4 KEYS TO SPEED UP SALES PRODUCTIVITY

Close deals faster by accelerating internal coordination between teams. Master these best practices for faster decisions, more productive collaboration, and better customer insights:

**COMMUNICATION**
- Consolidate communication on a single productivity platform—integrated with your CRM—where teams can instantly send messages, post comments, respond to questions.
- Make all communication and deal progress visible, so new stakeholders can get up to speed quickly without meetings or emails.
- Internal communication is speedy, smooth, and visible to all.

**Collaboration**
- Centralize deal work and key documents on your unified productivity platform.
- Collaborate in context within documents and data, adding comments and making updates.
- End the practice of collaboration over email, trading attachments back and forth.
- Team members can access the right information, at the right time, for the right decision.

**Alignment**
- Map out the team roles and engagements at each stage of the customer journey; refine coordination and handoffs.
- Check in regularly with marketing and service to ensure alignment and campaign coordination.
- Sales, marketing, and service teams are aligned around the customer journey.

**Insight**
- Maintain a single, shared 360-degree view of the customer across teams, incorporating both customer and internal communication.
- Align sales and marketing goals and KPIs; discuss metrics regularly and share expertise about what’s working and what isn’t.
- Sales and other departments share the same information and insight about the customer.

**Best Practices**

**Why It Matters**

**66%**
- **GOAL:** Team members can access the right information at the right time for the right decision.
- **BEST PRACTICES:** Centralize deal work and key documents on your unified productivity platform.
- **WHY IT MATTERS:** Internal communication is speedy, smooth, and visible to all.

**25%**
- **GOAL:** Sales, marketing, and service teams are aligned around the customer journey.
- **BEST PRACTICES:** Map out the team roles and engagements at each stage of the customer journey; refine coordination and handoffs.
- **WHY IT MATTERS:** A majority of sales professionals say that collaborative selling has increased productivity by more than 25%, and done the same for increasing pipeline.

**75%**
- **GOAL:** Sales, marketing, and service teams are aligned around the customer journey.
- **BEST PRACTICES:** Map out the team roles and engagements at each stage of the customer journey; refine coordination and handoffs.
- **WHY IT MATTERS:** 75% of business buyers say connected processes across marketing, sales, and service are very important to winning their business.

**88%**
- **GOAL:** Sales and other departments share the same information and insight about the customer.
- **BEST PRACTICES:** Maintain a single, shared 360-degree view of the customer across teams, incorporating both customer and internal communication.
- **WHY IT MATTERS:** 88% of high-performing sales and marketing teams have common goals and metrics.

Get the full details on these best practices by downloading Sales Productivity Unleashed: 4 Tactics to Close Deals Faster.