



# Using Intelligence to Increase Your Sales

Ebook



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Sales Intelligence is an increasingly common term that B2B companies have at least a sense of familiarity with. As a concept, it simply gives companies the competitive edge when it comes to the sales prospecting cycle. This is usually by enriching the data they already have on a prospect, and giving them new, timely data. With that in mind, why are so many businesses choosing not to use it as part of their wider sales and marketing strategies, or not using it to its full potential?

The reality is that a growing amount of businesses are increasingly using intelligence to change and tailor how they interact both with their prospects and clients. Why? Well, the ability to do this can guide your sales, marketing and account management teams throughout your relationship with a client. This eBook will discuss the fundamental aspects of Sales Intelligence in relation to your sales activities, and how you can use it within your own business to sell more effectively.

## What does Sales Intelligence Entail?

There are various methods that teams use to find additional information on the prospects that pose the greatest potential for a new sale. Whilst the approach may change from business to business, the overarching aim is always to quickly create actionable insight for the salesperson, whilst drastically reducing the amount of time a salesperson spends building their sales pipeline.

Most of the 'intelligence' takes the form of data that suggests important changes that have taken place across a business. Most organisations will create ideal criteria about the prospects they wish to reach.

**This might be classified based upon the following...**



**Geography**



**Sector**



**Annual Revenue**



**Head Count**

*Next, organisations will track the changes that occur in these businesses, understanding when the best time is to reach out to a decision maker.*

How this happens varies from one organisation to another based upon how they leverage sales intelligence, and the cost of doing so also changes depending on the level of sophistication involved. But the fact remains - the better equipped a sales team is with the right information, the more able they are to reach prospects and convert conversations to sales.

At Clarity Stack, this is wholly relevant for us as an organisation, and our aim has always been to provide actionable insights to small and medium sized businesses, week on week.

*This means that smaller businesses have the opportunity to access similar information to larger, enterprise level solutions, without the hefty price tag.*

## Why Is Sales Intelligence Effective?

Knowing the type of companies that could benefit from your service is one thing. Knowing where they are, their current activity and when they are looking to invest in services like your is quite another. Without sales intelligence, it is near impossible to track the signals that point to having a conversation with a prospect.

### Example

For example, one of the critical moments to reach out will be when a **new senior decision maker joins the company**. She will be expected to commission new services in order to achieve her targets and will be commissioned a budget to make this a reality. It is unlikely that this budget will be around for another 6 months when a decision maker is intent on making good on their objectives for the department.

If you're the business that recognises this situation as a time to strike whilst the iron's hot, then this is where sales intelligence sets your business apart from competitors who aren't yet aware of the news. Equally important are a number of different data points, which suggest an increased inclination to buy.

**These might take the form of the following...**



**New Initiative  
Launches**



**New Partnerships With  
Other Businesses**



**Mergers**



**Acquisitions**



**Funding**



**Office Moves**

With all of the intelligence in the world, most decisions aren't made and deals signed in a short timeframe. However, catching prospects at the right time is invaluable to your sales strategy. Thanks to this newly available intelligence, blindly calling a company changes in favour of catching companies when indications are taking place.

*That means the likelihood of a decision making process is increased, as the prospect is clearly addressing several aspects of their business, one of which may include procuring services to help them achieve their goals.*

## Sales Intelligence in Practice

When data informs the whole sales process, you can go beyond working out who your ideal prospects are. The other benefit is your sales people aren't wasting as much time going down dead ends and looking aimlessly for the wrong prospects.

Without sales intelligence, it is inevitable that large amounts of time will be spent on activities that may not be profitable, and are often harder to track. There's no value in chasing prospects who aren't a good fit in the first place, as they are far less likely to be interested than a prospect that is. We'll now discuss the approaches sales teams can take by being intelligence and data focused.

## Effective Ways to Segment Prospect Data

Segmented data has clear benefits for your sales team. It largely refers to dividing prospect information up in a way that makes best sense to your business. By segmenting certain groups of prospects in defined ways, you can more effectively find ways to target them and build engagement. Below, we discuss some of the things to consider that will help you dissect a data list effectively.

### Sales intelligence for Building Ideal Client Personas

Segmentation can often start with who you wish to reach and the purpose for doing so. If you provide a range of services, it's worth thinking about what they are, and who uses them at the moment. For example, a customer that invests in your 'low-hanging fruit' services are likely to have a different need to those who are considering something more bespoke.

In addition, the size, revenue and purchasing power of a company differs depending on what you're selling, and so does the lead time in converting to a sale. Plotting all of these factors out not only informs your segmentation, but should also provide plenty of visual cues on how to target them afterwards.

#### *Does Group A exist on LinkedIn?*

Does Group B purchase directly via special offers on email campaigns? Effectively dividing these prospects should help you to test any hypotheses you've got.



## Learn from what has worked before

Something that's occasionally overlooked is the roster of clients you've worked with in the past, or those that you still serve. If your business has been running for a while, then you should have a decent number of clients you can refer to. Consider these companies in terms of their customer personas, and drill down into the buying situation they had with you. How did you reach them? What targeting methods did you use? What pain points were they feeling?

Additionally, it's worth addressing the red flags from the past that you could learn from. That way, you can steer away from clients and behaviours you'd rather avoid in the future.

How did you reach them?

What pain points were they feeling?

## Examples of Effective Sales with Intelligence

There are a number of principles that a sales team carries out when backed by the data to help them succeed. Here's some insight into how it helps to shape an end to end sales process:

### Sales Strategies Backed by Data

Each component of data that is captured allows for actionable insight for a sales team. Even if the time isn't looking right for a prospect to invest in your services (you may or may not have spoken with them), you have the ability to track their activity across several data points. You'll then have that data available for future reference when the time is right.

With sales intelligence, it's much easier to use new data to filter prospects based upon the metrics that make the most sense to your business. However, there's plenty you can achieve by using your existing data too. Firstly, you can learn a considerable amount about your existing client base, your methods of acquisition and which types of clients value your services. You can even impart that knowledge gained to build new revenue streams in the form of new packages or subscriptions to your service, for example.

This analytical phase is considerably more difficult before sales intelligence tools help you to answer the questions you can't answer without compiling complex, multi-department reports.

## Sales Processes Backed by Intelligence

Learning from intelligence allows us to create predictable processes that are easy to follow. Intelligent software allows you to set prompts, reminders and actions so that your team can work on what's most important to their prospecting.

In real terms, this will shorten the loop for a team member across the entire sales cycle. When searching for new prospects, prospect matching criteria becomes readily available. When reaching out to prospects, your team is advised of the best approach to outreach. When negotiating, your team sees an entire history of conversations, as well as any activity since the last conversation that might be useful to your pitch. These sales processes can be tweaked over time to help your team become a more efficient sales machine.

## Changing The Process

Following on from the last point, a sales manager can far more easily understand where the sales cycle is broken or in need of some refinement when it is measured. Intelligence can aid process changes by showing you clear trends. Perhaps many prospects are falling away at the proposal negotiation stage, and they could be all suggesting similar reasons for doing so. By having clear conversations with your team and analysing the data, you will be able to quickly identify where changes to process or your sales approach might need some work.

## Tools To Use

Now the benefits of sales intelligence are clear, what tools are available to your team? The options vary largely based upon budget, the size of your team, the value of your contracts and how deep you want to dive into data.

### Enterprise Software Options

There's an array of options when it comes to sales intelligence, depending on your level of requirements. For example, enterprise level solutions will help you track multiple data points and integrate with frequently used CRM systems. These types of systems will also flag reminders and actions for your sales team to undertake, effectively making the whole process seamless. The downside is that this will often prove costly in terms of implementation and management.

### Software as a Service

Many companies choose to bolt a number of paid subscriptions together in order to gain a similar result. This can often still yield great results, providing your team are confident enough in trialling a few systems to see what fits best. This exploratory stage often is made easier when sales teams collaborate beforehand, and make a wish list of their requirements. If you're considering price points and you're confident in your sales team to deliver with enriched data, then this is your best bet.

### Web Browser Extensions

Similarly to SaaS products, a number of web extensions now exist which augment some of your prospect searches. Some of these will help you to find the contact details of decision makers. Others work directly with the likes of LinkedIn to support your prospecting efforts.

## Conclusion

Whilst sales intelligence is more commonly recognised as a useful part of the sales stack, many companies that could benefit do not employ this intelligence effectively enough, or at all. As the shift to informed sales processes continue, businesses will be forced to adapt or be left behind. If all of your competitors are tracking prospect information more proactively than you, you will inevitably be picking up the phone when the deal has already been done.

This eBook has discussed how sales teams currently leverage sales intelligence, and the methods you can use to give your sales teams an advantage. This advantage spans beyond the sales functions and can help you to upsell and drive home the lifetime value of your relationships.

*If you want to know more about how insights can help to drive sales within your business, then get in touch with us today.*

