

Empowering Sales Teams with Smart Digital Tools

Successful sales efforts hinge on state-of-the-art digital solutions. Here's how leading organizations make the most of them.

WHEN USED RIGHT, DIGITAL TOOLS CAN BOOST SALES

While having a sound strategy, strong execution and solid talent are essential, so too are digital tools.

Leading companies . . .

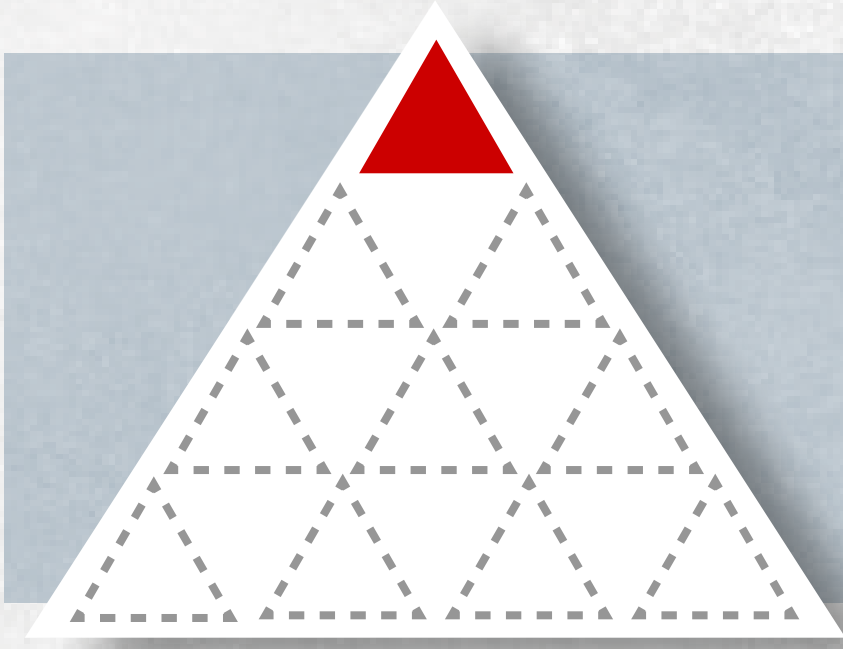
Deploy **25%** more digital tools than low-growth companies

Are **2X** more likely to maintain best-in-class digital infrastructure

Are **2X** more likely to curate best-in-class applications

Many sales operations are falling short

Companies need to avoid a few common pitfalls around digital sales management tools.



Acquiring tools without having the right infrastructure

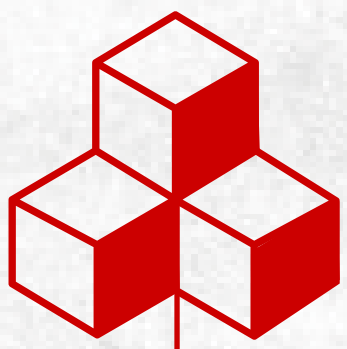


Spending too much time on admin tasks and not enough with customers

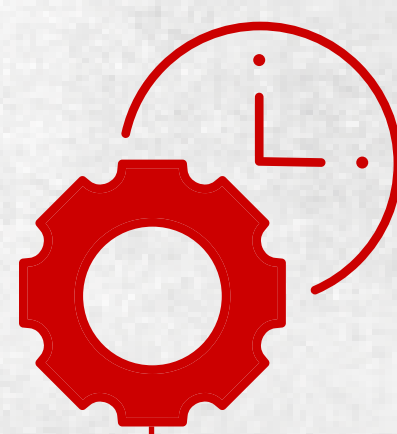


Being too skeptical of new tools that might help

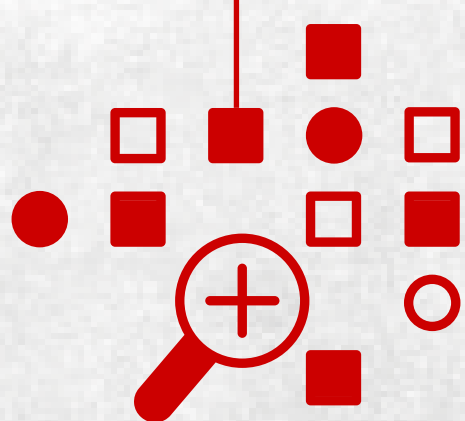
Three digital capabilities are key to success



Data infrastructure
Avoid storing customer, sales and market data in different places. Silos impede data flow and reliability.



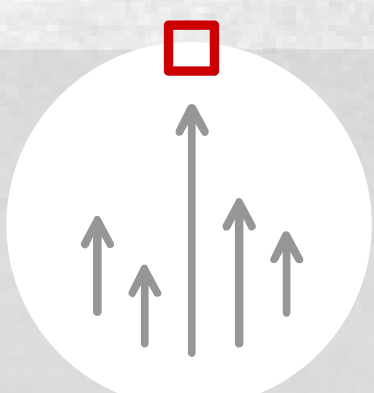
Core commercial applications
Use best-in-class platforms to free up reps' time so they can focus on selling.



Data science and analytics
Leaders use big data to boost productivity in a number of aspects of sales and marketing:



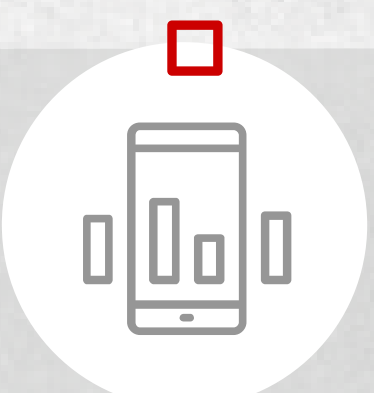
Finding customers and prospects



Improving sales and marketing effectiveness



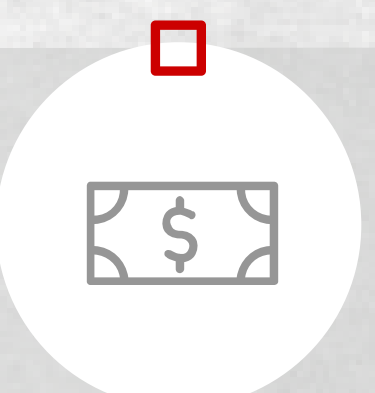
Driving upsells, cross-sells and retention



Enriching core data sets



Improving forecast accuracy



Optimizing pricing and margin

Read more

How the Best Sales Operations Teams Navigate the Digital Cosmos
www.bain.com/digital-sales