

# 5 WAYS

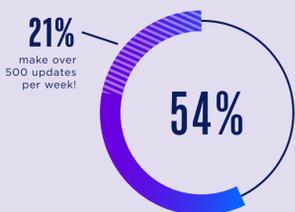
# TECHNOLOGY CAN UNLOCK YOUR ULTIMATE SALES PRODUCTIVITY

In the world of sales, time is money—and managing your CRM data inefficiently can cost you both. Not only do you run the risk of tarnishing the data you need to work effectively, but your productivity, job satisfaction, and bottom line can also take a hit. Luckily, new technology tools are taking sales professionals out of the dark ages and helping them unlock their ultimate productivity. Here's how a tool like GridBuddy Connect empowers a more productive sales team.

## 1. SAVE TIME

**Did you know 54% of sales representatives update at least 300 records per week?**

Twenty-one percent make over 500 updates per week! While these updates are important, switching between multiple windows to complete them wastes time that could be spent calling prospects and closing deals.



**JEFF**

Take Jeff, for example. As a sales representative, he spends his days clicking between tabs and windows across multiple systems to view and edit customer and prospect data, keeping him at his desk well past dinner time. His manager starts to question why the sales team is falling short of the company's ever-rising bookings targets.



**AMY**

Amy, on the other hand, saves time and ups her data productivity with GridBuddy Connect. She's also a sales representative—but unlike Jeff, she has the power to edit and update multiple records all in one view. She logs far more selling hours and better yet, she's home lounging on the couch by 6 p.m.

## 2. CLOSE MORE DEALS

**A whopping 92% of CRM users rate their CRM system and the data in it as important (39%) or very important (53%) for helping sales professionals achieve their revenue goals.**

To meet their targets, it's important the sales team can easily access and view as much of this data as possible so they have the info they need to move deals forward.



**JEFF**

Unfortunately for Jeff, he's limited in how many records he can view. This means he only has access to so much information at a time, which delays the customer journey and lessens the number of deals he can close. Jeff's manager privately tells him he might be at risk of losing his year-end bonus.



**AMY**

Amy can view and search 50x more records than Jeff. She can close more deals and help her company meet its revenue targets, much to the delight of her manager.

## 3. BOOST TEAM MORALE

**Sixty-four percent of CRM users say they'd consider leaving their current role if additional resources are not allocated to a robust CRM data quality plan.**

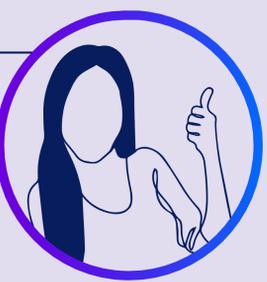
Sales professionals take their jobs seriously, but CRM data quality issues can make it difficult to perform well.

This is a problem for sales managers, who have trouble retaining top talent even without factoring in the dreaded "Great Resignation." But it's also a problem for sales representatives, who are left facing knowledge gaps and a bloated task backlog when their coworkers leave.



**JEFF**

Jeff dreads coming to work these days. He has a hard time accessing important customer information, which prevents him from nailing his sales calls—when he actually has time to make them. Several of his coworkers left for new opportunities over the past few months. He starts to wonder if he should do the same...



**AMY**

Amy's career outlook has never been brighter. Instead of wasting time piecing data together, she and her teammates can combine data from separate systems into one grid. This lowers her chances of missing important information and gives her a clear view of each customer's needs. Best of all, she has time to focus on the part of her job she loves most: talking to prospects and making sales.

## 4. BUILD STRONGER CUSTOMER RELATIONSHIPS

**Fifty-seven percent of CRM users say their company loses existing customers due to poor data quality.**

Fifty percent say they lose new sales for this same reason.



**JEFF**

Jeff hasn't had the best luck in this area. He's often referencing out-of-date data, which adds friction to the customer journey. One time he called someone about renewing their purchase, only to find out they hadn't worked at the company for almost a year. Yikes.



**AMY**

Amy approaches each sales call with confidence. Since the data is easier for her to keep up to date, she's able to sell, support, and engage more effectively with her customers.

## 5. CREATE ACCURATE SALES FORECASTS

**Eighty-six percent of CRM users say their company depends on CRM data to create sales forecasts.**

Since CRM data is vital for accurate sales forecasting, it's important that members of the sales team can quickly and easily locate the data they need.



**JEFF**

Jeff worries about creating inaccurate sales forecasts because it's difficult for him to find the data he needs. Since he knows inaccurate sales forecasts can result in poor performance from the sales team, angry higher-ups, and a decrease in revenue, this causes him a great deal of stress.



**AMY**

You won't find Amy losing sleep over her forecasts. She can easily (and quickly) locate, compare, and work with time-series data, increasing the likelihood of an accurate sales forecast.

Jeff and Amy both have the skills necessary to succeed in sales. But only Amy has the right technology—and consequently, the time—to put those skills to use.

Underperforming sales representatives can have a costly ripple effect on sales leaders and entire organizations. Decreasing the amount of time spent on CRM data management can help them be more productive, drive more revenue, and love what they do—just like Amy.



GridBuddyConnect

To see how GridBuddy Connect, from Validity, can help you achieve maximum sales productivity, schedule a demo with our team of experts.

[SCHEDULE A DEMO](#)