

Why your sales team needs to be enabled



35%

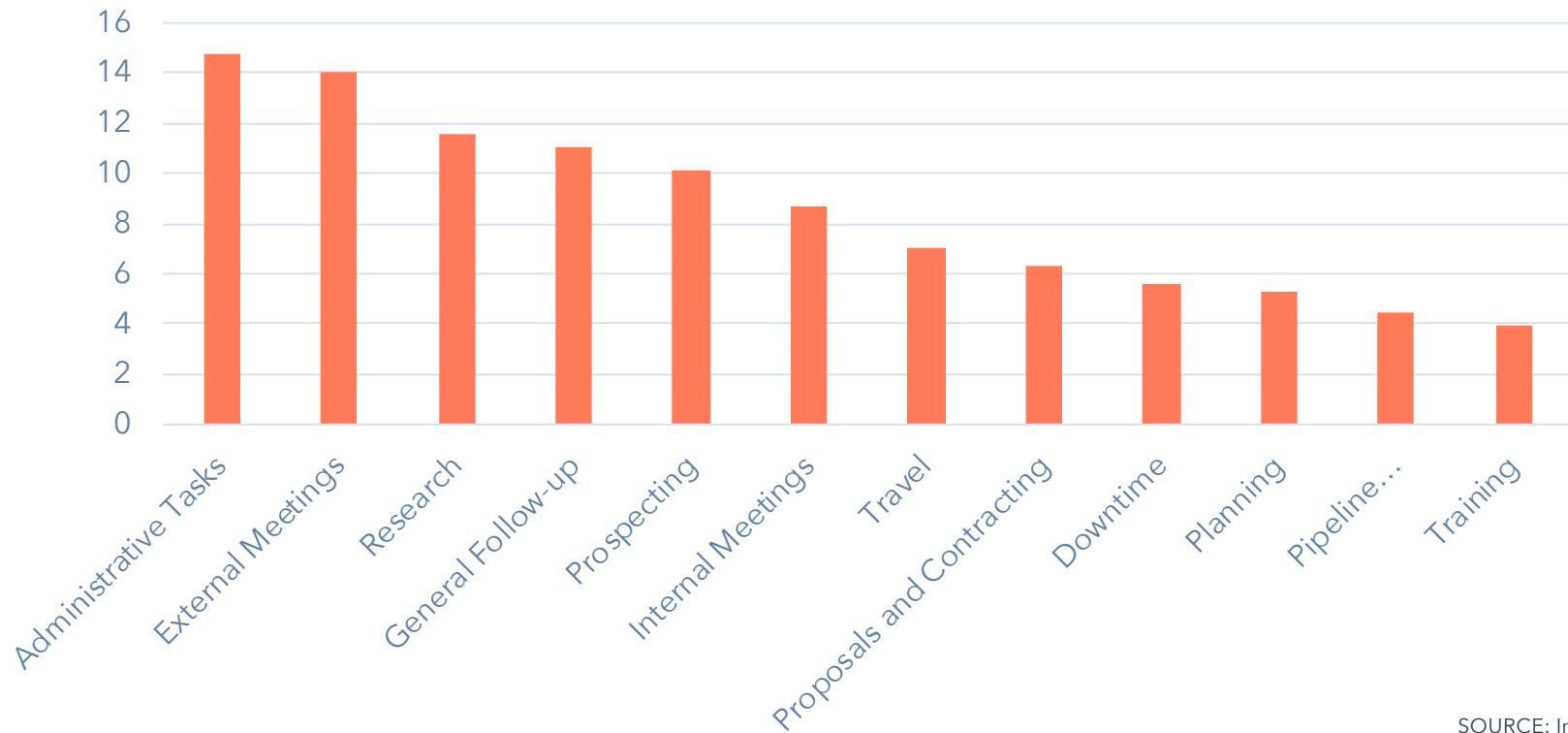
On average, salespeople only spend about **35%** of their time selling.

What are they doing with
the other **two thirds** of
the week?

27%

27% of salespeople are spending an hour or more on data entry **each day**.

Sales Rep Task Time Allocation



SOURCE: PIXABAY



There's only one
way to find out.

You can look at your sales data and get a pretty good idea of where your process needs work.





As a sales leader, you can enable your reps by removing the hurdles that stand between them and their buyers.

Enabling your team to spend more time selling



FRICTIONLESS SELLING FRAMEWORK

ENABLE

your team to
spend more
time selling.

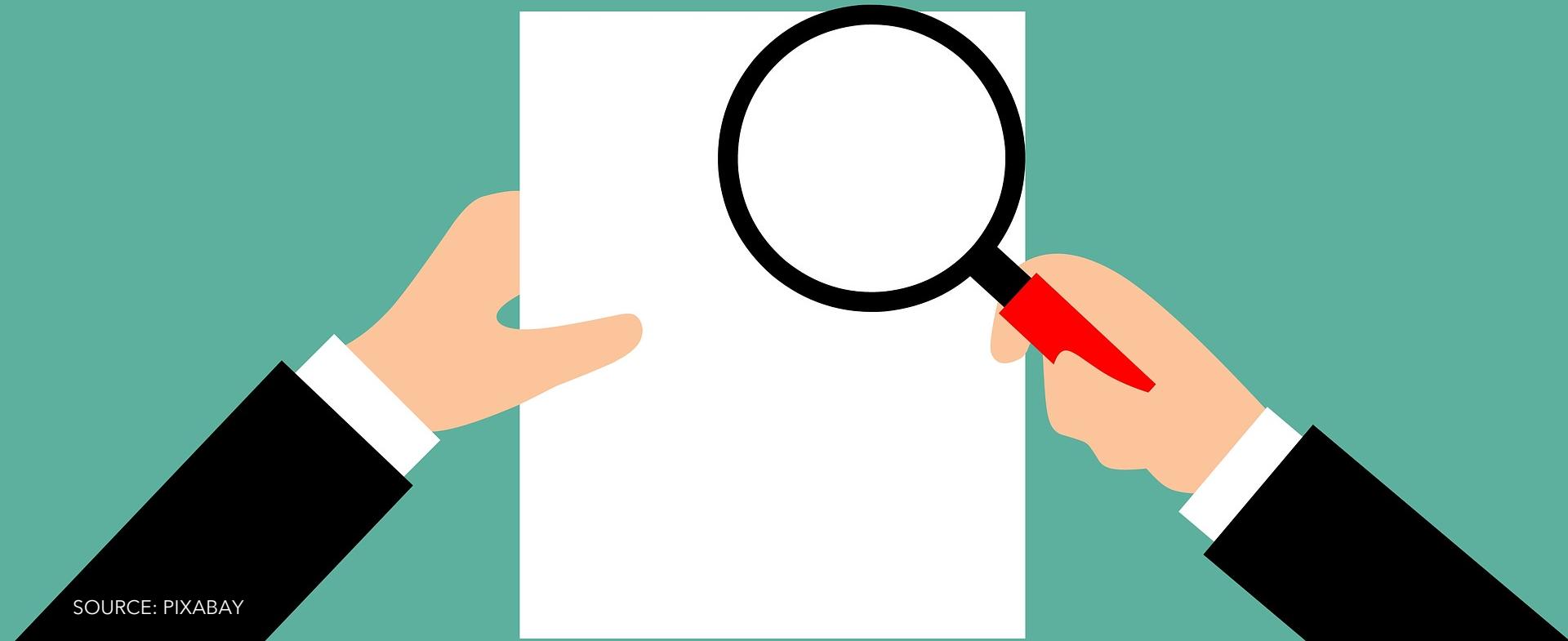
ALIGN

your team
with your
target buyer.

TRANSFORM

your team
through a culture
of learning.

Take a look at all the tools and processes you currently have in place.



For every item on your list, ask

1. Is this providing any value to our leads?
2. Why is this taking so much time?



If the answer to the first question is no—if you can't think of any value this activity provides to your potential customers—you don't even have to ask the second question. Just tell your reps to stop doing that activity.



If it's something that has to be done, like writing up a contract, find someone else in the company who can do it.

Your reps should **only** do tasks that contribute to providing a good experience to their leads.

The answer to this
question won't always be
a **clear-cut yes or no.**



Are the regular one-to-one meetings your reps have with their manager providing any value to your leads?

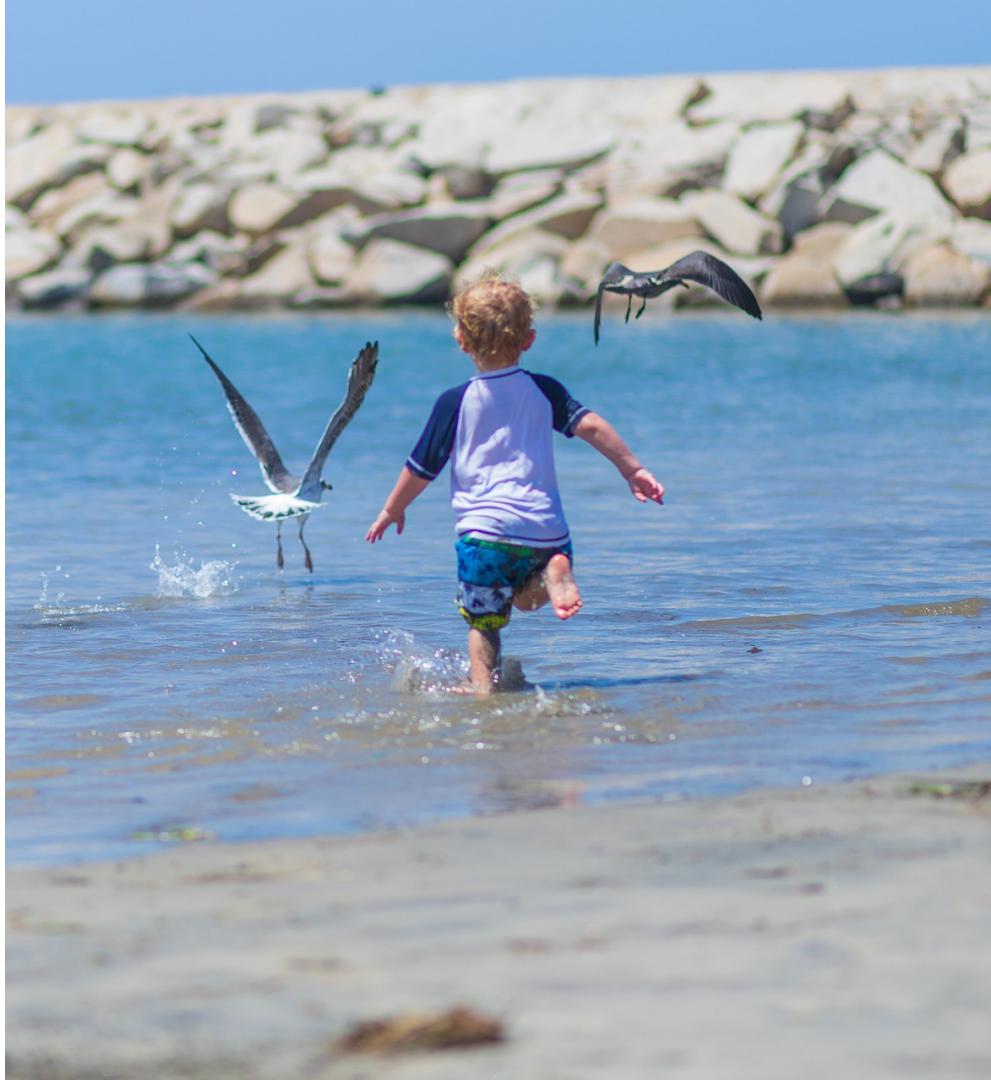
Sales teams often have pipeline review meetings to check in on how the team is performing against their goals.



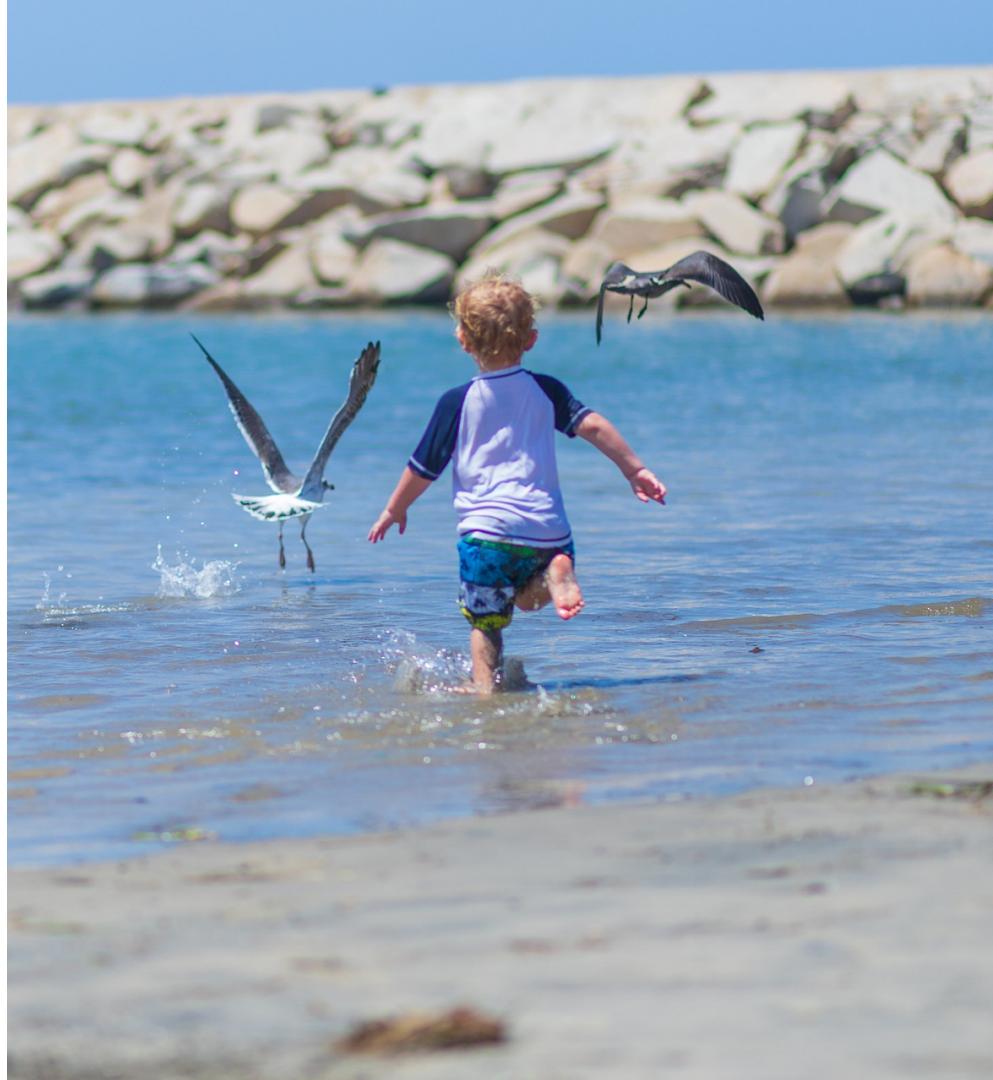
These meetings provide an opportunity for the team to review all the potential sales they're working on and identify any that are questionable.



If your reps are investing time and energy into engaging with people who are never going to buy, they're reducing the amount of time and energy they could be giving qualified leads.



And the people who
aren't going to buy from
you probably want to be
left alone anyway.





Pipeline meetings can actually provide a lot of value to your leads simply by making sure your reps are focused on the right people.

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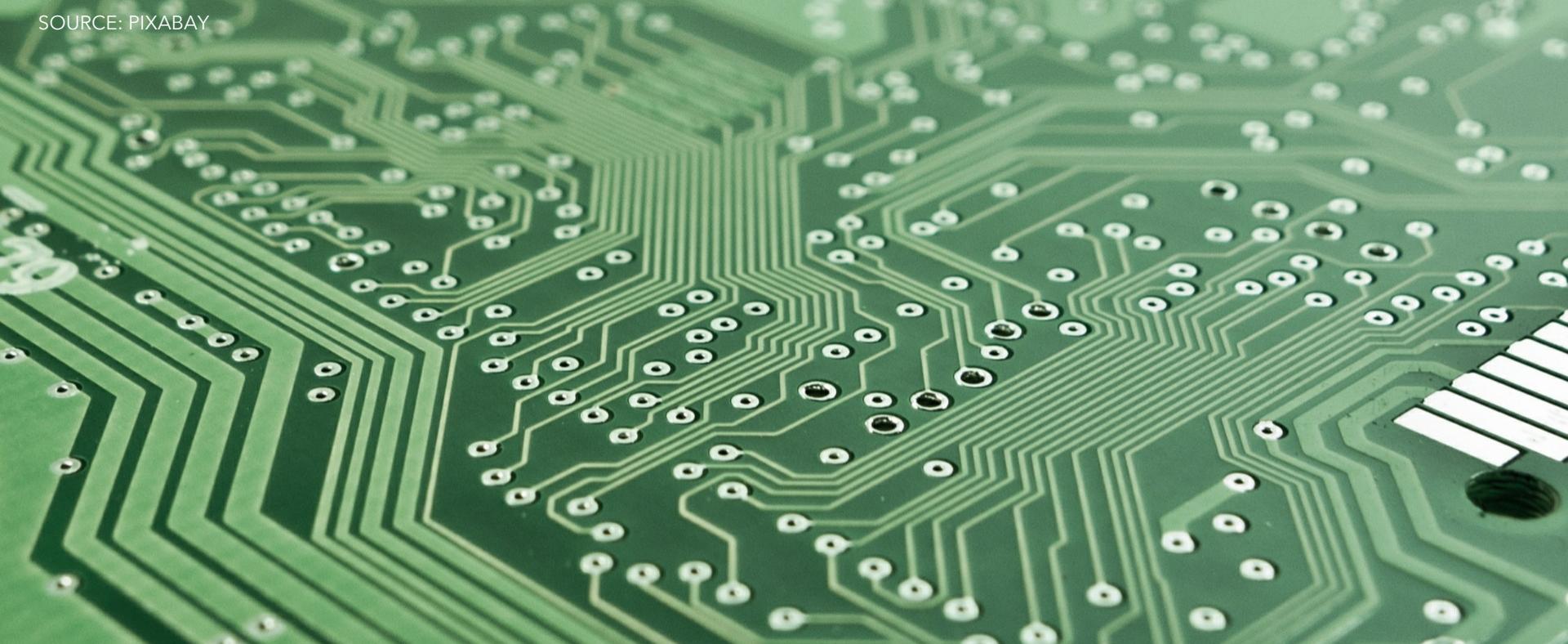
Look for ways you can
reduce the amount of time
your team is spending on
these activities.

Maybe your reps are spending a lot of time writing their notes after they call or email someone.





If you look at the amount of time it takes to do this data entry and compare that to the amount of value it provides your team, you'll see it's not a fair exchange.



Time-consuming tasks that provide little value in return should be automated.

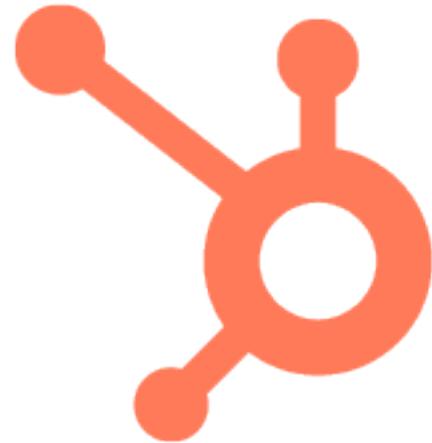


There may be occasions where you want your reps to do things manually so that they have complete control over the task.

HubSpot CRM

Make sure your reps have the email extension installed so that their email activity is automatically recorded.

You can also have them make and record calls from inside the CRM instead of from another system.



Another place your reps might be spending a lot of time is writing emails.



This is a place where
automation **isn't** always
the best answer.

A close-up photograph of a person's torso and hands. They are wearing a dark suit jacket over a white collared shirt. Their hands are visible, holding a plain white rectangular card. The card contains two blocks of text in a dark, sans-serif font.

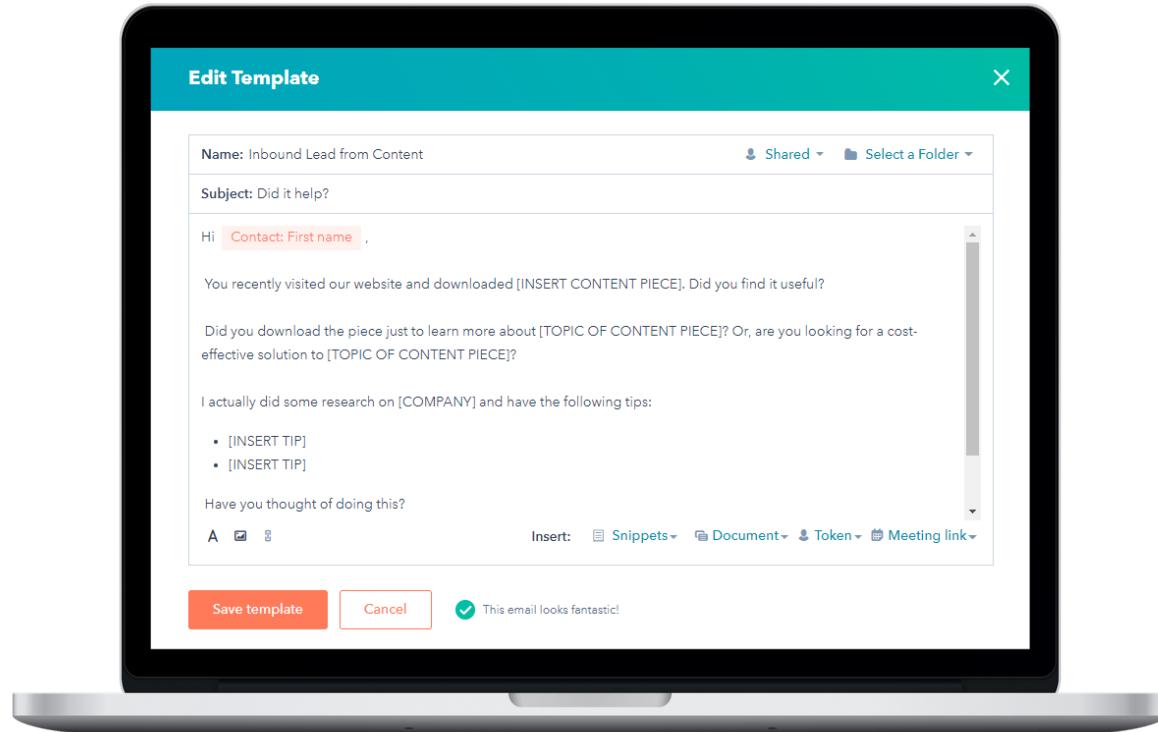
Remember, the activities that are still on your list are there because they somehow provided value to your leads.

You don't want to compromise that in your quest for saving time.



**Personalization is key
if you want to get people to take action.**

There are ways to increase
your reps' emailing speed
without compromising the
quality of their outreach.



Email templates fill in the broad strokes of each email but still leave room for your reps to add their personal touches.

✉ Step 1

Send as soon as possible ▾ ⓘ

Your email is not highly personalized. Get suggestions

Sul **Low personalization** Learn more ↗

Hi,

Mention a recent tweet by HubSpot

@sandraattar1 Hey there, thanks for reaching out. The event is canceled for tonight. ↗

HubSpot • @HubSpot • an hour ago

We

that

--

Learn more about HubSpot

HubSpot is a developer and marketer of software products for inbound marketing and sales.

hubspot.com ↗

✉

This screenshot shows a HubSpot email editor interface. At the top, it says "Step 1" and has a dropdown menu set to "Send as soon as possible". A yellow circular icon with a warning symbol indicates that the email is not highly personalized, with a link to "Get suggestions". Below this, the subject line "Low personalization" is displayed with a "Learn more" button. The main body of the email starts with "Hi," followed by a mention of a recent tweet from @sandraattar1. The tweet content is shown in a box: "Hey there, thanks for reaching out. The event is canceled for tonight." Below the tweet, there's a section titled "Learn more about HubSpot" with a link to the HubSpot website. To the right of the main content area, there's a sidebar containing a snippet of another tweet from @sandraattar1 and some social media sharing icons.

Increase speed **and** quality.

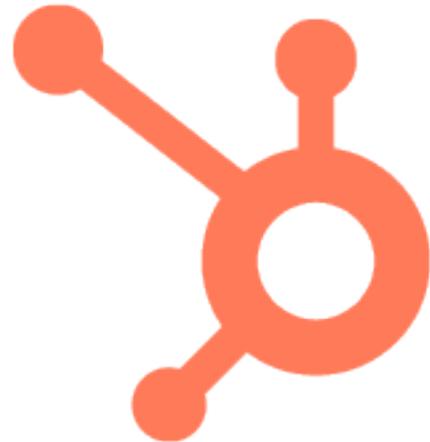
Use Personalized Videos



HubSpot CRM

You already have these tools at your disposal, so make sure your reps are using them.

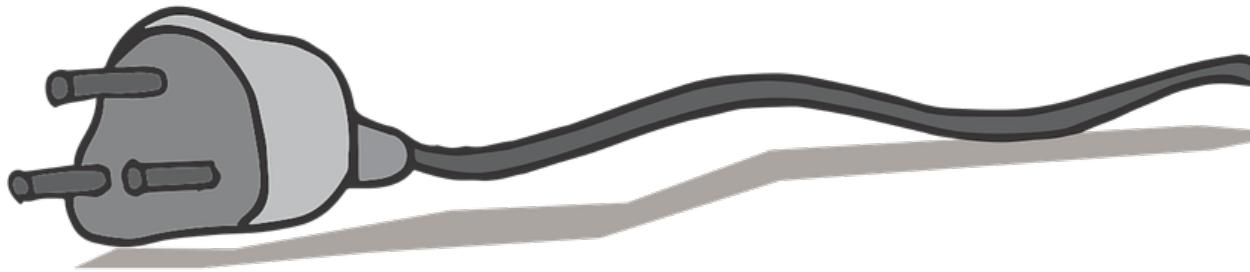
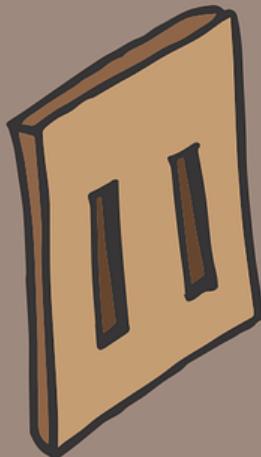
If you aren't using HubSpot, make sure the tools your team has are helping them go faster without reducing the quality or personalization of individual messages.



As your reps have more and more tools they have to juggle, they'll start losing time.



Make sure you **streamline**
their workflow as much as
possible.



You don't want to create a situation where your reps have additional data entry to keep their various tools in sync.

For every item on your list, ask

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Figure out what's missing.

Look at your team's lost sales:

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- Why are they losing them?

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- Why are they losing them?
- Where in the sales process are they losing them?
- Are they losing them to competitors, or are people deciding not to implement a solution at all?

Are there any tools or
processes you could put in
place to **prevent** these losses?

Key metrics for enabling:

- Time to complete key tasks.

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- Time to complete key tasks.
- Time spent connecting with customers and making sales.
- Quota attainment.

If you don't see these numbers moving, then you haven't found the **real** sources of friction inside your sales organization.

How EZ Text enables their team

