How to simplify your sales tools

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How to simplify your sales tools to close more deals, faster

Today, there's a never-ending list of apps and tools designed to make sales reps' lives easier. From email automation to chat apps and call-recording software — the list is practically endless.

But the more tools you adopt, the more vendors you have to work with — which can be costly, frustrating and time consuming. Plus, simply navigating between a laundry list of complicated tools can cost your reps up to 60 minutes a day. That means that every single one of your reps will spend an entire month every year on app management instead of focusing on what really matters — your customers.

The Zendesk Sales Suite is the solution to these problems. It provides lead generation, communication, and CRM tools in one intuitive interface so you and your team have more time to build meaningful relationships with leads and close deals faster.

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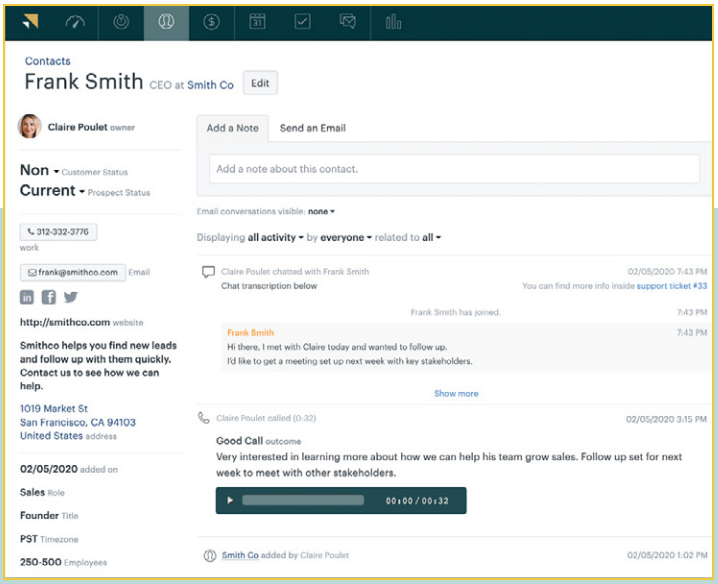
The Sales Suite simplifies your sales tools to close more deals, faster

The Sales Suite gets rid of the challenges that come with juggling multiple sales tools. The fully integrated, unified solution enables reps to manage the sales process with minimal disruption. Simply put, the Zendesk Sales Suite is a one-stop-solution for increasing sales performance without sacrificing valuable time and resources.

Seamless communication

Sales reps use an average of four communication apps a day. But when conversations are spread across multiple communication channels like email, phone and your website's chat, it creates a fragmented and inconsistent experience for the customer.

The Sales Suite allows reps to communicate with customers and prospects on whichever channel works for them, whether it's email, voice, online chat or even SMS. It organizes all the conversations your reps have — both internally and with customers — into a single, unified view. The entire history of a lead or customer's relationship with your brand is displayed as a continuous feed in that contact's profile. This feed can be filtered by activity type and sales rep, making it easy to quickly search for the specific information you're looking for.



zendesk sales suite

With this detailed data and conversation history at your team's fingertips, reps can quickly search for the information needed to answer prospects' questions. And if reps need to take over an account, the switch is seamless. There's no need to track down information from the previous account owner with detailed lead profiles.

The Sales Suite also improves internal, cross-departmental communication. Likewise, your sales team can ask support agents to send them opportunities for upsells based on customer inquiries.

MUSEUMHACK

Success story...

After an extensive search and evaluation, Museum Hack chose Zendesk Sell. In the two years since making that choice, Sell has become the foundation of the company's sales process — now, every lead, contact, and deal is managed in a single place. One feature that Museum Hack's team finds the most useful is Sell's unified emailing, calling, and texting. All communications are automatically logged and recorded within lead, contact, and deal cards, saving reps the trouble of manually entering these conversations, while providing managers with greater visibility and coaching opportunities.

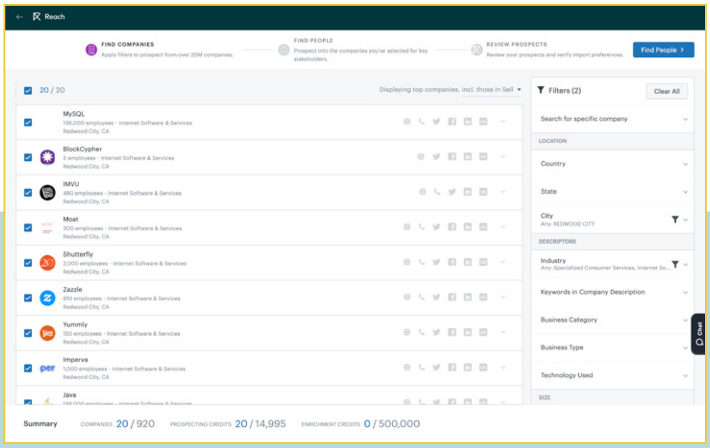
" We made sales, but it hurts to think of how many deals may have fallen through the cracks. We knew that it was time to invest in a platform that would help us better manage our sales pipeline. "

Michael Alexis
Director of Marketing, Museum Hack

More qualified prospects, faster

Finding, qualifying and engaging leads is a time consuming, tedious process. Reps can spend hours manually building leads lists, looking up contact information, and reaching out to leads. Further, ad hoc, manual approaches result in missed opportunities if reps fail to follow-up with hot leads quickly and wasted time if reps try to connect with unqualified leads.

Reach — included in the Sales Suite — is an all-in-one lead generation and engagement tool that allows sales teams to instantly build lead lists and automate prospect outreach so they can reach more qualified prospects in less time.



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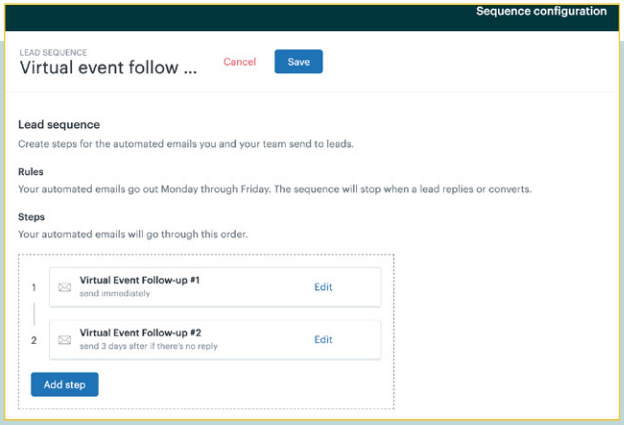

Instantly generate targeted lead lists and enrich contact data for a robust pipeline with accurate, current, and comprehensive data. WIth Reach, you get access to over 20 million businesses and 395 million prospect records, so reps can instantly discover new opportunities to take action on.

Make your team more effective with automated follow-ups to engage leads and qualify interest before scheduling a conversation. Keep the conversation relevant with custom templates and unique touch-point cadences for different lead sources, stages in the sales cycle or product interest.

Response tracking and reporting helps you understand what's working and what needs to be tweaked. Over time, develop engagement best practices for an automated qualification motion that allows your reps to spend less of their time on qualification and more of their time having productive conversations that lead to more closed deals.

Increased productivity

The more tools your sales team uses, the harder it is for them to work effectively and efficiently. 56% of reps find it frustrating to navigate between apps, and 31% say it makes them lose their concentration. If your reps can't focus, it's only natural that they'll have low levels of productivity, and your bottom line will take a hit.

The Sales Suite solves for these problems as a unified interface. There's no switching between apps or browser tabs to complete tasks. Cold calls, email outreach, pipeline management — all of your sales activities are done from the same platform to help reps stay focused.

App Overload

56%

of reps find it disruptive

31%

of reps lose their train of thought

Source

Automation of administrative tasks

Without a CRM , sales reps can spend hours a day on tedious administrative tasks, like manually recording their sales activities or updating customer profiles. The Sales Suite automates these tasks, so your team has more time to focus on closing deals. Some of the tasks automated by The Sales Suite include:

- **Activity tracking**. Every sales activity your reps complete — from emails sent to deals closed — displayed in a continuous activity feed. Managers can easily track their reps' activities in real time, giving them a clearer picture of what's going on within their organization.
- **Cold calling**. Sell's built-in dialer enables reps to create auto-call lists from contacts in their pipeline. The app will automatically dial contacts from a call list one by one, so your reps can focus on the conversation at hand.
- **Automate outreach**. Make your team more effective with automated follow-ups to engage leads and qualify interest before scheduling a conversation. Keep the conversation relevant with custom templates and unique touch-point cadences for different lead sources, stages in the sales cycle or product interest.
- **Reporting**. Every activity that's recorded on The Sales Suites' back end is used to automatically generate detailed reports. For example, managers can view an individual rep's performance over the last year without needing to create manual spreadsheets or formulas. Automatic reporting can even be used to forecast future sales.

The Sales Suite not only combines all the tools your team needs to improve their productivity and efficiency, it makes those tools easier to use. It's the ultimate sales solution, simplified.

Success story…

In its early days, Simpleray used ad hoc sales tracking tools, which hindered productivity and siloed data across multiple solutions. As Vice President David Birchmier began his search for a sales platform, he knew that it would need to yield actionable insights and be readily accepted by his team. “I needed a solution that didn’t restrict our sales team and instead would let us build out a measurable process that worked for us,” says Birchmier.

Simpleray easily integrated Sell with its marketing system to better capture, qualify, and manage leads. “Once someone fills out a contact form, all lead capture data is pushed to Sell, triggering an automated email and auto-assigning the lead to a sales rep,” Birchmier said. Various custom lead statuses in Sell have been set up to automatically fire customized emails, and location data is captured to improve the qualification process.

> “ Before Sell, we acquired 8 leads a week, now, we acquire roughly 400 leads a month. ”

David Birchmier
Vice President, Simpleray

Reduced costs

For every tool a sales team uses, there’s a vendor agreement they have to manage. These relationships can be time-intensive, forcing organizations to track down IT contacts when there’s a technical issue, or needing to schedule meetings with multiple vendors for onboarding sessions. All of that effort could be used to bring leads closer to converting.

And then there’s the cost of using multiple tools. Multiple monthly software fees, training resources, and onboarding fees can really add up, leaving less room in your budget to pay for overhead and salaries.

Instead of managing and paying for multiple tools, you can use The Sales Suite. It has all of the features your sales team needs — along with many integrations — to improve your overall sales operations , and the cost is less than paying for several products.

And to help you save time, there’s only one vendor to deal with and one license to keep track of.

Plus, The Sales Suite can seamlessly integrate with existing third-party tools vital to your sales operations. So you don’t have to worry about renegotiating fees or changing processes. Keep your sales solution simple and cost-effective by removing the complications of multiple vendors and licenses.

03 What Is The Zendesk Sales Suite?

The Sales Suite is an all-in-one platform that combines four of Zendesk's most powerful tools — Zendesk Sell, Voice, Reach, and Zendesk Chat — into one attractively priced bundle.

sell

chat

Zendesk Sell

Zendesk Sell is a sales CRM platform designed to enhance productivity, processes, and pipeline visibility for sales teams. Sell removes the friction from deal management, so your team can always access, analyze, and collaborate on relevant deal data.

Voice

A native dialer allows reps to send and receive calls directly from within Zendesk Sell. You can easily generate auto-dial call lists and power through them with just a click. Plus, automatic call logging and recording saves you time and helps you focus on the call at hand.

Reach

This integrated enrichment and prospecting tool improves the quality of customer data and enhances lead generation. Reach enables reps to discover quality prospects, update contacts, and build their sales pipeline in an instant. With Reach, the daunting task of finding new opportunities is simplified, so you can spend more time closing.

Zendesk Chat

Zendesk's integrated live chat tool allows you to create new leads from conversations with website visitors. Your entire chat conversation and relevant data fields are automatically saved to the new lead's contact card, eliminating the need for manual data entry. Chat allows you to engage with more buyers, convert more leads, and shorten sales cycles.

04 Build better relationships and close more deals with The Sales Suite

The more tools and functionalities that become available to sales teams, the more apps those teams think they need to adopt in order to stay ahead of the curve. But when reps are forced to juggle their workflow between multiple platforms, their productivity is bound to plummet. They have to spend time learning new software and managing administrative tasks instead of focusing on selling.

Final thought

With The Zendesk Sales Suite, your reps won't need to dedicate so much time to their tools. Using our integrated solutions, reps have the freedom to focus on nurturing leads, and closing deals faster. See how easy it is to get started by signing up for a free trial today.

Visit zendesk.com/sales-suite

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