

## 7 ways Sales Operations Teams can Empower Sales Teams



As per Gartner, Sales operations' functions have a broader scope to support 100% of Sales, 57% of marketing, 38% of product management and 35% of finance activities.

**57%**

Marketing

**38%**

Product Management

**35%**

Finance Activities

"What percentage of sales operations' time is dedicated to supporting the following functions?"



Sales operations teams work primarily with sales teams & with all the departments in a company to get valuable info to make better decisions for business growth.

### What is the goal of the sales Operations team?

"Maximize the active-selling time of each sales rep and boost sales."



**7**

ways the Sales Operations Team can make Sales teams more productive:

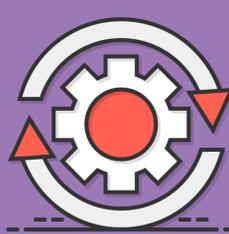
#### 1. Automates Sales



Sales Operations Team simplifies the selling process by using the right automation tools for the time-consuming sales processes

#### 2. Streamlines Processes

Sales Operations Team accelerates sales cycles by optimizing sales processes and workflows across business units



#### 3. Data Collection and Insights



Enables sales managers to get insights through dashboards to monitor & make informed decisions about team performance & generated leads

#### 4. Transfers Knowledge

Guides sales teams to use the sales tools & technologies to the fullest to get desired outcomes



#### 5. Lead Management



Identifies qualified leads & helps sales teams to do better lead management across the sales funnel

#### 6. Assures Business Goals

Streamlines overall sales processes by executing sales plan & strategy



#### 7. Oversees Sales Status



Generates timely sales reports to ensure sales teams stay aligned with the sales strategy of each quarter

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