Question

- Any advice on clunky systems?

Answer

Will Andrew's response:

- What is a 'clunky' system? If something seems too hard, it probably is and technology can usually help you. You may need some help or guidance in improving your systems, I would suggest speaking to other businesses, friends, consultants, Google or send me a message on LinkedIn.

- Here's a few solutions to consider, ordered from easiest to hardest:
    1. Consolidate – do you use multiple systems to complete a task? It may be possible to consolidate the number of systems you use, so you can then decommission a system.
    2. Upgrade – are you on the latest version of your system? An update may provide you with some new features to help.
    3. Integrate – connecting multiple systems can help your company & team become more efficient
    4. Migrate to a new system – stop using your current system, and move to a brand new system.

- To help make your decision, do some ROI calculations, for example, the cost of new solution vs time your team will save and the associated staff cost.

Question:

- Trent, looking at what's important to consumers – timeliness came up as the top factor. What does your sales process look like and what are some of the tools/strategies you use to ensure the process is timely?

Answer:

Trent Olsen's response:

- Sales process differs from outbound contact to inbound, but the focus on timeliness is always primary.

- In terms of strategy, regardless of whether we find the client or they find us, one of our primary focuses is response times. We have Departmental KPI's around metrics like avg. response time, inbound lead response times and more.

- Huge focus is also placed on needs analysis as part of our actual pitching process, this helps to gauge a customers expectations when it comes to speed. E.G. a qualifying question might be 'When would you like to have a solution in place?".

- Hubspot Enterprise users recently got access to Sales Analytics which gives a whole new degree of transparency around deal intelligence.

- Not only can we measure average response times to lodged Tickets, but we can also look at rep-level at their average Deal closed won and lost time, that is the amount of time they are taking from first contact to closing the deal. This and other new reports assist greatly in measuring and benchmarking sales team members efficiency.

Question:

- Trent, any advice on creating a consistent and healthy pipeline?

Answer:
Trent Olsen's response:

- It's cliché'd, but high quality outbound prospecting. We all hate it (or at least most salespeople I have ever worked with), but when executed consistently and regularly it will always reap benefits.

- Block out time in your calendar and set weekly goals to avoid procrastination. Obviously, quality over quantity will win out here too.

- Working with your marketing team to establish a content strategy to prospects as well as working on your personal brand by sharing content that adds value will also assist with your "inform and educate" strategy.

- Use tailored sequences via Hubspot to save time on outreach and follow-up.

- Also, as touched on earlier referrals are a huge part of our business, so I always recommend businesses look at what they are doing in the back end to generate them by way of marrying service to expectations set during sales, but also what sales teams are doing to proactively identify and nurture referral channels.

- Keep an eye on LinkedIn to see where you advocates move to career-wise, if they were a referral channel once, they may be in a position where they can be again some day.