The ROI of Sales Acceleration Software: A Buyer's Guide

A book for you by ringDNA

ringDNA

Why Sales Acceleration?

Sales acceleration has quickly become a necessary means to win in today's hyper-competitive sales landscape. Sales reps are currently using sales acceleration to connect with more prospects, automate key sales processes, have more successful sales conversations and more. Meanwhile, managers are using sales acceleration tools to gain the insight they need to better coach reps into A-players.

According to TOPO HQ, 72% of B2B companies have already invested in sales acceleration technology, while the latest data from The Bridge Group shows that 48% of sales teams are using dialing technology and 86% are using email automation tools. If you have yet to make a sales acceleration technology investment, the time is now. But it's important to ensure that you invest in the tools that most benefit your company's bottom line.

This guide will help you maximize the ROI of your sales technology investment.

What's Included

- The top reasons companies invest in sales acceleration
- How to successfully realize ROI with sales acceleration
- Checklists to help you evaluate which features your company needs
- The most important questions to ask companies prior to implementation

6 Common Reasons

Companies Invest in Sales Acceleration Software

1 / Connect with More Prospects

One of the best ways to help reps succeed is to help them have more sales conversations each day. That's why sales teams commonly invest in tools that help reps dial more leads each day, as well as tools that empower reps to actually connect with more prospects. For example, Local Presence Dialing helps reps connect with up to 4X more leads by dialing from local area codes around the world.

2 / Give Reps More Time to Sell

Sales acceleration tools can give reps more selling time by automating tedious tasks. Tools that automate voicemails or log vital call data in CRM automatically can save reps hours every day. This time can instead be used to drive more revenue. Examples:

- **Voicemail Drop** - completely automates voicemails
- **Click to Call** - automatically dial prospects from Salesforce and Gmail
- **Task Automation** - quickly set up follow-up tasks Salesforce
- **Email Logging** - automatically log emails in Salesforce

3 / Connect with Inbound Leads Faster

Inbound leads are often the most sales-ready, and therefore the most valuable. In order to help reps connect with highly valuable inbound leads, companies are using tools to prioritize inbound calls and web leads, alert reps when hot leads come in and intelligently route inbound callers to the best available rep or call queue. This can help reps ensure that sales-ready inbound leads get the attention that they deserve.

4 / Help Reps Follow Up with Sales Opportunities

According to Forbes, 27% of sales leads never get contacted, and even when reps do contact leads, they seldom follow up enough times. Tools that automatically log how many times reps have contacted leads at various accounts can help managers ensure reps are following up with leads on a regular cadence of activities.

5 / Help Reps Follow Up with Sales Opportunities

To maximize sales ROI, reps should always follow up with the hottest leads first. Lead prioritization software can automatically shuffle leads based on factors like a lead score (from marketing automation platforms like Marketo and Pardot), recent form submissions, content downloads or specific advertising sources. Removing the guesswork regarding who to call next empowers reps to fully maximize the impact of their efforts.

6 / Engage Leads More Effeciently

Delivering data about customers from sources like CRM, marketing automation, AdWords and more can help reps tailor their message to each customer.

By leveraging contextual data, reps can personalize messaging based on:

- Buyer intent data
- Content engagement
- Communications history
- Sales scripts
- Social account data
- Data-driven sales coaching

Sales acceleration isn't just for reps. Real-time sales analytics can help managers make smarter revenue predictions and see which reps are on pace to meet their goals. While recording sales calls and enabling managers to listen to live calls empowers managers to take a deep dive into reps' messaging during calls.

Calculating ROI for Individual Reps

Sales acceleration tools can help sales teams radically improve success across an entire team. But to truly understand how sales acceleration tools can impact ROI, it's important to look at the difference they can make for each individual rep on your team. Let's walk through one example.

Assumptions

- **46 Dials Per Day**
  (daily average for reps according to The Bridge Group Sales Development Metrics Report, 2016)
- **4.4% Call to Conversion Rate as a baseline**
  (Source: TOPO HQ The Sales Development Team: A Proven Framework for Success)
- **23% Conversion to Appointment Rate**
  (Source: OpenView Sales Benchmarks Report)
- **38% Appointment to Opportunity Rate**
  (Source: OpenView Sales Benchmarks Report)
- **27% Opportunity Win Rate**
  (Source: OpenView Sales Benchmarks Report)
- **$13,000 Average Annual Contract Value**
  (Source: The Bridge Group Inside Sales for SaaS: Metrics and Compensation Report, 2015.)

Gains afforded by using sales acceleration

- **2X lift in dials per day**
  (Source: average from RingDNA customer data)
- **3X lift in conversations (call to conversation rate) per day using local presence dialing**
  (Source: Software Advice, which actually cites a 4X lift)

Monthly Rep Performance

Before Sales Acceleration		After Sales Acceleration (but without Local Presence)
920	Dials	1840
40.5	Conversations	243
9.3	Appointments	56
3.53	Opportunities	21
1	Closed Deals	5.7
$13,000	Average Contract Value (ACV)	$13,000
$13,000	Revenue	$74,100

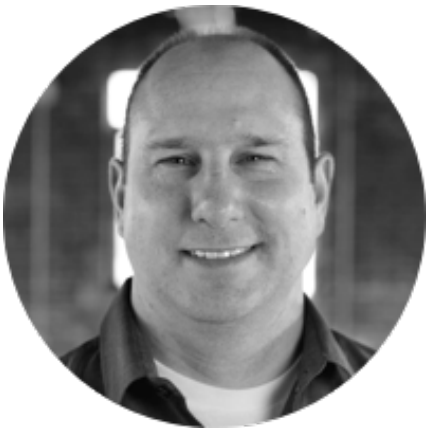
Conclusion

If your inside sales rep realized no other gains from sales acceleration except improved productivity and engagement rates, by simply dialing and connecting with more prospects, it would have a powerful effect on ROI. These numbers don't even take into consideration the fact that leveraging contextual data could potentially help reps book more meetings. By the end of the year, sales acceleration can make the difference between a laggard rep and an A-Player. Without sales acceleration, this rep would be driving $156,000 in revenue. But with sales acceleration, he would drive $889,200.

Realizing ROI Across Teams

The Challenge

- Improve the number and quality of sales conversations each day
- Create a culture of transparency by giving managers real-time insight into reps' activities and their outcomes
- Get reps up and running on a new system ASAP without downtime



The Outcome

Using ringDNA, our sales reps went from making 30-40 outbound calls per day to 90-100 calls per day.

Scott Clugston
Director of Sales, FreshBooks

FRESHBOOKS

The Challenge

- Scale quickly across several geographical locations
- Elevate quality & train new reps
- Connect with more outbound sales prospects
- Deliver inbound calls to the right reps based on specific marketing promotions

The Outcome

Thanks to ringDNA's inside sales solution, our sales reps are connecting with 3 times more customers. And we're also able to have more successful conversations with inbound callers. This has driven our business to record-setting months.

Alex Tolbert
CEO, Bernard Health

BERNARD HEALTH
Rescuing you from healthcare confusion

The Sales Acceleration Needs Analysis Checklist

Sales Acceleration Needs

Need Statement	Yes	No
Our reps take inbound calls from sales leads.		
Our reps would be more productive if they could click-to-call directly from Salesforce and Gmail.		
Our reps sometimes have difficulty prioritizing which leads to call.		
Our reps need to connect with more prospects each day.		
Our reps waste valuable time each day leaving sales voicemails.		
Our reps lose vital sales time each day because they have to log data in Salesforce manually.		
Our reps manually log emails in Salesforce.		
Our reps need to call international prospects.		
Our reps work off tasks in Salesforce.		

Sales Engagement Needs

Need Statement	Yes	No
Our reps would be more effective if they knew more about their prospects before and during calls.		
We need real-time insight into call queues and rep availability.		
Our sales reps could benefit from contextually relevant sales talking points delivered the moment a prospect calls.		
Our reps could close more deals if inbound calls were automatically routed to the right reps at the right time.		
Our reps could have smarter conversations if they knew which content prospects had engagedwith recently.		
Our sales reps use Chatter to log data about contacts.		
Our reps log data against accounts.		

Sales Coaching Needs

Need Statement	Yes	No
Our reps take inbound calls from sales leads.		
I would like to listen to reps' live calls.		
I would like the ability to join live calls if reps need assistance.		
I value real-time key performance indicators (KPIs).		
I would like to see the average number of dials that reps need to make in order to book meetings.		
I need to know how many prospects reps are connecting with each day.		
I'd like to be able to predict which reps are on pace to meet goals.		
I want to know how much time reps are spending actually talking to prospects.		

The Sales Functionality Checklist

Accelerate

Feature	Desciption	ringDNA
Connect with More Prospects		
Intelligent Dialer for Salesforce	Dial faster and smarter with or without your current phone system.	✓
International Local Presence Dialing	Automatically dial from local area codes in 40 countries.	✓
DialNext	Automatically dial down sequential lead lists, reports and tasks in Salesforce.	✓
Outbound Caller ID	Dynamically or manually set a fixed outbound Caller ID.	✓
Click to Call	Click to call leads directly from Salesforce and Gmail.	✓
Conference Calling	Instantly create a conference line at any time.	✓
Email Integration	Launch email messages from RingDNA and log them in Salesforce.	✓

Feature	Desciption	ringDNA
Automate Sales Processes		
Automatic Call Logging	Log all call data automatically.	✓
Automatic Email Logging	Log emails in Salesforce automatically.	✓
Email Syncing	Syncs emails between Gmail and Salesforce.	✓
Voicemail Drop	Get more callbacks with perfect, pre-recorded automated messages.	✓
Custom Call Dispositions	Categorize the outcome of each call with one click.	✓
Group Voicemail	Quickly create voicemail for groups of sales reps.	✓
Warm and Cold Call Transfer	Easily transfer calls with or without context.	✓
Multi-Line (Concurrent) Call Handling	Receive and make unlimited calls simultaneously.	✓
Task Management	Create tasks, assign tasks and schedule reminders from the dialer.	✓
Related Salesforce Records	Link calls with leads and contacts to specific opportunities or campaigns on the fly.	✓

Engage

Feature	Desciption	ringDNA
Have Smarter Sales Conversations		
CTI & Enhanced Caller ID	Inbound call alert with contextual data about inbound callers.	✓
Intelligent Sales Scripts	Deliver relevant talking points and promotions with every inbound call.	✓
Sales Activity Feed	View recent calls, emails, meetings and more during calls.	✓
Buyer Intent Data	Know which promotions caused leads to call and what they want to buy.	✓
Customer Account Data	View lead notes and Chatter posts within the context of calls.	✓
Content Engagement	See which content leads have engaged with.	✓
Desktop Notifications	Real-time inbound call notifications.	✓
Inbound Call Tracking	Measure inbound call ROI from any marketing channel.	✓

Feature	Desciption	ringDNA
Route Inbound Calls to the Most Qualified		
Call Queues	Unlimited call queues for maximum efficiency.	✓
Skills-Based Call Routing	Dynamically match callers with the best reps or queues.	✓
Drag-and-Drop Call Flows	Quickly create sophisticated routing rules without hardware or IT.	✓
Automatic Call Distribution (ACD)	Route calls to reps automatically based on sophisticated rules.	✓
Campaign-Based Routing	Route calls by inbound marketing campaign or channel.	✓
Rep Groups	Organize reps into groups to better engage with prospects.	✓
Interactive Voice Response (IVR)	Set up phone menus to help callers navigate.	✓
Available Rep Lead Distribution	Automatically route calls to available reps.	✓

Coach

Feature	Desciption	ringDNA
Transform Insight Into Action		
Call Metrics & Analytics	Complete inbound and outbound call performance metrics.	✓
Mission Control View	Monitor team call activity with real-time rep monitoring.	✓
Automatic Call Recording	Automatically record all inbound & outbound calls.	✓
Supervisor Call Barging	Join calls at will to assist reps.	✓
Supervisor Call Monitoring	Listen to reps' calls in real time to ensure quality.	✓
Supervisor Call Notes	Send feedback to reps while monitoring calls.	✓

The Predictive Analytics Checklist

Outbound Sales Performance

Report	Desciption	ringDNA
Answer Rate for Local Presence	Identify how call connection rates improve when reps dial using local area codes.	✓
Number of Calls by Rep	View how many calls reps are making and taking each day.	✓
Outbound Calls by Time of Day	See which times of day your reps are most productive.	✓
Number of Calls Last 7 Days	View your sales team's efforts over the past week.	✓
Calls to Connect Ratio	Discover how many calls it takes to connect with prospects.	✓
Calls to Opportunity Ratio	See how many calls it takes to source opportunities.	✓

Report	Desciption	ringDNA
Calls to Win Ratio	Know the average amount of calls it takes to create revenue.	✓
Voicemail Drop Call Backs	Know which pre-recorded voicemail messages are most successful.	✓
Rep Voicemail Drop Call Backs	See whether reps are getting calls back from their voicemails.	✓
Rep Calls on Opportunities	Ensure that reps are calling opportunities enough times to move deals forward.	✓
Rep Outbound Calls by Time of Day	Identify patterns in individual reps' call activities.	✓

Inbound Team Performance

Report	Desciption	ringDNA
Inbound Calls by Campaign	Know which campaigns are driving the most inbound calls.	✓
Opportunities from Inbound Calls	See which opportunities are the result of marketing-generated inbound calls.	✓
Closed Won from Inbound Calls	Gain a 360-degree view of inbound sales ROI.	✓
Opportunities by Lead Response Time	Know how fast reps need to follow up with leads in order to create opportunities.	✓
Inbound Calls by Campaign	Know which campaigns are driving the most inbound calls.	✓
Time to Respond by Campaign	Ensure that reps are responding to leads across your campaigns.	✓

Report	Desciption	ringDNA
Time to Respond by Rep	See which reps are responding to leads fastest.	✓
Time to Respond to Inbound Leads	View how long it takes reps to respond to inbound leads.	✓
Conversion Rate by Response Time	Know the effect that response time has on conversions.	✓
Inbound Calls by Time of Day	Ensure reps are available during times with high call volume.	✓

Overall Team Success

Report	Desciption	ringDNA
Average Call Duration by Rep	Know the average length of time reps are talking to prospects during each call.	✓
Average Call Rating Quality	Discover which campaigns are delivering the best calls.	✓
Call Disposition by Rep	View the outcome of calls in real time.	✓
Call Report by Direction by Rep	Gain real-time visibility into how many calls your reps make vs. how many they take.	✓
Talk Time by Rep	See which reps are spending the most time actually talking to prospects.	✓
Rep Call Duration	Measure how much time individual reps spend talking to prospects.	✓

Softphones Deskphones and Mobile

Understanding Sales Voice Communications

As you evaluate your needs, it's important to ask which device or devices your team will be making calls from. Different companies prefer to communicate in different ways, and it's important to invest in sales acceleration tools that can support the way or ways you would like your sales team to communicate. Here are a few standard sales communications options with specific recommendations for each.

Softphone/VoIP

Thanks to the power of VoIP technology and other browser-based communication platforms, many companies don't want to use deskphones anymore.

Softphones offer many advantages including lower cost of ownership and increased scalability over traditional business landlines. There are various VoIP options, including WebRTC and session initiation protocol (SIP).

If you would prefer that your sales team use softphones, you should definitely seek a sales acceleration solution that offers a softphone option. Getting reps up and running on a browser phone can be as simple as installing an app. Also, be sure that the browser phone integrates with Salesforce right out of the box, so that you can easily get vital call data in your CRM.

Deskphone with CTI

Not all companies want to make the switch to softphones. However, many companies are looking for sales acceleration tools that can provide reps with game-changing data about prospects while integrating with existing deskphone solutions. If your company wants to continue to use existing deskphones, invest in a sales acceleration solution that offers a CTI that integrates with landlines.

Then, when reps make and take calls on their deskphones, they can still log calls in CRM and benefit from contextual data about those prospects. If you're going to hook up your deskphones to a CTI, reps will need a desktop or laptop computer in order to view the realtime prospect data. Some companies also use SIP trunks with desk phones, which act as virtual wires. This can reduce hardware cost and enable companies to purchase fewer actual phone lines.

Mobile Phone with CTI

Reps can also get all the benefits of CRM-integrated telephony while making and taking calls on their mobile devices. Via CTI, reps can view contextual data about prospects on a computer monitor, while the phone call actually occurs on a mobile device. This option can provide sales teams with additional flexibility.

- **Voice Over IP (VoIP)** - A broad term to cover any phone calls made over the internet as opposed to landlines. Examples include Skype and Google Talk.

- **Softphone** - A software program designed to make VoIP calls. Softphones are commonly apps, but are sometimes used with a USB phone or a headset connected to a computer's sound card.

- **Session Initiation Protocol (SIP)** - A protocol used for managing voice communications to make VoIP calls. SIP phones refer to softphones or hardware using SIP protocol.

- **SIP Trunking** - A SIP trunk provides service that is equivalent to what you get from an analog phone line. However, the big difference is that a SIP trunk connects your private branch exchange (PBX) to your network via a "virtual" wire using either your T1, cable modem or ethernet.

- **Computer Telephony Integration (CTI)** - Any technology that enables computers to interact with voice communications, often including the use of screen pops to deliver data during calls.

Critical Questions

To Ask During the Buying Process

One of the best things about Salesforce is that it's designed to be flexible, supporting a vast ecosystem of apps in the Appexchange. However, implementing poorly integrated third-party sales software can end up disrupting your business.

Poorly integrated tools can:

- Disrupt your team's workflow during lengthy onboarding processes
- Create a burden for IT and Salesforce administrators
- Clutter your Salesforce org with superfluous custom fields
- Greatly increase API usage levels across the organization

In order to mitigate risk during implementation, it's important to invest in sales acceleration tools that can begin delivering value immediately without grinding your sales activities to a halt.

What follows are the most important questions you should ask during due diligence.

Technical Due Diligence Worksheet

Question	Answer
What CRM was the solution originally designed for?	
How long does it take to get new reps up and onboarded?	
Will implementation require custom work from IT or a Salesforce administrator? If so, how much?	
Do any customers report experiencing slower Salesforce performance when using the product?	
What is the relationship between the product and Salesforce activities, campaigns and tasks?	
How much will the user interface disrupt my sales team's current workflow?	

Question	Answer
Are pre-made Salesforce dashboards and reports included (if so which ones)?	
Does the solution store data in Salesforce or in a separate closed system?	
Will the solution write to custom CRM fields? If so, which ones?	
Will the solution work with my existing phone system?	
Can the tool integrate with data from marketing automation sources?	
Can the solution forward calls to my mobile phone?	

Why ringDNA

Improve rep productivity, increase sales opportunities, and close more deals with the leading AI-powered sales engagement platform.

Hewlett Packard Enterprise

296%

more sales opportunities

twilio

100%

of sales activities logged into Salesforce

cvent

13%

instant increase in demos booked

TOP RATED FROM

G2 · salesforce appexchange · JMP SECURITIES HOT 100

AS SEEN ON

Bloomberg · BNN Bloomberg · Forbes · FOX BUSINESS

Drive Better Sales Outcomes

Prioritize

The perfect touchpoint for every contact, every time.

Engage

Every tool you need to fuel smarter sales conversations.

Optimize

AI-powered insights to make every rep a top performer.

Accelerate

Close more deals with greater efficiency and effectiveness.