

STRATEGIC SALES MANAGEMENT

Sales Intelligence and Analytics

DR. KALPAK KULKARNI

DEPARTMENT OF MANAGEMENT STUDIES, IIT ROORKEE

Learning Objectives:

After going through this module, you should be able to:

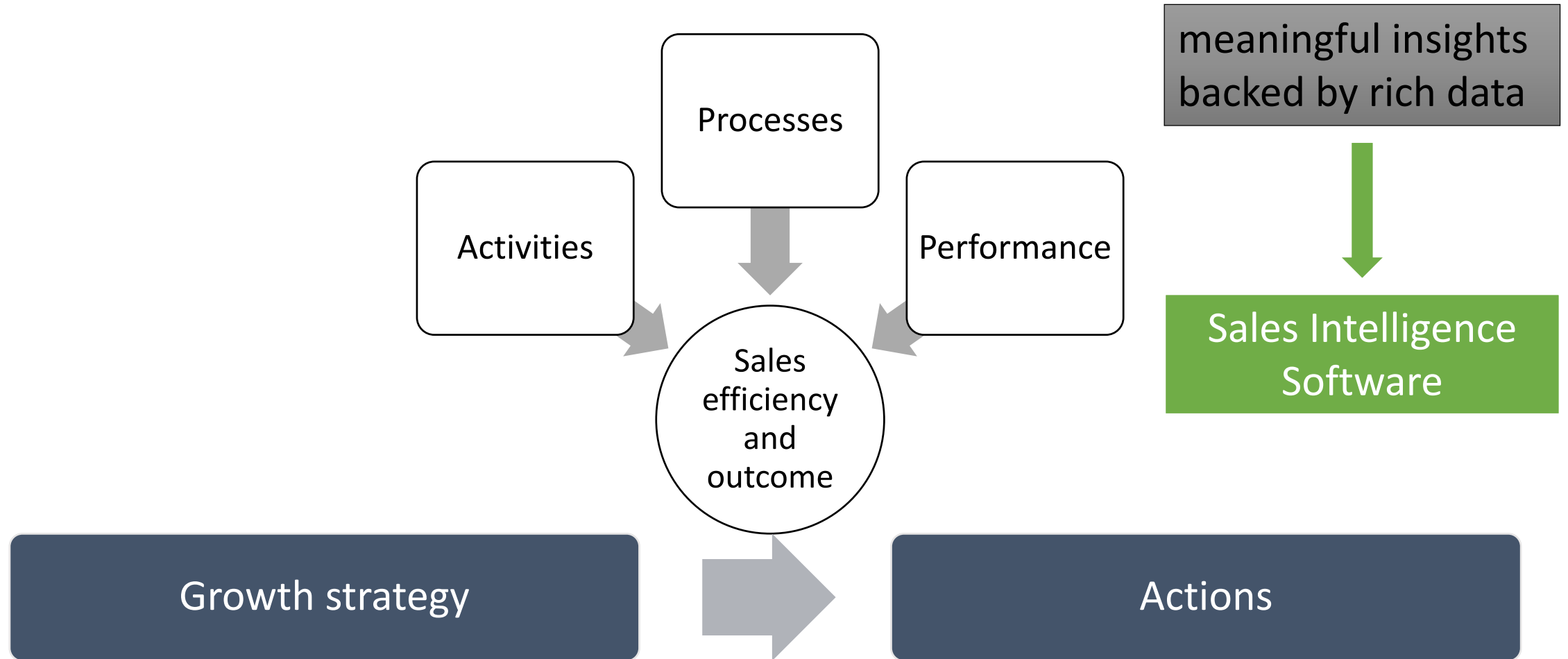
- Understand the meaning and role of Sales Intelligence
- Learn role of data for Sales Intelligence
- Define and create Ideal Customer Profile (ICP) using Sales intelligence
- Learn to apply data-driven approaches to selling: Basic and Advanced
- Use Social Media for lead generation

Learning Objectives:

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- **Understand the meaning and role of Sales Intelligence**
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Sales Intelligence



Sales Intelligence

- **Sales intelligence** is *the process of collecting and applying in-depth insights and data about your prospects and customers — typically with the help of sales intelligence technology — to increase conversions and close more deals.*
- Sales intelligence enables sales teams to better understand their prospects and **track critical buying signals**.
- Sales intelligence is the use of data collection and software to aid salespeople in lead generation, creating an ideal customer profile, data quality management.

Sales Intelligence

- **Sales intelligence** is *the practice of collecting, consolidating, and analyzing data from a variety of sources for actionable insights that improve performance and revenue.*
- **Requirement:** Sales intelligence tools, which equip sales leaders, managers, and reps with relevant information about the people and organizations with which they engage.
- **Objective:** To help sales teams gain a full picture of workflows, prospects, and the entire revenue cycle.

Sales Intelligence

How does sales intelligence software works?

- Sales intelligence software works by aggregating information from multiple sources, including native and third-party tools.
- For example: Prospecting solutions like [LinkedIn Navigator](#) and [Crunchbase](#) that surface [news](#) and [demographic information](#), or end-to-end platforms like [Outreach](#) that surface insights from the [interactions between your buyers and sellers](#).
- The result allows sales reps to [monitor engagement](#) and key buying signals at both the individual prospect and broader account levels.

Sales Intelligence

How does sales intelligence software works?

- Some software is built to help reps easily gain insights into **previous interactions with prospects**, in-depth information on individual prospects and accounts, and other highly relevant details in a single, user-friendly system — all without having to spend hours conducting research.
- At a higher level, robust sales intelligence software also gives sales managers better insight into the **status of all the deals in their pipeline and each rep's individual activities**.

Sales Intelligence

How does sales intelligence software works?

- Sales intelligence software works by continuously crawling millions of publicly available websites, gathering relevant data, and matching it to profiles in its database.
- Simple to use platforms allow salespeople to search, analyze and evaluate the data.
- Different sales intelligence platforms work in different ways, but many will work alongside your CRM or sales acceleration software.

Sales Intelligence

Sales intelligence tools (as compared to CRM) focus on:

- Aggregating data to keep your CRM system up-to-date with new lead information.
- Generating strong prospect lists and prioritizing which prospects you should contact first.
- Gathering key information that can be used for personalized calls, emails, LinkedIn messages, etc. for better outcomes.

Sales Intelligence

Sales intelligence vs. Business Intelligence

- **Business intelligence** is a term covering software and other tools that companies use to gather, store and analyse data on their business and their industry.
 - Examples of BI applications are tools that take data, process it, and make it presentable via dashboards, reports and charts.
- **Sales intelligence** is defined as the range of tech solutions that provide data to salespeople and marketers in the B2B space only. SI tools help sales and marketing teams make the best use of data relating to prospects and customers.
 - A good example would be a B2B data platform (like Cognism), which provides up-to-date contact data for prospects, that marketers can target with relevant content and salespeople can call to convert.

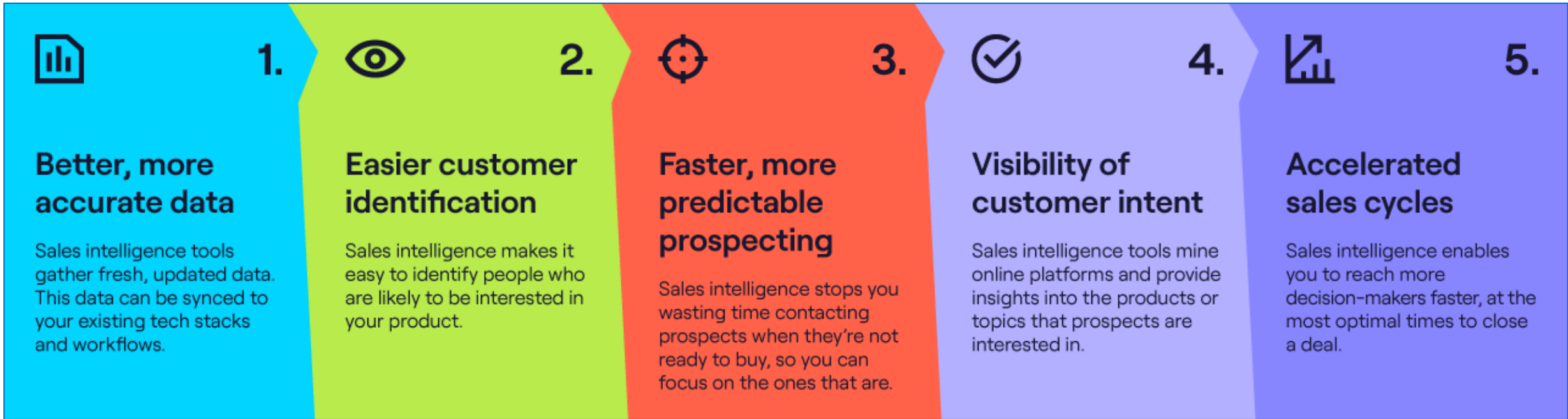
Sales Intelligence

Sales intelligence vs. Business Intelligence

Parameter	BI	SI
<i>User</i>	throughout the organisation	Sales and marketing teams
<i>Information</i>	marketplace, such as news, research and financial data	data on prospects, customers and events
<i>Data</i>	Historical data	Real-time
<i>Objective</i>	“what” and the “how” a business event took place	“why”

Sales Intelligence

Why we need Sales Intelligence Tools?



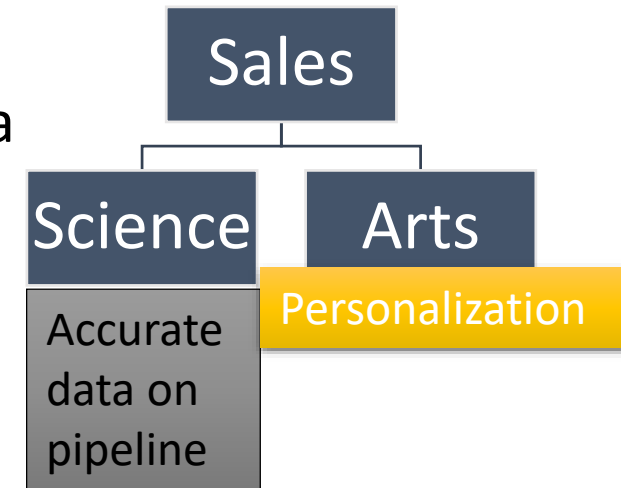
Source: Cognism.com

Sales Intelligence

Why we need Sales Intelligence Tools?

Personalization of sales strategy –

- In fact, **80% of customers** are more likely to purchase from a company that offers **personalized** experiences.
- **Personalization** requires:
 - Clean, accurate data that helps you identify decision makers
 - Access relevant buying signals,
 - Determine how your solution can solve specific pain points.
- Sales intelligence software helps reps do just that, with up-to-date information that effectively guides a **more personalized sales strategy**.



Sales Intelligence

Why we need Sales Intelligence Tools?

Up-to-date prospect info/more accurate data –

- Using **stagnant CRM** data to identify and reach prospects can **negatively impact outreach**.
- **Advanced sales intelligence tools** aggregate **up-to-date data** from a variety of sources to ensure accuracy and give reps a **complete picture of their prospects** —both at the individual and company level.
- Armed with detailed information on a prospect's job function, buying power, budget, and pain points, reps can be sure they're **reaching out to the right person, with the right message, at the right time**.

Sales Intelligence

Why we need Sales Intelligence Tools?

Shortened sales cycles –

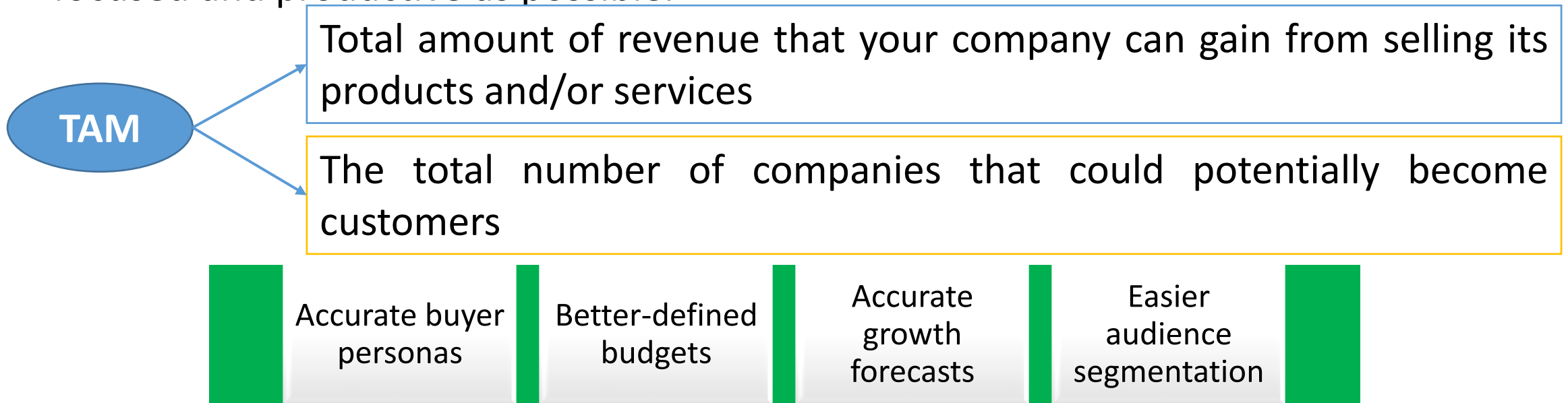
- Long, complicated sales cycles negatively impact revenue and hinder rep productivity.
- But sales intelligence accelerates the process by facilitating a personalized strategy that's backed by powerful data.
- Reps don't waste time chasing the wrong leads who will inevitably gunk up the cycle.
- They have access to updated information that tells them with whom they should engage and when, which content they should share, when to follow up, and more.
- The right intelligence tools eliminate inefficiencies in the sales cycle by improving predictability and transparency.

Sales Intelligence

Why we need Sales Intelligence Tools?

Clearer total addressable market –

- Understanding your **total addressable market (TAM)** is crucial for keeping reps as focused and productive as possible.



Sales Intelligence

Why we need Sales Intelligence Tools?

Valuable buying signals –

- If your reps don't know whether or not a prospect is ready or willing to buy, they're likely wasting time chasing dead ends.
- With sales intelligence software, sellers can discover the exact right time to contact a prospect, as the right tool keeps track of company websites, social media profiles, news sources, and more.
 - For example, if a prospect is in the news for acquiring another company, your sales intelligence software will identify and alert reps of this information. Reps can use these details to reach out to the prospect and explain how the product or service they're selling might benefit their team during the acquisition process.

Sales Intelligence

Why we need Sales Intelligence Tools?

Real-time info –

- Sales reps are busy people: only spend about 23% of their time actually selling.
- They don't have the time to research each prospect's business and industry trends and keep detailed records of that information.
- Sales intelligence software helps them stay abreast of these changes by aggregating all relevant data into a single, easy-to-consume place.
- For example:
 - Social feeds for the account or prospect, including real-time tiles for LinkedIn Sales Navigator, company Twitter profiles, and*
 - Company information from Crunchbase*
 - Company news, local time, and historical interaction with each prospect or account*

Sales Intelligence

Why we need Sales Intelligence Tools?

Intent data –

- Intent data (sometimes called **behavioral data**) can identify when a target customer is actually researching a specific product or solution.
- It can help you be the **first to get in contact with a prospect**, giving you the edge over your **competitors**.
- Sales intelligence software can determine which websites your prospects visit and how they interact with different webpages, which gives your team a leg up on the competition.
- Intent data enables reps to **understand prospects' pain points**, quickly contact potential buyers (before they discover competitive solutions), and even **decrease customer churn**.

Sales Intelligence

Why we need Sales Intelligence Tools?

Sales strategy improvements –

- To ensure success, sales leaders and managers must make continuous strategy improvements that reduce inefficiencies, boost productivity, and—as a result—improve the bottom line.
- But those improvements require deep knowledge into how sales and marketing efforts are received, individual rep performance, process issues, opportunity gaps, and more.
- A modern sales intelligence platform helps teams uncover valuable insights into their process to identify what's working, what's not, and experiment with new initiatives. The result is stronger, data-driven strategies that yield better outcomes.

Sales Intelligence

How to choose Sales Intelligence Tools?



Prospect Intelligence

Contact information
Job function
Management level
Organizational charts
Professional certification
Academic and employment history



Tech stack data

The collection of sales software products a given company uses.

This data is important to sales and marketing leaders early in the sales cycle because it helps identify opportunities, target displacement campaigns, and introduce a talking point.



Intent data

Intent data is up-to-the-moment information that can help infer a prospect's likelihood to purchase, such as a flurry of web searches or multiple content downloads on a particular topic.

Opportunity data means favorable conditions, such as a financing round or a new C-level officer.



Real-time data

One must be informed about buying signals as soon as they happen, like product launches, funding rounds, changes to executive leadership, and much more.

Since sales is all about timing, this kind of information can allow you to get to a prospect before someone else does.



Robust integrations

Must provide key integrations into common sales applications, such as customer relationship management, sales automation tools, and prospecting environments, including company websites and social media platforms.



Data accuracy

The data in your ideal sales intelligence tool should have both breadth, as in lots of contacts, as well as depth, meaning lots of information about those contacts.

Sales Intelligence

Sales Intelligence Tools

- Sales intelligence tools differ from customer relationship managers in that they give sales teams and sales leadership access to data, such as:
 - Mapping of the buyer's cycle and corresponding prospect behavior
 - Technology used by potential leads
 - Forecasting and reliability of sales pipeline

Types of SI Tools

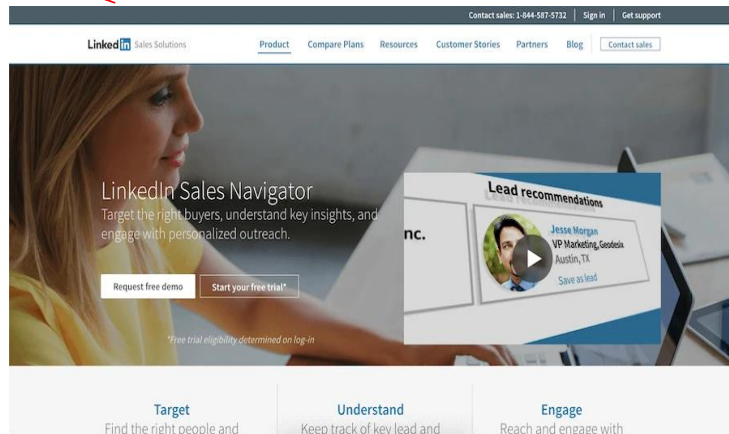
- All-in-One Sales Intelligence Tools ✓
- Prospecting and Lead Generation Tools
- Lead Nurturing Tools ✓
- Sales Reporting and Forecasting Tools
- B2B Intelligence Tools for Company Information
- Contact Information Tools ✓

Sales Intelligence

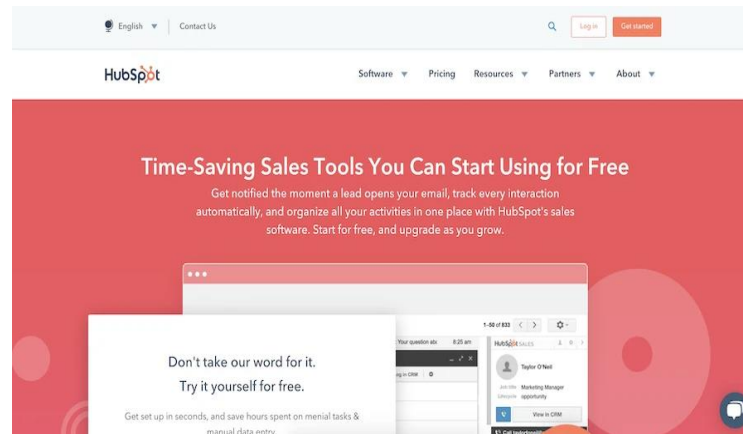
Sales Intelligence Tools

All-in-One Sales Intelligence Tools

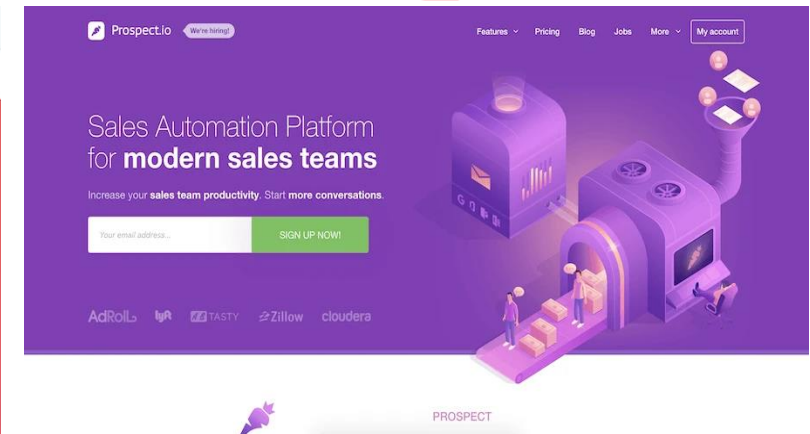
- These tools can help make every step of the sales process more effective—from lead generation and scoring, to insights for better messaging and outreach.



LinkedIn Sales Navigator ✓



HubSpot Sales Hub ✓



Prospect.io ✓

Sales Intelligence

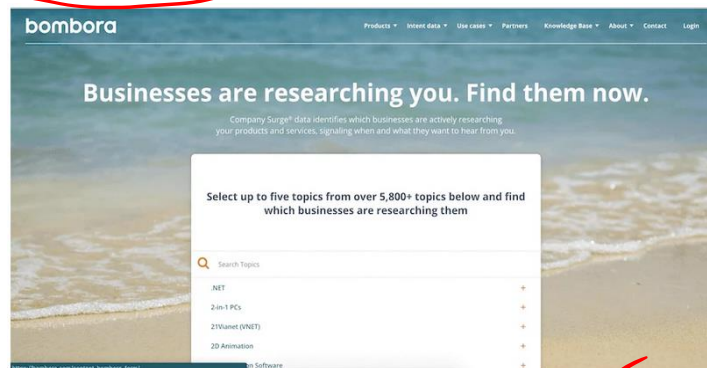
Sales Intelligence Tools

Prospecting and Lead Generation Tools

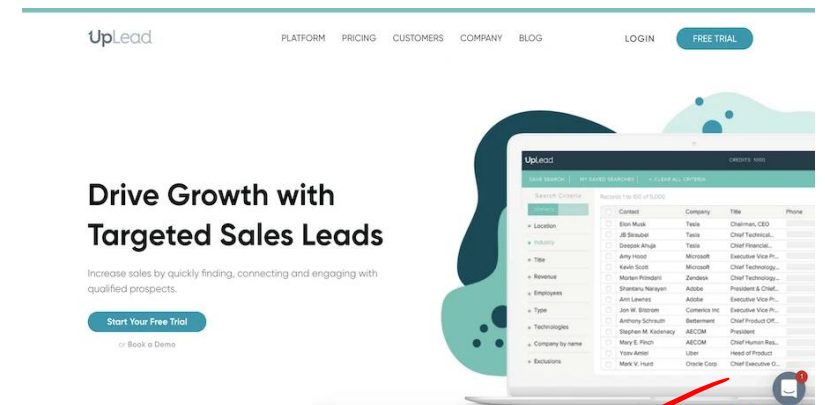
- These tools are aimed at improving the **beginning of your sales cycle**, including lead generation, lead scoring, and prospecting. They're all about helping sales teams **identify their ideal accounts**, then **find more prospects** who fit the same bill.



Datanyze ✓



Bombora ✓



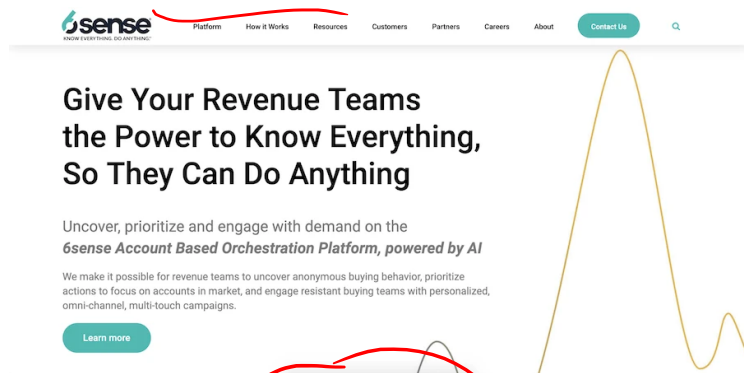
UpLead ✓

Sales Intelligence

Sales Intelligence Tools

Lead Nurturing Tools

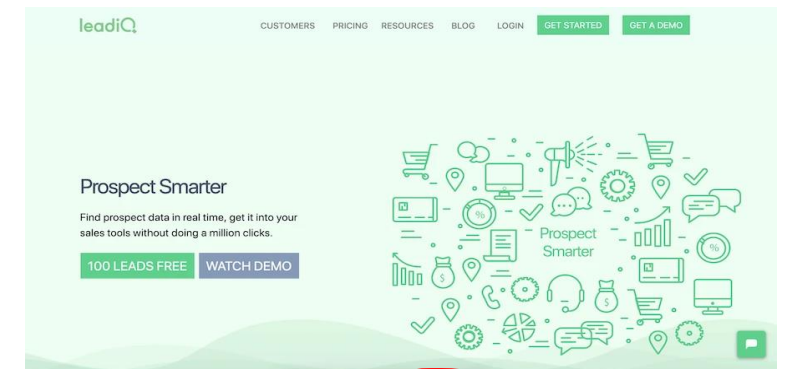
- These tools are all about tracking how leads move through the buyer's journey, including helping you figure out which prospects are most likely to ultimately convert.



6sense



Lead411



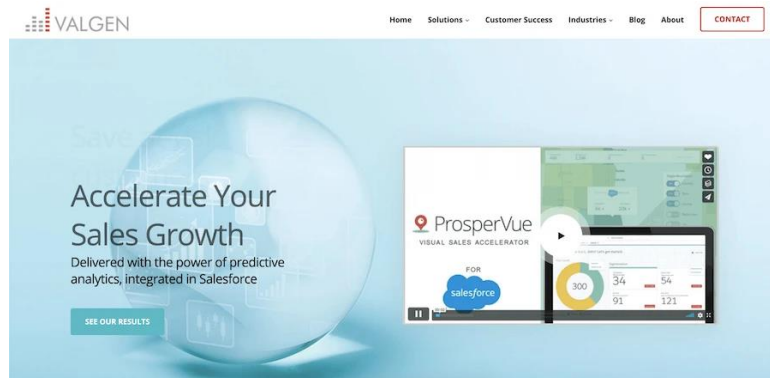
LeadIQ

Sales Intelligence

Sales Intelligence Tools

Sales Reporting and Forecasting Tools

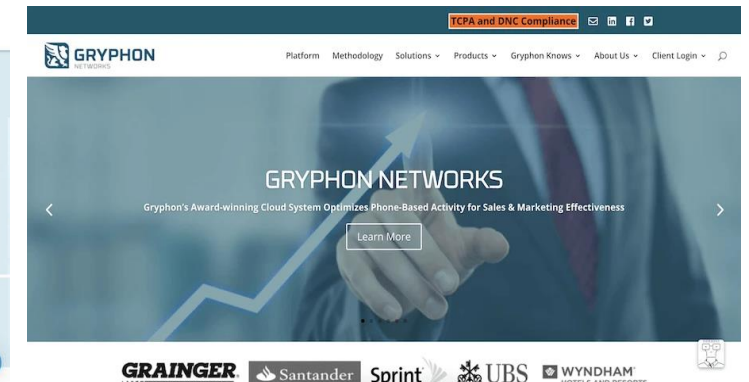
- These tools help salespeople and sales managers better understand individual and team performance, determine where the sales process can be improved, and forecast upcoming closes.



ProsperVue ✓



Clari ✓



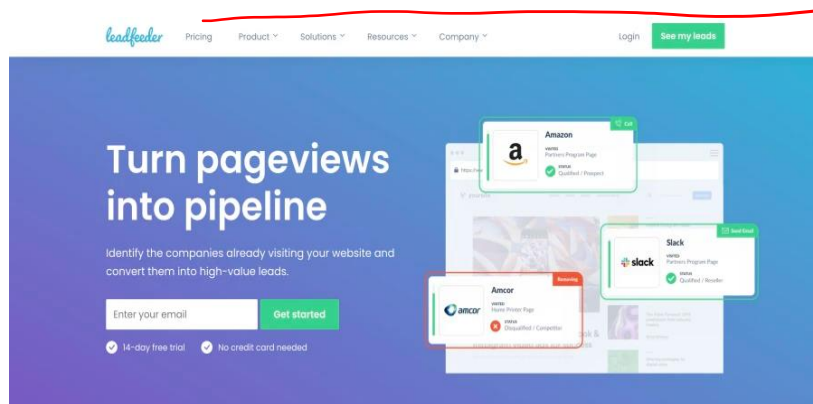
Gryphon ✓

Sales Intelligence

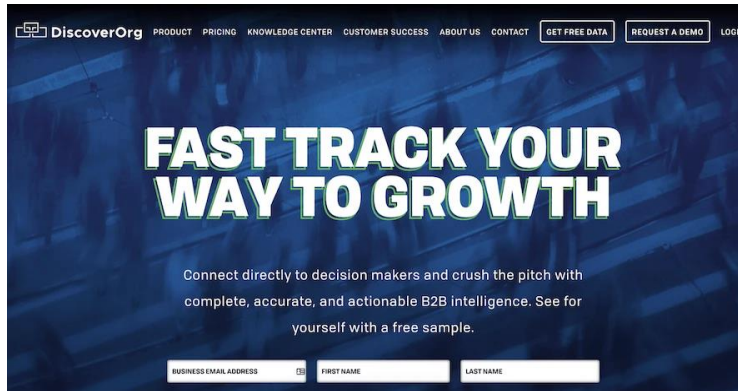
Sales Intelligence Tools

B2B Intelligence Tools for Company Information

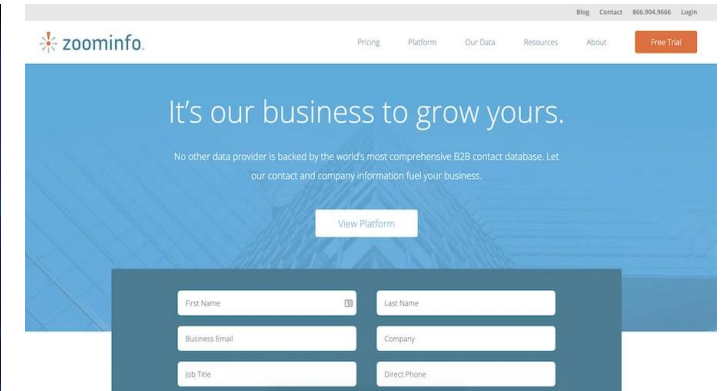
- These sales intelligence tools are designed for B2B salespeople, with a focus on selling to an entire company.



Leadfeeder ✓



DiscoverOrg ✓



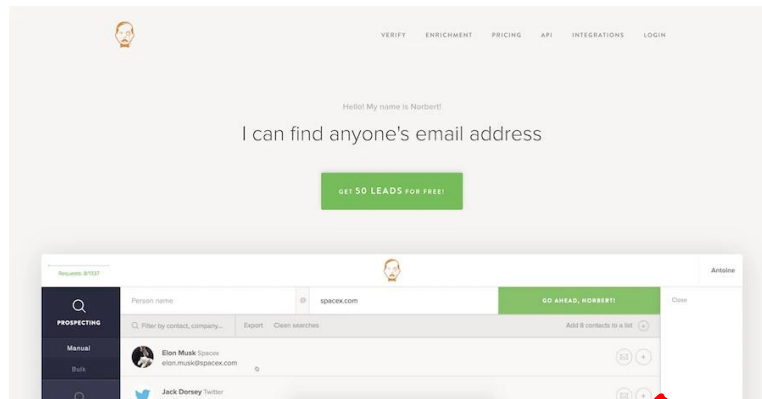
Zoominfo ✓

Sales Intelligence

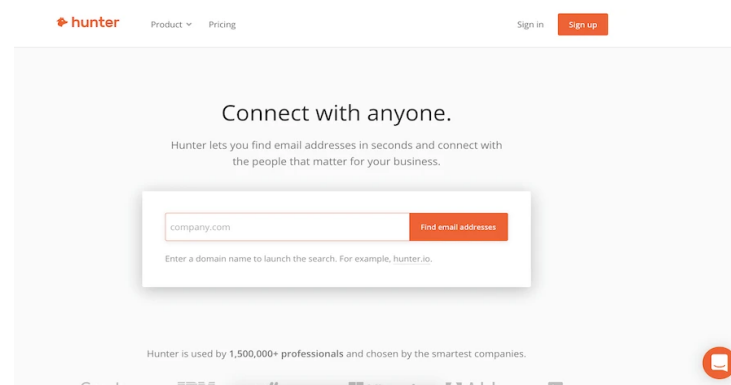
Sales Intelligence Tools

Contact Information Tools

- If you can't reach a prospect, you can't sell to them. These tools solve that problem, so you can always find the **right contact information** for your **key decision makers**.



Voila Norbert ✓



Hunter ✓



Oceanos ✓