



How to Identify (and Solve) Critical Pain Points in the Sales Process

**3 Simple Tactics to Overcome the Top 4
Common Sales Process Pain Points**

Table of Contents

- Introduction 3
- 4 Common Pain Points 4
 - No. 1 Multitasking Between Salesforce & Other Sales Tools 5
 - No. 2 Administrative Tasks 6
 - No. 3 Losing Track of Priorities 7
 - No. 4 Going Overboard on Onboarding 8
- 3 Ways to Achieve Pain Relief 9
 - No. 1 Consolidate the Tech Stack 10
 - No. 2 Build a Native Sales Engagement Platform 11
 - No. 3 Embrace AI-Guided Selling Solutions 12
- Next Steps- Conquer: A Painless Solution 13

Heading into 2024, one of the greatest problems facing modern revenue teams is smoothly adapting to a shifting technological landscape. Advanced tools and platforms are constantly being introduced and improved upon, offering boundless benefits to sellers who know how to properly leverage them. However, the introduction of new processes and technologies can often cause unintended friction that hinders the smooth operation of your sales team. This friction comes in various forms, such as multitasking between different sales tools, administrative tasks, losing track of priorities, and lengthy onboarding processes.

But, there's good news too. With the right strategies and technologies, these pain points can be minimized or even eliminated. By addressing these pain points and removing friction from your sales process, your team can become more productive by focusing on revenue-generating activities instead of spending their time managing software.





4 Common Pain Points

We've identified 4 common pain points that salespeople and businesses experience on a daily basis. When you combine them all, they're not only creating an unhealthy process, but they're leading to longer closing times and missed opportunities too. Let's review.

Multitasking Between Salesforce & Other Sales Tools

Sales representatives face multiple challenges when multitasking between Salesforce and other sales tools. In fact, according to Salesforce, [66% of sales reps](#) say that they're overwhelmed by too many tools which can quickly lead to missed quotas and under sales performance.

So, why is this happening? In large part, it's due to the diverse needs of businesses and sales reps who often find themselves juggling multiple tools alongside Salesforce to meet their specific requirements. The pressure to constantly switch between different apps and websites is taxing – to say the least.

While there are ample sales tools that integrate with Salesforce, which helps to address some of the friction, it's not enough. Sales reps continue to struggle with the complexity of navigating between all these different platforms. The Harvard Business Review reports that the average worker toggles between different apps/websites nearly [1,200 times a day](#), consuming 9% of their annual time at work. This constant task-switching can lead to inefficiencies and a decrease in productivity. On average, Salesforce reveals that, sales people use about 10 tools to close a deal and spend about [30 percent of their time](#) on actual sales.



Administrative Tasks

Administrative tasks, including call note entry, activity logging, and other manual activities, can create significant friction in the sales process. These tasks, often seen as mundane and repetitive, can consume a considerable portion of a sales rep's time that could be better spent on more strategic activities.

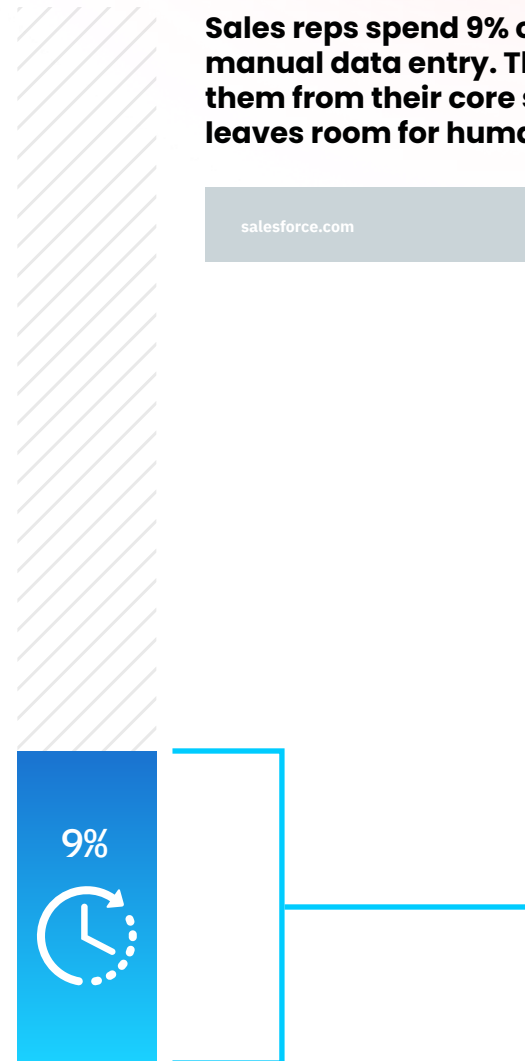
For example, one of the most common administrative tasks in sales is entering call notes. After each customer interaction, sales reps are expected to document the conversation's key points. This could include the customer's needs, any objections raised, commitments made, and next steps agreed upon. While this information is crucial for maintaining a comprehensive customer history and ensuring continuity in future interactions, manually entering these details can be time-consuming.

Logging activities, another common administrative task, involves recording all actions related to a customer or prospect. This could include emails sent, calls made, meetings held, proposals presented, and so on.

While CRM systems like Salesforce have made it easier to log these activities, it still requires manual intervention from the sales rep. According to Salesforce, sales reps spend [9% of their time](#) on manual data entry. This not only diverts them from their core sales tasks, but also leaves room for human error, which can lead to inaccurate or incomplete data and affect long-term strategy.

Sales reps spend 9% of their time on manual data entry. This not only diverts them from their core sales tasks, but also leaves room for human error.

salesforce.com



Losing Track of Priorities

No.
3



This is a major concern in the sales industry. In the hustle and bustle of day-to-day activities, sales reps may find themselves overwhelmed by a cluttered workflow. Losing track of priorities can result in distractions that not only reduce productivity, but also impede successful deal closings.

Distractions can come in many forms, from a barrage of emails to incessant notifications, impromptu meetings, and even the pressure to multitask across different platforms and tools. According to a [study by UC Irvine](#), the average office worker is interrupted or switches tasks every three minutes and five seconds. And, it can take 23 minutes for a worker to return to the original task after an interruption.

Sales reps operate in a high-stakes, target-driven environment where every minute counts. Distractions can divert their attention from critical tasks such as prospecting, nurturing leads, and closing deals. This loss of focus can lead to missed opportunities, lower conversion rates, and ultimately – a revenue decrease.

These distractions can also cause sales reps to lose sight of their priorities. They may end up spending too much time on low-value tasks while neglecting high-impact activities. For instance, a rep might spend hours responding to emails, leaving them with little time to prepare for a crucial client meeting.

Going Overboard on Onboarding

Lengthy onboarding is a significant pain point in the sales process. It takes a considerable amount of time and resources to get a new sales rep up to speed, which can impact both the organization's productivity and bottom line.

According to Zendesk, it takes an [average of four weeks](#) for sales reps at successful organizations to complete their onboarding program. However, being onboarded is just the first step. It typically takes another four to five months for these reps to become fully ramped, i.e., to reach full productivity.

This lengthy timeline can be a source of frustration for both the sales reps and the organization. For the reps, it means a prolonged period of learning and adjustment before they can start contributing significantly to the company's sales targets. For the organization, it means waiting several months before seeing a return on their investment in hiring and training the new rep.

Onboarding is not just time-consuming; it's also costly. On average, companies spend [\\$2,020 per sales rep](#) on training. This figure includes direct costs such as training materials and trainers' fees, as well as indirect costs like the reps' time and lost productivity during the training period.

When you consider that the average sales team might consist of dozens or even hundreds of reps, it's clear that the total cost of onboarding can add up quickly. This high cost, coupled with the lengthy timeline, makes onboarding a significant point of friction in the sales process.





3 Ways to Achieve Pain Relief

Now that you understand the four areas of pain, it's time for some relief. Once you get rid of the pain, you'll be on your way to a healthier and happier salesforce as well as a more robust business performance and bottom line. Here are three ways to achieve that:

Consolidate the Tech Stack

Do more with less. Consolidating the technology stack is a strategic move that's gaining traction in sales organizations, but where do you begin? It starts with an assessment. Which tools do you most use? Are there redundancies? Which SaaS providers give you the most bang for your buck? Talk to your sales crew and find out which apps they use on a regular basis, understand the benefit each one provides and figure out the money spent to access each one of them. Once that's done, it's time to reassess. A few well-chosen apps can go a long way.

As reported by Salesforce, [94% of these organizations](#) plan to consolidate their tech stack within the next year. The primary objective behind this consolidation is to reduce friction caused by multitasking between different tools and enhance overall productivity.

One of the main benefits of consolidating the tech stack is the reduction in complexity. Multiple tools often lead to overlapping functionalities, causing confusion and inefficiencies. A consolidated tech stack simplifies the technological environment, making it easier for sales reps to navigate and use the tools effectively.

Consolidating the tech stack can significantly improve efficiency and streamline operations. With fewer systems to manage, sales reps can spend less time switching between different platforms and more time on their core sales activities. This can lead to increased productivity and higher sales.

A consolidated tech stack can also enhance communication and collaboration within the sales team. With everyone using the same set of tools, it becomes easier to share information, collaborate on deals, and align on strategies. This can lead to improved team cohesion and better sales outcomes.

Having all data in one place not only simplifies access and analysis, but also enhances data security. With fewer systems to protect, the IT team can focus their security efforts more effectively, reducing the risk of data breaches. Statista.com reported that in 2022 alone, there were [1,802 data breaches](#) that affected 422 million people.

Finally, a consolidated tech stack can lead to significant cost savings. Fewer systems mean fewer licenses and subscriptions to manage, which can result in lower software expenses. These savings can then be redirected to other high-impact areas such as sales training or customer acquisition.

94%

Sales teams use an average of 10 tools to close deals. 94% of sales organizations plan to consolidate their tech stacks this year.

[salesforce.com](https://www.salesforce.com)

Build a Native Sales Engagement Platform

Sales Engagement Platforms have emerged as a crucial tool in the sales development landscape. A survey by Gartner reports that [92% of sales development organizations](#) consider these platforms critical to their team's success. By integrating with Salesforce and other CRM systems, these platforms enable sellers to stay within their workflow, enhancing efficiency and productivity.

Native technology separates itself from other integrations by being built directly inside the platform. One of the main benefits of native sales engagement platforms is the ability to keep sellers 'in flow'. By integrating directly with Salesforce, these platforms allow sales reps to manage all their tasks from a single interface. This reduces the need for multitasking between different tools, which can be distracting and time-consuming. Instead, reps can focus on selling, leading to increased productivity and better sales outcomes.

Native sales engagement platforms also ensure data consistency and accuracy. Because they integrate directly with Salesforce, any data entered or updated in the platform is automatically reflected in Salesforce. This eliminates the risk of data discrepancies due to manual data entry or synchronization issues between separate systems.

Another advantage of native sales engagement platforms is the ability to provide real-time insights. These platforms can track every interaction with prospects, from emails and calls to meetings and social media engagements. This data is then instantly available in Salesforce, allowing sales reps and managers to make informed decisions based on the latest information.

Finally, native sales engagement platforms can improve user adoption. Because they integrate seamlessly with Salesforce, they offer a familiar interface and user experience. This can make it easier for sales reps to adopt the platform and use it to its full potential.

By keeping sellers in flow, a native sales engagement platform ensures data consistency, provides real-time insights, and improves user adoption, significantly enhancing sales productivity and success.

Analysts rank sales engagement platforms as a Level 1 technology (mandatory purchases for sales development teams).

gartner.com

Embrace AI-Guided Selling Solutions

AI-guided selling solutions are fast becoming a game-changer in the B2B sales landscape. Gartner predicts that by 2025, [75% of B2B sales organizations](#) will supplement their traditional sales playbooks with AI-guided selling solutions; and Zendesk reveals that [43 percent of salespeople](#) made use of intelligence tools for their sales tracking and pipeline, which was a 54 percent increase from two years earlier. These AI-powered tools can help sales teams maintain focus on their priorities, thereby reducing friction and boosting overall productivity.

One of the most significant advantages of AI-guided selling solutions is their ability to provide predictive insights. These solutions can analyze vast amounts of data to identify patterns and trends that humans might miss. This can help sales reps to prioritize leads, optimize their outreach efforts, and forecast sales more accurately.

AI-guided selling solutions can also automate routine tasks, freeing up sales reps' time for more strategic activities. This can include everything from scheduling meetings and sending follow-up emails to updating CRM records. By reducing manual workload, these solutions can help sales reps stay focused on their core selling activities.

Another benefit of AI-guided selling solutions is their ability to personalize engagement with prospects. These solutions can use data analysis to understand each prospect's unique needs and preferences, enabling sales reps to tailor their approach accordingly. This personalized engagement can lead to higher conversion rates and stronger customer relationships.

Finally, AI-guided selling solutions offer the advantage of continuous learning and improvement. These solutions use machine learning algorithms that learn from every interaction, constantly refining their predictions and recommendations. This means that the more they are used, the more accurate and effective they become.

AI-guided selling solutions offer numerous benefits for B2B sales organizations. By providing predictive insights, automating routine tasks, enabling personalized engagement, and facilitating continuous learning, these solutions can help sales teams reduce friction, maintain focus, and achieve their sales goals more effectively.

75%

of B2B Sales Organizations
Will Augment Traditional
Sales Playbooks with AI-
Guided Selling Solutions
By 2025.

[gartner.com](https://www.gartner.com)

CONQUER

Next Steps: Guided Selling with Conquer

Because Conquer is native to Salesforce, many of the pain points that come with leveraging other tools simply don't exist. Sellers are able to work the entire deal cycle without ever having to switch between different applications or leave their CRM at all. All communication channels are available and prioritized for sellers from inside Salesforce, with all sales activities automatically tracked and logged. And, with only one platform to learn, new sellers can be ramped up and ready to sell in days, not weeks. A native solution like Conquer enables sellers to do what they actually love (building relationships and closing deals) rather than spending the majority of their time on tedious busywork.

Conquer offers AI insights and battle cards which can additionally shorten onboarding time and guide the sales organization strategy. AI Battle Cards are pre-configured by managers or admins to automatically deliver relevant topic-based information to salespeople during their calls. It's based on keywords or phrases that the person you are speaking with says during a call. This happens in real time as Conquer Voice analyzes your call for specific keywords and prompts. As a native solution, it helps consolidate the tech stack, providing a single pane of glass experience. It also offers automation features to reduce administrative tasks.

Book a meeting with our sales team today!

sales@conquer.io | 1.800.928.0392

While friction in the sales process is common, there are effective ways to combat it. By consolidating your tech stack, implementing native sales engagement platforms, and leveraging AI-guided selling solutions, you can streamline your sales process and improve your overall productivity.

So, are you ready to give your sales reps the competitive intelligence they need, when they need it? Are you ready to help them conquer their quota? When you implement these AI insights and battle cards, you'll be well on your way to building a stronger and healthier sales process – for your salespeople, your customers and your business.

Would you like to learn more about how Conquer can help you to relieve the pain and create a healthier sales process? [Book a meeting](#) with our sales team today!

