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Tech Stack Consolidation: How to Select the Most Impactful Sales Tools

Sales Tech Stacks in 2024 – What's Hot? What's Not?

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The start of a new year is a fantastic time to look back and plan for the future. In terms of your sales, what's worked? What hasn't? Which tools have yielded the most positive results, and which are doing nothing more than gathering dust? It's time for a tech stack audit to ensure you're getting the most out of these important tools. So, just how big is your sales tech stack? If you're feeling a bit bloated, read on.

First, let's briefly identify what a sales tech stack is and why taking stock of it from time to time is important. A sales tech stack consists of specific software and technology that your sales force needs and uses to perform tasks such as lead generation, customer management, process automation, and more, all with the goal of driving better sales performance. Creating an effective sales tech stack is about quality, not quantity, and how it's designed can easily make or break sales goals. How? Too many tools and your sales team is left feeling overwhelmed; too few and an efficiency gap needs to be filled. It's a great balancing act that requires time and effort, but the rewards will be great once the stack is well-stocked and streamlined.

3 Reasons to Assess Your Sales Tech Stack Today

Face budgeting concerns and economic uncertainty

According to Salesforce, 94% of sales organizations plan to consolidate their tech stack in the next 12 months. Why? A lot can be attributed to budget cuts and hiring freezes. While many economists have tried encouraging people to eschew thoughts of a recession, layoffs continue. For example, the tech sector has been slow to rebound, resulting in workforce reductions. TechCrunch reports that the tech industry has lost more than 240,000 jobs in 2023. These losses include tech giants like Google, Amazon, Microsoft and Meta. So, rather than focusing on growth right now, many companies are hunkering down and honing in on maximizing their operational efficiencies.

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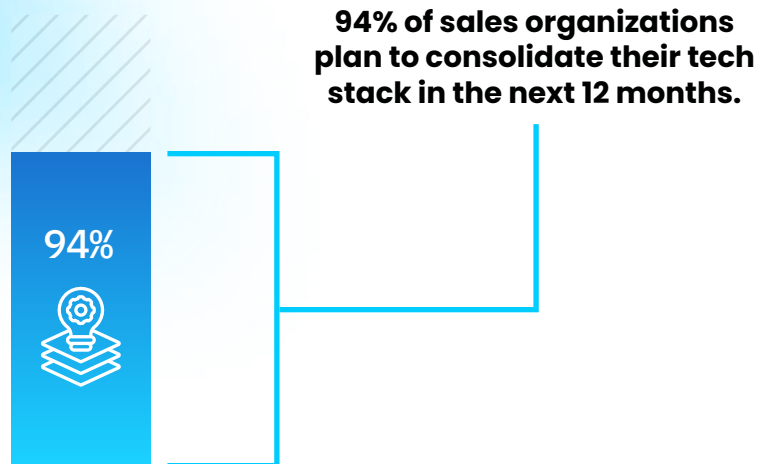
Improve the sales representative experience

Salesforce reports that 66% of sales reps say they're overwhelmed by too many tools. Onboarding takes too long, and there's a high churn rate. These trouble spots can be partly linked to learning too much tech. Ask your sales team what apps and other technology they use the most. Which saves the most time, and which leads to the greatest results? Listen to them and take a people-first approach. Remember, your sales team's first priority is sales. They're not IT people. The focus of your findings should be on the business processes that are connected to the app.

When doing your due diligence about which apps are working and which are not, here are some questions to ask:

- What does each app help them to accomplish?
- How does it help with daily tasks?
- What is its overall impact?
- How does it help to impact efficiency and the customer experience?
- How, where, and when is the app used in a business process?
- How ingrained is the app in a business operation? Is it used every day? Or not at all? Does the app have the potential to meet more than one need? If so, which ones?

Clicking between applications can be time consuming, and 66% of sales reps say they're overwhelmed by the number of tools.

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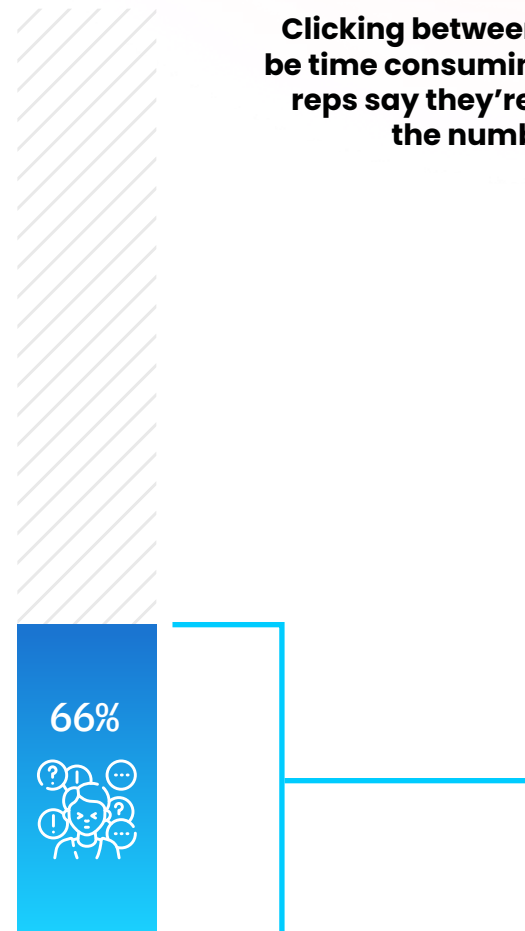
Keep data safe and compliant

Security and compliance are integral to any sales tech stack. They ensure that sensitive customer data is protected from potential breaches, maintaining the reputation and credibility of the company. Compliance with regulations like General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) is crucial not only to avoid hefty fines but also to demonstrate to customers that their privacy is a top priority. A secure tech stack protects the company's proprietary information and intellectual assets, offering a competitive edge in the marketplace. In essence, security and compliance lay the groundwork for trust, which is the bedrock of any sales relationship.

The bottom line? It's important to create a sales tech stack that is not only user-friendly but one that gets results with the least amount of time and effort. Tools within the tech stack should not distract but laser-focus business activities and simplify life for the sales rep. And the more integrative the tech stack, the better. So, embrace the good ones and kick the rest to the curb.

Which Sales Tools Matter Most?

Now comes the real fun. You've gotten your feedback and decided that downsizing the sales tech stack is the way to go. What's next? It's time to determine which ones provide the most benefits and why. We can help. We've narrowed it down to four:

Sales engagement/ enablement platforms

Sales engagement/enablement platforms (SEPs) bring people and tech together. They offer benefits such as guided selling, omnichannel communication – all in one place and task automation. They help sales reps to stay organized and even help to improve the onboarding process. Research for Glassdoor found that "organizations with a strong onboarding process improve new hire retention by 82 percent and productivity by over 70 percent." That's pretty impressive. It also means that sales teams can spend more time doing what they're good at – selling. Additionally, SEPs automate the data process so sales reps can quickly locate what they need when they need it. It removes manual data entry, allowing for 100 percent accuracy. Salesforce reveals that 89% of workers report greater satisfaction with their jobs due to automation because it provides them with a better work/life balance.

And when you choose an SEP, you'll want to ensure that it's built natively inside your CRM. A native SEP solution will seamlessly interface with Salesforce, so you'll never have to leave the interface to use another app. It provides continuous accuracy of customer records between the SEP and the CRM. Your entire enterprise can rely on a single source of truth, totally maintained with no intervention and no admin help or cost required.

Why keep it? Imagine a salesperson – let's call him John. John is dedicated and hardworking but spends most of his day juggling multiple tasks. He's constantly switching between sending emails, making calls, following up with leads, and manually entering data into his CRM. Despite his best efforts, he often misses follow-ups because there's too much to keep track of on a daily basis.

Now, consider a different scenario where John uses a SEP. The platform automates many of his routine tasks. Emails can be scheduled and personalized, so they're always timely and relevant. Calls can be logged automatically, freeing up John's time to focus on selling. His follow-up process is streamlined as the system sets reminders for him, ensuring no lead is overlooked.

With an SEP, John is more organized, efficient, and effective. He's less stressed. His leads are happier, and, as a result, his sales numbers significantly improve. That's why every salesperson needs a SEP.

The facts: A 2023 report from Gartner suggests that SEPs, equipped with AI and machine learning capabilities, can forecast sales trends with increased accuracy. This allows representatives to prioritize efforts and achieve targets more effectively. The platforms also offer real-time coaching and feedback, further driving sales effectiveness. The amalgamation of these features makes SEPs an instrumental tool in optimizing sales performance.

89%

A recent Salesforce survey found 89% of full-time workers are more satisfied with their job due to automation.

salesforce.com

Conversational intelligence platforms

When you use conversational intelligence platforms, you'll improve your workflow guidance, messaging analytics and forecasting. And your selling will be smarter because your software is built directly into your CRM. You can perform tasks such as making call notes, flagging next steps and speeding up deals with valuable sales call AI insights. Conversational intelligence platforms can improve sales team performance by providing real-time assistance during sales calls. It can even offer feedback after the call. It also keeps track of valuable customer interaction data. All of this can lead to greater customer relationships and business outcomes. A recent Forrester Global Marketing Survey (2022) shows that companies are beginning to understand AI's impact on the bottom line: 27% of B2B organizations plan to invest significant effort in using AI to drive content recommendations as part of their strategies for implementing or advancing content capabilities over the next 12 months.

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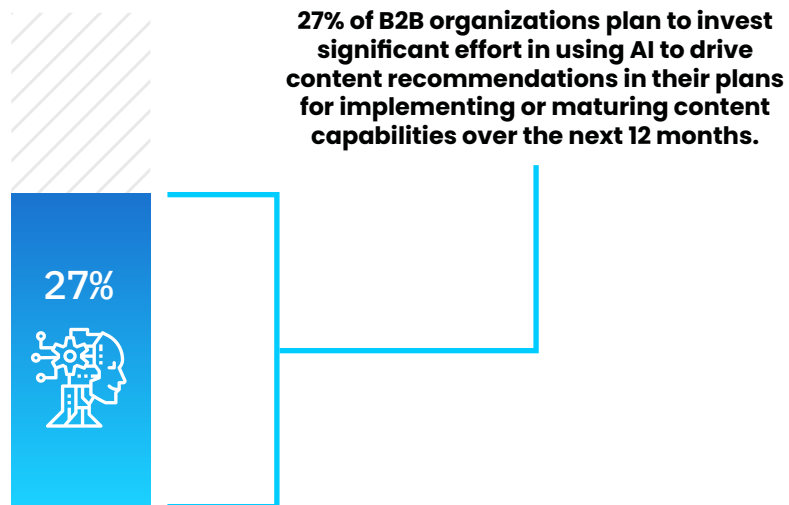
Why keep it? Imagine you're a salesperson, and you've just had a productive conversation with a potential client. But when it comes time to recall the details of the discussion, you find your memory is a bit hazy. Did they say 50 or 60 units? Did they say the end of the quarter or the beginning of next quarter? You recognize that these details could make or break your deal. This is where conversational intelligence platforms come into play. These platforms record, transcribe, and analyze all sales conversations, ensuring you never miss a detail. They can highlight the most critical parts of the conversation, offer insights on customer sentiments, and even provide coaching on your sales technique. With these platforms, you can ensure you have all the information you need to close the deal successfully, avoid misunderstandings, and constantly improve your sales methods.

The facts: According to a report by Gartner, companies using conversational intelligence platforms can boost their sales performance by up to 30%. These platforms help to identify critical trends and insights from customer interactions, leading to better decision-making. A study by Forbes also underlines that conversational intelligence platforms can enhance customer engagement and retention rates, leading to increased sales. Lastly, a Salesforce survey found that 52% of sales professionals believe such platforms have significantly improved their productivity and sales effectiveness by automating routine tasks and providing actionable insights.

Sales prospecting tools

Let's face it: sales prospecting is not the most exciting part of the job. It's also one of the more time-consuming tasks. A good sales prospecting tool can quickly help you locate names, addresses, email contacts and more. It can also help sellers identify high-quality prospects, qualify and prioritize them, and engage with them in multiple ways, including through social media or video. Overall, these tools create a better workflow for sellers and help them to close more deals and shorten the sale cycle. They grow the customer base, reduce workload, generate meetings with more qualified clients and boost revenue growth. So, when you invest in sales prospecting tools, you're investing in better productivity and profits, too.
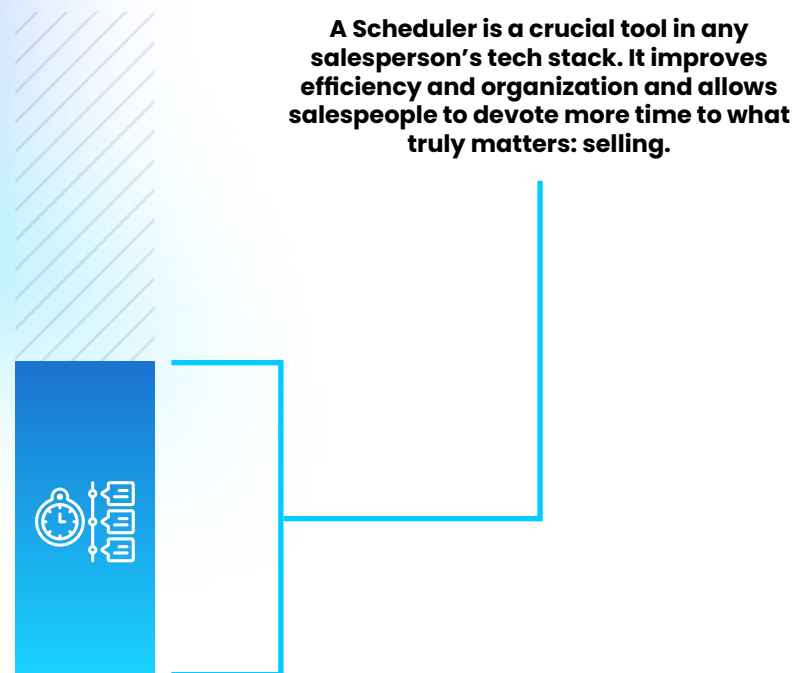
Why keep it? Consider the scenario of a salesperson, Alex, who spends countless hours each week manually searching for prospective clients, attempting to identify key decision-makers and customizing initial outreach emails. While Alex is a hard worker, the time-consuming nature of her manual prospecting efforts limits the number of outreach emails she can send each week and, as a result, the number of deals she can close.

Now, imagine if Alex had a sales prospecting tool integrated into her sales tech stack. This tool could automatically identify potential leads based on specified criteria, provide key contact details and even insights into the best times to contact them. This would not only save Alex a significant amount of time but also enhance the effectiveness of her outreach efforts by ensuring that she is reaching out to the right people at the right time. As a result, Alex can spend more time on closing deals and less time on prospecting, increasing her overall productivity and sales performance.

The facts: Sales prospecting tools can profoundly impact sales performance by streamlining processes, automating tasks, and providing valuable insights. According to a study from CSO Insights, businesses using sales prospecting tools have seen a 15% increase in revenue. As noted in a study conducted by the Harvard Business Review, companies also reported an increase in the conversion rate from lead to opportunity by up to 10%. These statistics underscore the crucial role of sales prospecting tools in optimizing sales performance.

15%

Organizations that use customer data and analytics enjoy better results: 15% higher close rates of forecast opportunities.

oracle.com

Schedulers

When consolidating your tech stack, make sure that you keep those tools that are key to your organization's success, such as scheduling assistants. A calendaring tool allows reps and service agents to schedule meetings with prospects easily and allows prospects and customers to schedule a meeting with sales and service teams based on their availability. Schedulers reduce friction when it comes to booking meetings and provide an additional communication channel as well. When you choose a scheduler, make sure to find one that easily integrates into current technology.

A Scheduler is a crucial tool in any salesperson's tech stack. It improves efficiency and organization and allows salespeople to devote more time to what truly matters: selling.

`Why keep it?` Jake, an experienced salesperson, often found himself entangled in the complexities of appointment scheduling. He would spend hours every week coordinating with potential clients, juggling time zones, and trying to avoid scheduling conflicts. This was exhausting and ate into the time he could have used engaging with customers and closing deals.

One day, he integrated a scheduler into his sales tech stack. It was a game-changer. The scheduler streamlined the appointment process, automatically matching his availability with that of his clients. It even handled time zone conversions and sent reminders to both parties. Jake's productivity skyrocketed as he could now focus solely on selling. His clients appreciated the convenience, and his sales figures began to reflect the new efficiency in his workflow. This scenario clearly illustrates a scheduler's advantage to a salesperson's tech stack.

This scenario illustrates why a Scheduler is a crucial tool in any salesperson's tech stack. It improves efficiency and organization and allows salespeople to devote more time to what truly matters: selling.

`The facts:` According to a study conducted by the Harvard Business Review, effective scheduling practices can significantly enhance sales performance. The research highlights how using advanced scheduling tools can streamline the sales process, ensuring that sales personnel spend their time on high-value tasks. These tools can automate mundane tasks, set reminders for follow-ups, and provide detailed analytics that can be used to refine sales strategies. They can also optimize sales calls by setting them at the most opportune times, which increases the chances of successfully closing deals.

Conquer Your Tech Stack Consolidation

Tech stack consolidation is paramount to salespeople as it elevates efficiency, reduces operational friction, and enhances CRM. By consolidating various tools into a single, unified platform, salespeople can streamline data management, eradicating the need to switch between multiple systems and reducing the risk of data loss or misinterpretation. This consolidation allows for improved team collaboration and better tracking of sales performance metrics. It also automates repetitive tasks, leaving salespeople more time to focus on relationship building and strategic selling. In essence, tech stack consolidation catalyzes sales optimization, drives growth, and enhances productivity.

Conquer's native SEP – Conquer Cadence – is the only SEP that is native to Salesforce. It provides a host of benefits that include:

- A seamless integration with Salesforce
- The ability to reach buyers faster
- A better sales rep experience and better workflow
- More tools across the entire sales process
- Omnichannel communications (including social, video, and scheduler) all from inside Salesforce
- AI insights to analyze calls
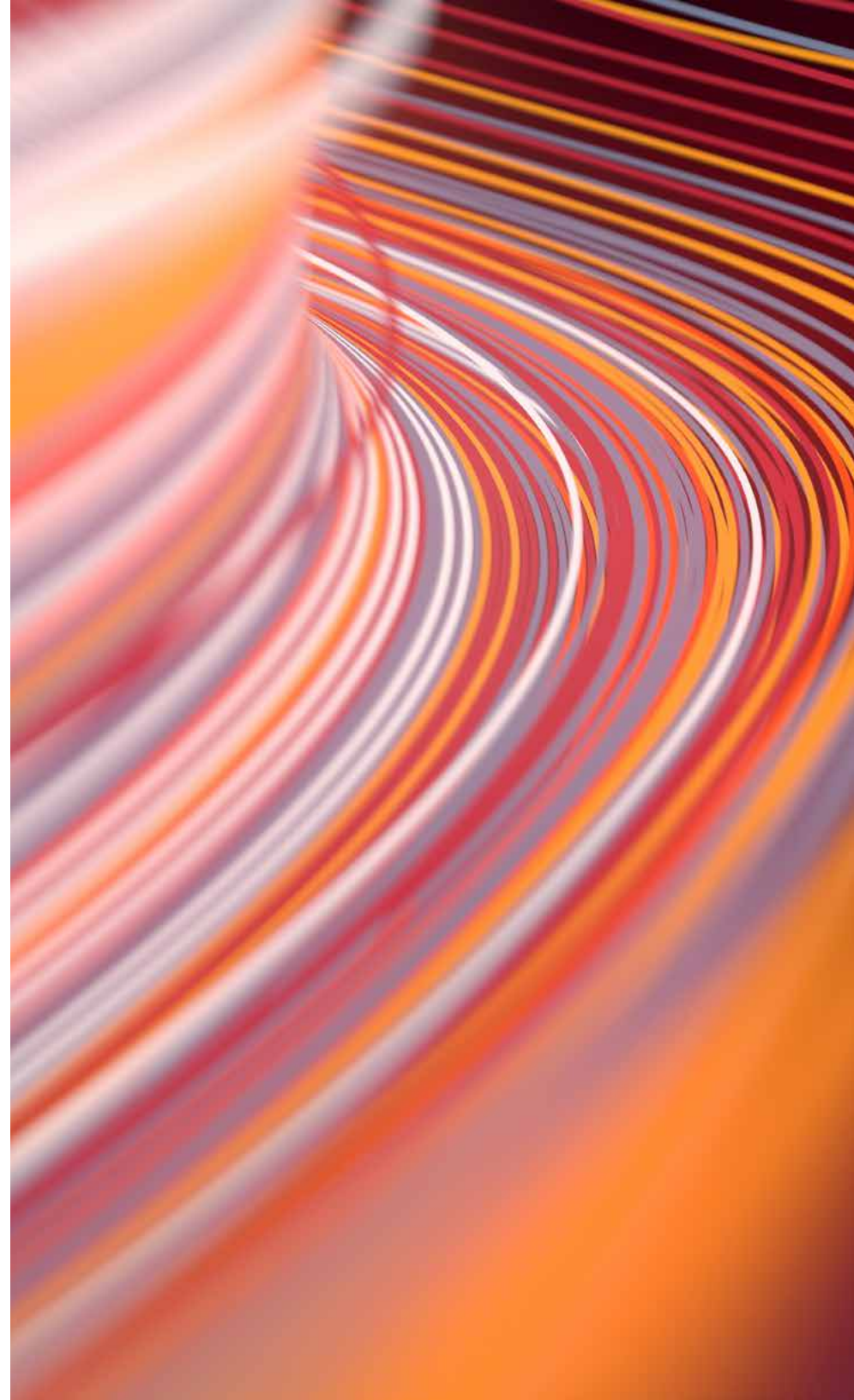
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Conquer Cadence helps enterprise sales teams win big by providing specifically designed sales engagement and guided selling tools, including the actionable insights needed to generate more pipeline, shorten sales cycles and close more deals. And because Conquer Cadence lives in and is used entirely inside Salesforce, no bi-directional sync of your customer data is ever required. All sales activities are automatically logged and represented in native Salesforce dashboards, so you always have a complete picture of your revenue generation process.

It's also trusted by IT and security teams not just because of how much it improves sales results but because it keeps data safe and compliant. Since Conquer Cadence is the only SEP truly native and always used inside of Salesforce, your data never moves out of your CRM.

Other SEPs that claim to be native have to perform a bi-directional data sync with Salesforce because they take your data out of your CRM and then need to put it back in Salesforce and sync that data in an attempt to preserve accuracy. For large enterprises, moving customer data and records out of Salesforce is often not compliant and certainly not a best practice for security. Why even take that risk? With Conquer, your data never leaves Salesforce.

Would you like to learn more about how Conquer Cadence can help you consolidate your tech stack? Book a meeting with our sales team today!

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