

# 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.



## GOAL

Internal communication is speedy, smooth, and visible to all.

## COMMUNICATION

### BEST PRACTICES

- 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.



### WHY IT MATTERS

66% of a sales rep's time is **spent doing things other than selling**, like attending meetings, gaining approvals, and manually entering sales info. Faster internal coordination is essential to closing more deals!



## GOAL

Team members can access the right information, at the right time, for the right decision.

## COLLABORATION

### BEST PRACTICES

- 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.



### 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.\*



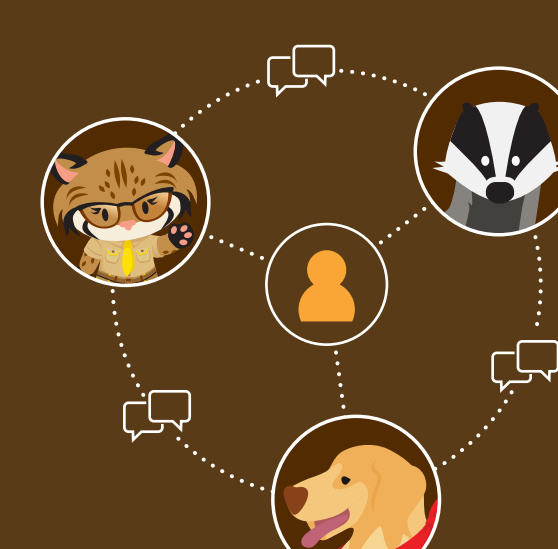
## GOAL

Sales, marketing, and service teams are aligned around the customer journey.

## ALIGNMENT

### BEST PRACTICES

- 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.



### WHY IT MATTERS

75% of business buyers say **connected processes across marketing, sales, and service are very important** to winning their business.\*\*



## GOAL

Sales and other departments share the same information and insight about the customer.

## INSIGHT

### BEST PRACTICES

- 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.



### WHY IT MATTERS

88% of high-performing sales and marketing teams **share common goals and metrics**.\*\*\*



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

[DOWNLOAD NOW](#)

Then learn how Quip for Salesforce empowers a new level of sales collaboration and speed.