RocketReach

3 Ways to Drive Efficiency and Reclaim Sales Time for Teams

More and more sales organizations are struggling with efficiency and burn out. They may have achievable sales goals, support from management, and all the tools they need to close deals. But, inefficient processes and non-revenue generating tasks are placing an inordinate burden on their time — which would otherwise be spent building relationships with high-value prospects. In between researching contacts, prospecting, and other tasks, **sales reps spend less than one third of their time actually selling.**[1]

To create more opportunities and build pipeline, teams must look to their sales technology to help them work smarter and faster. Read on to learn three ways you can get the most from your workflow tools and empower your sales team to hit their targets by giving them back their most valuable asset: **time.**

Automate your prospect search.

Detailed, accurate buyer personas are essential to prospecting, yet the search for companies and contacts that fit those criteria can require significant effort for sales teams. Take back your time by leveraging AI to automate the search. The best AI platforms can tackle multiple, complex searches and return contact data with a high level of accuracy. AI tools can also help you think beyond the typical responses, sparking ideas for new audiences and better ways to articulate and find who you're looking for by highlighting similarities. Look for time-saving features based on company industry and size, job titles, and revenue.

Consolidate your tech stack.

Sales teams use an **average of 10 tools** to manage the sales process.[1] That's a lot of clicking between open windows, not to mention the mental gymnastics of acclimating to the nuanced differences in functionality between each platform. Enhance your existing tech stack with platforms that offer an API integration to boost productivity, increase speed, and continually improve the quality of data.

Prioritize accurate data.

Inaccurate data is a huge source of frustration for sales teams, with **45% of sales professionals** identifying the lack of complete data as their biggest challenge.[2] Eliminate time spent tracking down unverified phone numbers and email addresses by employing processes and tools that fuel sales efforts with critical contact data and get teams in front of the right people faster.

The world's #1 most accurate contact database, RocketReach helps sales teams boost efficiency and drive pipeline by instantly connecting with valuable leads. Its user-friendly platform and real-time, verified data allow salespeople to stay productive and easily collaborate with their peers through a host of CRM and social integrations. Start reclaiming your time and productivity now:

Sign Up for Free

References:
1. 2022–2023 State of Sales, Salesforce
2. Global State of Sales, 2022. LinkedIn