sales Acceleration Platform

Please contact us with any questions

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