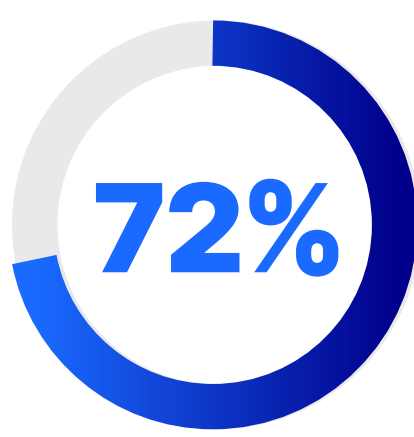


# 4 tips for enhancing sales operations

1

## Automate and protect

**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.

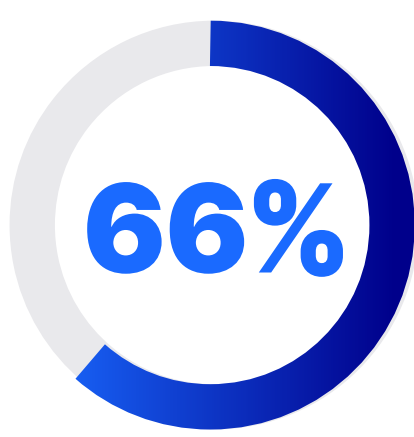


of a sales rep's average week is **spent on non-selling tasks**, such as manually entering customer and sales information.<sup>1</sup>

2

## Improve searchability

Integrate content services with CRMs to establish an **efficient, single global search facility** across structured data and content to reduce time spent searching for information.

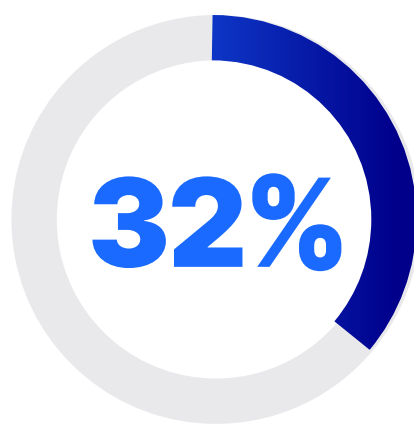


of customers say they must **often repeat or reexplain information** to different representatives.<sup>2</sup>

3

## Address user needs

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

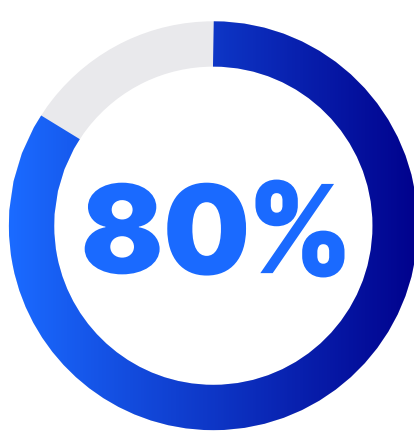


of employees believe their **corporate technology is working effectively**.<sup>3</sup>

4

## Harness AI and analytics

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.



of leaders and sales operations professionals with AI **say it has improved the use of sales reps' time** at least moderately.<sup>4</sup>

Get more sales optimization tips →

<sup>1</sup> Salesforce, *State of Service, 5th Edition*, 2022

<sup>2</sup> Salesforce, *State of the Connected Customer, 5th Edition*, 2022

<sup>3</sup> Salesforce, *The Experience Advantage: Transforming Customer and Employee Experience for the Future of Work*, 2022

<sup>4</sup> Salesforce, *State of Service, 5th Edition*, 2022