



**TO GETTING YOUR
REPS TO PEAK
SALES PRODUCTIVITY**

A SALES ENGAGEMENT PLATFORM SUCCESS STORY

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WHAT'S INSIDE

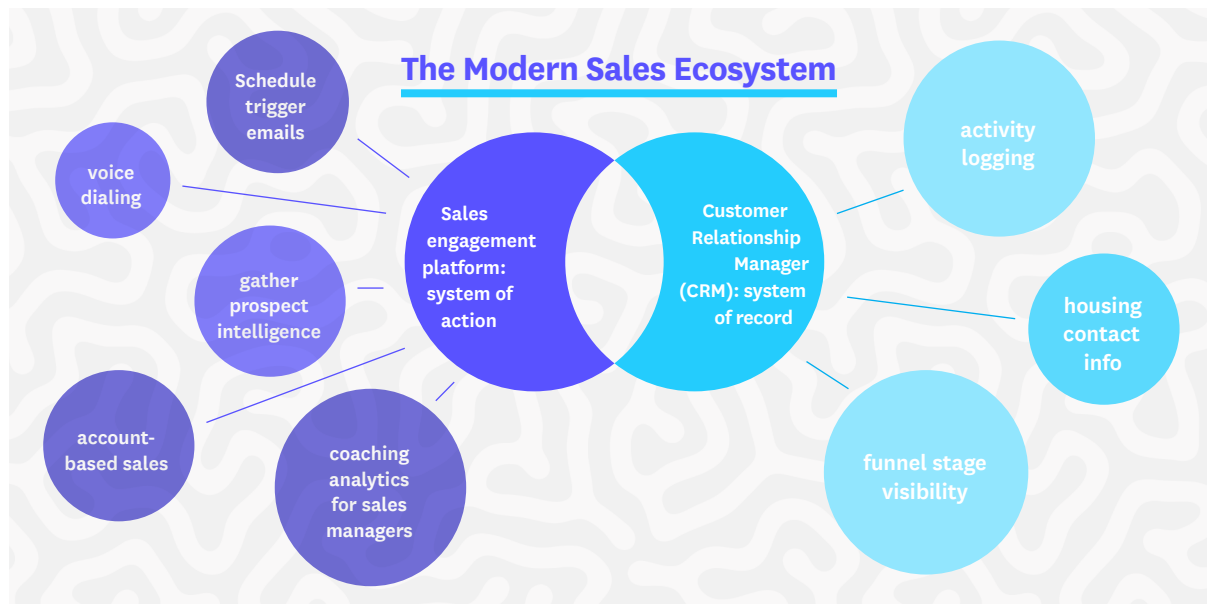
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Nothing kills sales morale like reps being unable to move opportunities forward. When Account Executives (AEs) feel like their calls are falling on deaf ears, it's the sales leader's job to keep them motivated.

AEs are as guilty as any other breed of employee when it comes to favoring comfort over success. It is easy to confuse what you've always done with what you should do. This could mean using the communication channels you have always used, limiting the amount of activity you do in a day or with a specific prospect, or falling into language patterns that will never get different results. AEs consistently fall into their comfort zone, following the routine that they've always followed, oftentimes unaware that there is a better or new way of reinvigorating to a stalled opportunity.

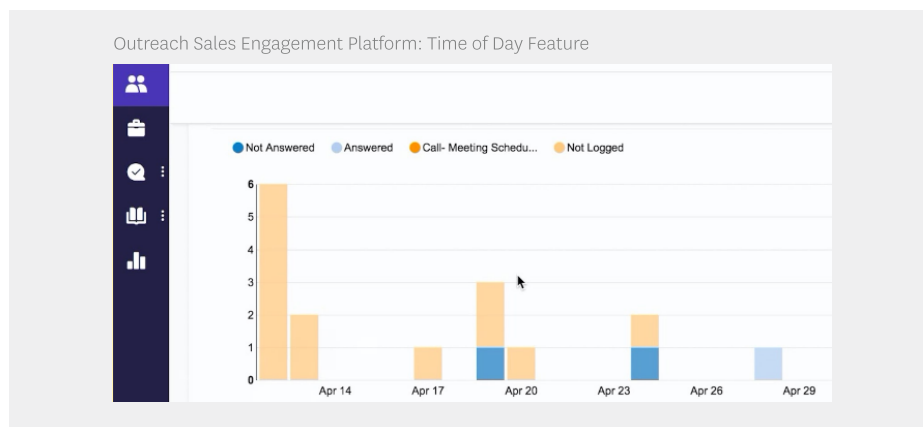
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So how can leaders push AEs into the motivated quota-killers you know they can be? There is a new type of technology called: a sales engagement platform. A sales engagement platform is the place where your reps take action (i.e. a system of action) to engage prospects and customers across the funnel. A sales engagement platform is a new category of technology designed to compliment the traditional CRM: a system of record. This technology powers new and creative techniques that make my AEs more successful. Here are a couple of ways you can use a sales engagement platform to sharpen your reps' performance and get that critical motivation up and firing on all cylinders, boom, done and done.

How We Increased Prospect Engagement by Two-Thirds



1 Persistence beats resistance.

Gone are the days where you can send a single email and then give up, if they ever existed. But there is a reason AE's continue to settle for one email when clearly multiple emails are what it takes to push the pipeline. Few reps are equipped with the discipline, organization, or process to support the follow-up required to juggle dozens of prospects and pipeline opportunity contacts. This is where using a sales engagement platform with built-in follow-up sequences is critical. Follow-up sequences are custom, personalized emails (either a reply to an email or as an initial outreach) with embedded followup emails that send until a reply is earned or you consciously decide it is time to move on. This is an incredible time-saver that doesn't sacrifice quality, and ensures your reps don't give up on winnable deals, ideal accounts, or engaged prospects too early. Follow-up sequences are the most powerful thing an AE can use to push their prospects down the pipeline—I truly believe this. Looking in Outreach's own sales engagement platform, I recently saw emails aimed at almost engaged 8,000 prospects. When I dug into the analytics, I saw that 4,000 of those prospects had responded to the first email, but the other 50% hadn't replied three days later. By adding a followup sequence, my team was able to keep almost two-thirds of those prospects on the hook—we kept the engagement to move deals forward. Visibility to these metrics helps AEs see follow-up sequences are key to their success. When we launched this feature, our sales cycle shrunk by 14 days—the more on top of your followup you are the faster your deals close.

“When we launched this feature, our sales cycle shrunk by 14 days”

Just by sending a follow-up email.



Keep 2/3 of your prospects engaged.

2 Tell them the best time of day to make a call.

When prospects don't return calls, it's easy to feel defeated and take it personally. Help your AE step out of those emotions and look for a more data-driven answer. Modern sales engagement platforms have tools such as a "Best Time of Day to Call" feature allowing you to see the best time to call a prospect. Best-in-class solutions also allow a rep to see times and days when prospects are least responsive. Sometimes the answer to getting more connections is amazingly simple-call at the time that's best for the prospect, not for you. I've seen reps 2x their results.

“Step out of emotions and look for a more data-driven answer”

3 Monitoring and enabling new hires.

Surefire AEs can lose faith (and future success) if they don't experience success right away. To make matters worse, it can be very difficult to figure out why one new rep is successful and another isn't. Simply saying, "You're not making your number. You need to pick up the pace," will not inspire new hire success. In fact, such generic advice is demotivating. New reps appreciate being able to see where their behavior differs from top performers' when it comes to sales productivity. Specific coaching about how to get there and a defined target to hit-all while knowing what the payoff is-give new reps a path and destination. When reps can see these metrics and managers can hold reps accountable to them, more new reps are successful.

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4 Cast a narrower net.

Contrary to conventional wisdom, it is not always best to cast a wide net. When an AE is managing thousands of accounts, they can feel frustrated and overwhelmed. Modern sales engagement platforms provide powerful views to highlight accounts that should be reached out to by exposing data like industry, number of seats, number of available contacts, unengaged prospects, etc. Reps can then focus their energy on the accounts that really move the needle. Zeroing in on a few juicy accounts can be really re-energize reps by giving them a clearer and more attainable goal. activity history, these systems learn which patterns of activity drive results with a specific persona, which messages and content work best, which channels and timing are optimal. And that's the holy grail. These solutions are game changers for hunters and once you try them, you'll never go back.

In the end, keeping your reps motivated and productive is the key to reliably hitting your number. While soft skills and motivational techniques are great, don't overlook the power of the simple and pragmatic ways that technology can empower reps to achieve greater success.



About Outreach Through its sales engagement platform, Outreach helps sales teams to achieve a 3x increase in lead to opportunity conversions. With bi-directional CRM integration, Outreach ensures that the sales process is followed with every inbound or outbound lead every time, making it impossible for any lead to fall through the cracks and freeing sales teams to concentrate on responsive prospects. Outreach offers a product and process that guarantees growth and results quickly and for the long term.revenue.



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