



4 tips for enhancing sales operations

1 Automate and protect



Seventy-two percent of a sales rep's average week is spent on non-selling tasks, such as manually entering customer and sales information.¹

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.

2 Improve searchability



Sixty-six percent of customers say they often must repeat or re-explain information to different representatives.²

Integrate content services into CRMs to establish a single, efficient global search facility across structured data and content to reduce the time spent searching for information.

3 Address user needs



32% of employees believe their corporate technology is working effectively.³

Support distributed sales teams with controlled access anywhere, anytime, from any device through cloud-based solutions

4 Harness AI and analytics



Eighty percent of leaders and sales operations professionals with AI say it has improved the use of sales reps' time at least moderately.⁴

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.

Learn more

[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*