

# SALES ENABLEMENT



## BUSINESSES THAT INVEST IN SALES TOOLS TO PROVIDE MORE INSIGHT ABOUT PROSPECTS SEE RESULTS:

Improvement in sales cycle time...

**71%**

year over year

Improvement in lead conversion rates...

**51%**

year over year

Improvement in the percent of sales reps achieving quota...

**54%**

year over year

[Aberdeen Group, Ales Intelligence: The Secret to Sales Nirvana]

“The ability to offer new features that help salespeople sell better and faster is attractive because it results in immediate revenue and it drives higher rates of CRM adoption, providing ROI in the short term and the long term.”

[Chris Buchholtz, CRM Outsiders]