# BUILDING A DIGITAL SELLING PLATFORM
## 5 STEPS TO SIMPLIFYING AND FOCUSING YOUR SALES TECHNOLOGY PORTFOLIO TO IMPROVE PERFORMANCE

Digital technology offers tremendous but unfulfilled potential to improve the productivity, engagement, and speed of sales teams at lower costs. But for most organizations it hasn't. Six months of leading remote revenue teams has given senior executives the motivation to find better ways to use digital technology to boost sales productivity and performance. The pressure to adapt to remote selling and cut spending in the recession is forcing business leaders to find ways to grow more for less. The only scalable way to do this is to cut sales travel, events and real estate and reinvest the savings in technology and training that create leverage. This means managers must get far better performance from their large sales technology portfolios that support pricing, training, coaching, content sharing, customer relationships and contract management. To do this business leaders are reimagining their growth technology portfolio from the top down to focus on the big hot spots in the sales process. The best are growing productivity by over 50% while cutting costs by linking the twenty or more pieces of their legacy growth technology stack into highly productive "ecosystems" called Digital Selling Platforms.

**A DIGITAL SELLING PLATFORM ALIGNS YOUR TECHNOLOGY WITH THE KEY POINTS OF FAILURE IN THE SALES PROCESS**



Our expert team can work with you team to rationalize, optimize, and align your sales technology portfolio to double utilization, return on investment and make your commercial model more virtual, data-driven, and measurable. In sixty days, our team will connect the dots across the growth technology portfolio to create a digital selling platform that improves sales performance and return on assets.

### FIVE STEPS TO IMPROVING THE RETURN ON YOUR SALES TECHNOLOGY PORTFOLIO
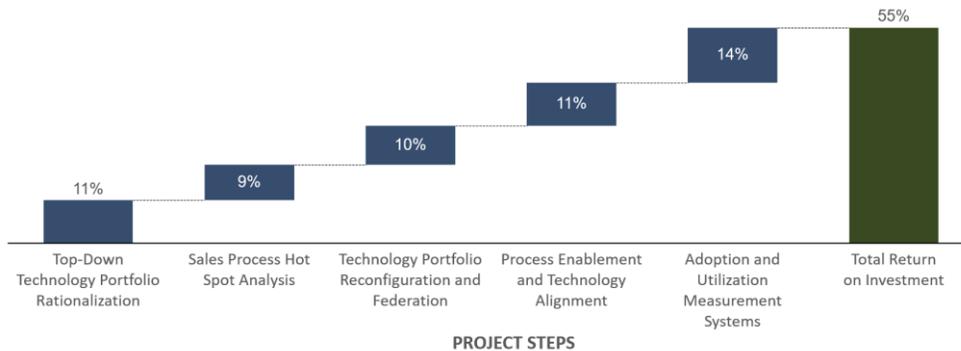


1. **Top-down technology portfolio rationalization.** Evaluate the entire sales and marketing technology portfolio with focus on value creation and capture to identify areas of waste, duplication, and assets that neither create value nor support the growth agenda.

2. **Sales process "hot spots" analysis**: Conduct a qualitative and quantitative survey of the entire revenue team to identify the top points of leverage or failure in your sales process that take up salesperson time and gate revenue growth.

3. **Technology portfolio reconfiguration:** Reconfigure the sales technology portfolio to create a digital selling platform that focuses all of your data, content, and technology assets on automating and supporting the top 6 hots spots in your sales process.

4. **Process enablement and technology alignment:** Align your capabilities and tools with day to day selling activities to ensure they directly support the planning, prioritization, reporting, and skill gaps that are holding salespeople back and costing them time.

5. **Adoption and utilization measurement systems:** Measure and grow user adoption by connecting critical tools and capabilities to a digital adoption system that makes it easy and fast for salespeople to discover and use the full set of capabilities in your technology arsenal.

**To learn more about how to build a digital selling platform that doubles performance contact info@revenueenablement.com**

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