



4 tips for enhancing sales operations

<h2>1</h2> <h3>Automate and protect</h3>	<h2>72%</h2> <p>of sales reps' average week is spent on non-selling tasks, such as manually entering customer and sales information.¹</p>	<p>→ Automate repetitive tasks and improve information governance to enhance information management throughout the lead-to-order process, add value to CRMs and protect sensitive customer information.</p>
<h2>2</h2> <h3>Improve searchability</h3>	<h2>66%</h2> <p>of customers say they often must repeat or re-explain information to different representatives.²</p>	<p>→ Integrate content services to CRMs to establish an efficient single global search facility across structured data and content that reduces time spent searching for information.</p>
<h2>3</h2> <h3>Address user needs</h3>	<h2>32%</h2> <p>of employees believe their corporate technology is working effectively.³</p>	<p>→ Support distributed sales teams with controlled access anywhere, anytime, from any device through cloud-based solutions.</p>
<h2>4</h2> <h3>Harness AI and analytics</h3>	<h2>80%</h2> <p>of leaders and sales operations professionals with AI say it has improved the use of sales reps' time at least moderately.⁴</p>	<p>→ Adopt AI-powered technology and analytical tools to uncover and address common oversights or risks within documents, such as sales contracts, and identify upsell opportunities.</p>

➔ **Get more sales optimization tips**

¹ Salesforce, State of Service, 5th Edition. (2022), ² Salesforce, State of the Connected Customer, 5th Edition. (2022), ³ Salesforce, The Experience Advantage: Transforming Customer and Employee Experience for the Future of Work. (2022), ⁴ Salesforce, State of Service, 5th Edition. (2022)