



# B2B Sales Management



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Your sales team will probably come across a variety of challenges in day-to-day activities. While some of these challenges have little impact on performance, others are more serious and can significantly impair a team's ability to generate sales. So, what are the biggest B2B sales challenges that your team could be encountering?

## Understand your sales team's challenges:

### Forecasting and sales in the pipeline

- ▶ Low deal closure rates
- ▶ Inability to measure ROI
- ▶ Longer sales cycles

### How they are spending their time


- ▶ Fighting fires instead of selling
- ▶ Lack of finding opportunities
- ▶ Too much time wasted on the wrong prospects

### How and where info is kept and accessed

- ▶ No central information base
- ▶ Files are saved on separate documents over several devices
- ▶ Lost contacts and information

## The value of time wasted

If only **1 hour a day is wasted** per salesperson and there are ten salespeople, that is...

50 

hours a week

or


1x 

salesperson's worth

## The value of software

Software can drastically **save your organisation time and resources**, helping salespeople **close more valuable deals**.

**Data accessibility** gives salespeople an:

8-14 

shortened sales cycle

with a

26.4 

increase in productivity

## Unlocking Digital

By leveraging your data and embracing digital, you can unlock opportunities that will help you retain your best customers and acquire the new clients you want.

There are:

6.8 

Stakeholders in a single buying decision.

60% 

of sales managers believe that digitising is critical for success.

16 

business leaders say that digital transformation increases profits.

## Tech Capabilities

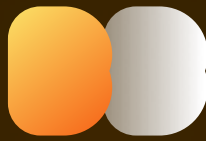
- ▶ Lead Management
- ▶ Opportunity Management
- ▶ Quoting
- ▶ Sales Gamification
- ▶ Target Clarification
- ▶ AI for Sales
- ▶ Making Sales Mobile
- ▶ Relationship Management
- ▶ Social Selling
- ▶ Forecasting
- ▶ Territory Management
- ▶ 360-degree view

The screenshot displays the Dynamics 365 Sales Hub interface for an opportunity titled "3D Printers for GDI". The top navigation bar shows the breadcrumb: Sales Hub > Sales > Opportunities > 3D Printers for GDI. The main header includes a status bar with the opportunity name, a progress bar showing stages (Qualify (2 Hrs), Develop, Propose, Close), and key metrics: 03/20/20 Est. Close Date, \$90,000.00 Est. Revenue, In Progress Status, and Brenden Thiel Owner.

The left sidebar contains navigation options: Home, Recent, Pinned, My Work, Sales accelerator, Dashboards, Activities, Customers (Accounts, Contacts), Sales (Leads, Opportunities, Competitors), and Collateral (Quotes, Orders, Invoices).

The main content area is divided into three panels:

- Summary Panel:** Displays key information about the opportunity, including Contact (Regina Murphy), Account (Graphic Design Institu...), Purchase Timeframe (This Quarter), Currency (Dollar), Budget Amount (\$95,000.00), Purchase Process (Committee), and Description (Supply printers for their new expansion).
- Timeline Panel:** Shows a list of recent activities and communications, including emails from Regina Murphy and Brenden Thiel, a phone call from Brenden Thiel, and an appointment from Brenden Thiel.
- Assistant Panel:** Displays notifications, including a reminder "Opportunity Closing Soon 3D Printers for GDI", and an "Opportunity score" of 96 Grade A, which is improving. The score is based on factors like Education being a strong industry, Estimated revenue being similar to many successful opportunities, Estimated close date being more than 2 weeks away, and Graphic Design Institute being a returning customer.



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