

eBook

THE NEW INSIDE SALES GAME PLAN

11 Actionable Tactics to
Drive Engagement and
Conversion

ACQUEON 



INTRODUCTION

Inside Sales has always been the steppingstone for a successful sales career. Persistence and an assertive personality are the key ingredients to successfully taking on one of the most intimidating tasks in business – cold calling and maintaining a sustained pipeline. Per a recent Salesforce survey, the Inside Sales market is growing 300% faster than traditional Sales. With such fast-paced growth, striking the right balance between process and technology is crucial to the success of Inside Sales teams.

Inside Sales involves primarily relying on online communication, via digital channels or phone calls, rather than face-to-face conversations; and since relationships are to be developed on a communication channel, it is of utmost importance to use the right technology to streamline processes and make the agent experience and customer experience seamless – with such high stakes, small improvements can result in huge increases in conversions.

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DO YOU HAVE WHAT IT TAKES TO CHAMPION A B2C INSIDE SALES ORGANIZATION

The B2C Sales model is vastly different and challenging from a B2B Sales model. While B2B Sales is a more long drawn out sales processes spanning over several weeks or even months, B2C Sales are fast and consist of a few targeted touches and continuous presence. The B2C Sales model is focused on selling to individual consumers products such as consumer-facing commodities, personal insurance, etc.

Unlike B2B, B2C Sales professionals target vast and diverse markets and almost everyone is a potential customer; it is difficult to selectively train on one set of behaviours and features that is unique to a prospect; therefore, it is imperative for sales professionals in B2C to be able to turn issues and problems into opportunities – and that is where technology comes to the rescue. Successful sales teams are the ones that strike just the right balance between technology and processes to prioritize contact that can yield quality conversations and therefore potential conversion.

Sales intelligence, knowing customer preferences, interests, and the outcome of past interactions to be able to prioritize the right contacts to connect, is the future of intelligent CX management.

At Acqueon, we believe that the future of intelligent customer experience management involves sales intelligence – an influence platform that

offers businesses the ability to curate leads based on customer preference, interest, and past conversations to be able to prioritize the right set of contacts to connect. Right time to contact helps improve overall connect rate and increases the probability of conversion. Basing the lead type and score across key parameters, sales reps can also be offered the next best action – upselling a new product, sending product brochure, etc.

While inbound opportunities are a great place to connect with your customers, the world is moving towards a more proactive outreach domain where businesses are expected to understand what customer needs are and connect them with a value proposition that will resonate with them. Outbound cold calling can, however, be extremely tricky; while it is important to proactively connect with your customer, it is also crucial to have all the needed information about the customer handy - otherwise the opportunity can go cold quick. Inside sales organizations need the right technology that provides all the customer information a sales rep may need, while on a call, presented right on their desktop. This helps the agent to engage with the customer prior to speaking with them for more meaningful conversations and a positive outcome.

Tune your Inside Sales technology stack now for the coming post-pandemic surge of sales opportunity

Per a US Department of Commerce – Bureau of Economics analysis, sales of consumer goods dropped by 11% and consumer services by a whopping 49% in CY Q2 2020 – due to unprecedented consequences of the COVID-19 pandemic. While on the surface, this looks like a disaster, consumption will come back over the next few quarters as the situation stabilizes. This provides businesses with an opportunity to evaluate if they are getting the most of their inside sales technology stack. With the forthcoming massive sales opportunities, Acqueon's sales consulting team has devised an interactive exercise that can help you identify gaps within your inside sales teams. The exercise will prove invaluable for increasing conversions, providing insights into emerging trends, offering best practices (within the inside sales industry), and offering insight and suggestions on new and upcoming tools. All of which, can help tune team performance, efficiency, and define processes to help you accelerate your sales goals.

TOP FOUR CHALLENGES FOR THE INSIDE SALES ORGANIZATION

Building lasting relationships takes meaningful conversations which translates into quality conversions. Some of the chronic challenges that an inside sales organizations face are as follows:

50%

of reps find it hard to access all necessary information while on a sales call, with too many complex tools to access and toggle between

68%

of reps find the available leads to be unstructured and unfiltered

57%

of reps find it difficult to onboard and ramp-up new hires

All these specific challenges have been brought to light and voiced by inside sales professionals over the last several years.

Given those challenges, here's how top sales professionals use an AI-based intelligent platform, like Acqueon Engagement, to achieve sales results that matter.

Millennial agents prefer to switch between channels based on their convenience – being able to offer and achieve that directly influences a successful sales engagement

Customers prefer omni-channel presence

Millennials today prefer to switch between channels based on their convenience. Some may prefer a phone call while at work, but prefer to receive SMS or email notifications while at home with family. Maintaining the ability to switch between different channels has become a key contributor to building relationships that result in successful sales.

Acqueon Engagement offers the ability to switch between different channels based on customer preference. Unlike other legacy tools, businesses can create customer-centric contact strategies across all channels through the campaign lifecycle.

Increased call volumes does not always translate into increased sales productivity or increased conversion

Integrated ecosystem to cut down on complex tools and improve overall experience

A recent study by Forbes showed that sales reps spend less than 36% of their time actively selling products despite that their primary objective is to increase the conversion rate. Contrary to the popular belief, increased call volumes may not always translate to increased productivity or an

increase in conversion. An easy way to improve the productivity is to provide an integrated ecosystem to your sales reps to eliminate the time they spend searching for customer records, toggling between multiple tools and/or a CRM to identify customer records and document the sales conversation.

Acqueon Engagement's integrated ecosystem offers the flexibility to integrate with CRMs such as Salesforce and other system of records, that can perform necessary data dips to automatically sync all necessary information and present it with intuitive screen pops on the sale rep's screen. Sales reps can also take and make calls from the same integrated agent desktop tool and set the right outcome using the out-of-the-box widgets, saving them time and quickly transitioning from one successful call to the next. With the initial hassle out of the way, a rep can focus more on doing what they're best at – selling.

time via their preferred mode of communication. It also enables businesses to improve their connect rates and have meaningful conversations while increasing the probability of revenue conversion.

Assisted Conversations to ramp up newly hired agents till they are comfortable and familiar with the processes and policies of the organization

The first few days of a new hire's onboarding is always a bit challenging. Every sales organization has different processes to follow and standards to maintain. Getting new salespeople acclimated and adjusted to them is essential, as consistency in an inside sales team goes a long way.

Optimize rep productivity with structured lead lists for improved connection rates

AI analytics and real-time data structured and filtered to improve the connect rate and for increased successful conversions

To improve the rate of conversion, it isn't enough to just increase the call volumes - but to connect with the customers at the right time, using the right mode, and at the right moment. Sales reps should be dynamically presented with a structured lead list to bolster higher connect rates. This not only ensures conversion to revenue but is perhaps the easiest way to optimize the rep's productivity and minimize the number of contacts the customer has with businesses.

Acqueon Engagement's AI module analyzes information from several sources and presents a comprehensible churn of leads with the right time and right mode to reach them. This information is re-evaluated on regular intervals to ensure you have the latest information available. This allows businesses to connect their sales reps to the right customer at the right

Streamline the new hire onboarding process for consistent, successful customer sales interactions

Acqueon Engagement's Call Guide offers supervisors the ability to create call guides that can offer necessary assistance to sales reps to greet, present the sales pitch, and inquire customers for their inquiries and extract the necessary information. The Call Guide offers the exact scripts that sales reps should use to greet customers and inquire about their requirements, thus maintaining the consistency across the complete workforce. Supervisors can later evaluate the performance of the sales rep by comparing the call guides with call recordings. Acqueon Engagement also comes equipped with the ability to ingest speech patterns and emotional quotients from an underlying recording platform and guide the agent with the next best action, so that the agent can promote the right product.

TECHNOLOGY TO RESHAPE AND BOOST YOUR INSIDE SALES CONVERSIONS

Customers are more comfortable than ever buying digitally, over a telephone call or through video chat applications. Even businesses such as consumer insurance that traditionally preferred a face-to-face when closing deals are adapting to a fully digital approach. This has been a win-win situation for both consumers and enterprises, where consumers can fulfil their needs from the comforts of their homes and businesses are benefiting from considerable cost savings.

Despite the rapid growth in inside sales with improved technology tools, sales reps are spending only 36% of their time selling products, while rest of their time is spent leaving voicemail messages for unanswered calls, manually dialing numbers one-by-one, toggling between multiple systems, updating CRM tools, and manually downloading and prioritizing website hot leads. But it doesn't have to be that way. The following are 10 ways your inside sales organization can benefit from Acqueon Engagement's AI-based intelligent outbound campaign management solution - tailored to enable more conversations and higher conversions.

AI-based campaign management delivers an average connect rate of over 27%

AI powered proactive outbound campaign management system to connect sales reps with the right customer at the right time on the right mode

Dialing a customer is not enough, dialing the right customer at the right time gets the conversion your business needs. Acqueon Engagement uses market leading, cutting edge AI models to minimize the number of dials needed to get a customer on the phone to maximize the amount of time a sales rep can interact with a customer. Using Acqueon Engagement's AI enabled campaign management solution, enterprises can achieve an average connect rate of over ~27%.

Advanced Power Dialer to match the pace and business objective of the campaign

The dialing pacing mode is determined by the ultimate business objective of the campaign. A campaign trying to sell to a high net worth individual (HNI) customer should be a preview campaign versus a campaign trying to pitch for a broadband upgrade which should be a predictive campaign. The Acqueon Engagement pacing mode can also be customized as needed by the business.

Advanced answering machine detection engine to weed out unanswered calls for improved productivity

Approximately 77% of all dialed numbers end up going to an answering machine, which presents another significant challenge for the sales rep – to not leave a repetitive voicemail for such calls. With Acqueon Engagement's advanced answering machine detection (AMD) engine, businesses can now weed out all calls that end up in an answering machine. Acqueon Engagement can be configured to leave automated, pre-recorded voicemail messages as well, which leaves sales reps to focus on engaging and speaking with actual customers to drive conversions and continue building their sales pipeline.

Automated personal call-backs to stay in touch with your customers

Not all connected customers are always available for a conversation, even if interested. Many times, a prospect or customer will opt for a callback for a more detailed, relaxed conversation at their convenience. For a lasting sales relationship, it's essential that a customer's time is respected. With Acqueon Engagement's automated personal callback engine, businesses can now engage with a customer during their preferred time.

Customer retention through personalized treatment

A research study on purchasing patterns conducted by Stanford university conclusively showed that people are more likely to purchase something if they are labeled with a positive trait. With ever increasing competition in the post pandemic business landscape, retaining a customer is just as difficult as a new conversion. Personalized offerings provide businesses the opportunity to map a dedicated account executive to their valuable customers. This assigned executive deals with customer's new product sales, post sales services, and future requests. There's a multitude of different names for this type of sales role, such as Personal Advisor (PA), Virtual Relationship Manager (VRM), Customer Relationship Manager (CRM), Account Relationship Manager (ARM) or just Relationship Manager (RM).

Acqueon Engagement's Executive mapping functionality offers the ability to tag specific, dedicated sales reps to designated customers, thus making them a one stop shop for all their inquiries. With this mapping, all interactions are always routed to the assigned executive creating a long-term customer retention relationship while effectively catering to customers

Promptly attending to all Web-to-Lead inquiries

One challenge faced by most inside sales and B2C sales organization is catering to hot leads. There are multiple ingestion points for a hot lead –

a “call me back” request, requests from proactive chats presented to customers while they were browsing through the product catalogue etc. While hot leads present a higher possibility of conversion, delayed responses the lead going cold – which could lead to higher churn, lower conversion, and even lower NPS.

Acqueon's hot lead management prioritizes all hand-raising prospects and places them in a priority queue to process them before all other cold records available in the system. This dramatically increases the likelihood of a conversion.

Seamless campaign chaining to send automated follow up emails or 2-way SMS for customer inquiries

One of the most common asks from customers during an Inside sales call is a request for a product brochure or some other type of documentation on the product. Delayed follow-up in sending such information could cost a sales rep a relationship or even a sale. Acqueon Engagement's campaign chaining features offers the ability to chain multiple campaigns seamlessly and send out an email with attached product collateral for a customer's reference. It can also send an SMS message informing the customer about the email to further increase the email read rate.

Schedule customer follow ups based on a customer's email read pattern

Inside sales teams often lack the technology to efficiently follow-up with customers and therefore lose potential sales revenue. With out-of-the-box integrations available as part of the Acqueon Engagement product suite, sales teams can now automatically schedule follow-up calls with a customer based on their email reading pattern and the URLs that the customer accessed in the sent email.

Schedule sales appointment for customers for a quick demo of the product or a chat on how the product can help

Appointment scheduling often defines the hand-off from inside sales to the larger sales team. With Acqueon Engagement's call scripting functionality, you can create automated processes to schedule appointments upon call completion and selection of a pre-defined successful disposition code by the sales rep.

Automated follow-up of scheduled sales appointment

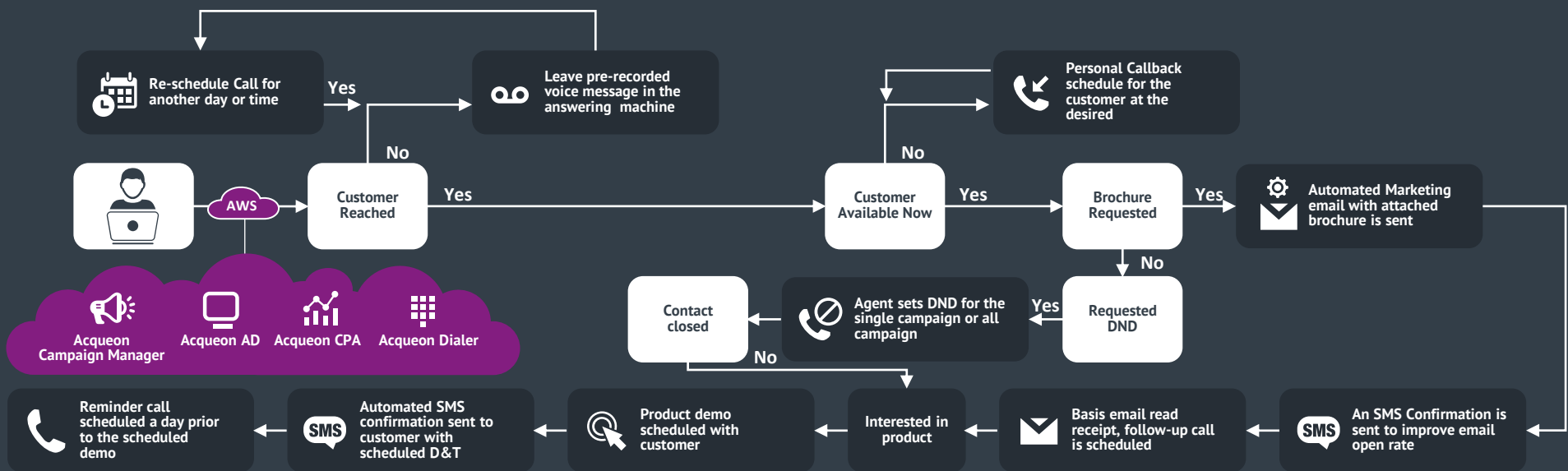
Sales no-shows severely compromise an inside sales team's productivity, and it's not uncommon to see 25% of scheduled meetings fall through

and not happen. With Acqueon Engagement, you can now schedule automated follow-ups a day prior to the scheduled appointment or send actionable reminders to customers to reduce no-shows and improve productivity.

Select local numbers for each campaign or each record to improve connect rate

The use of familiar, local area code numbers significantly increases the probability of a connection. Acqueon Engagement offers the ability to set local numbers specific to a campaign or to each record in the campaign, thus increasing the probability of getting a successful connection and increasing the chance of conversion.

SALES FLOW PROCESS USING ACQUEON ENGAGEMENT FOR SALES



About Acqueon

Acqueon's conversational engagement software lets customer-centric brands orchestrate campaigns and proactively engage with consumers using voice, messaging, and email channels. Acqueon leverages a rich data platform, statistical and predictive models, and intelligent workflows to let enterprises maximize the potential of every customer conversation. Acqueon is trusted by 200 clients across industries to increase sales, improve collections and re-engage with otherwise-defecting customers.

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Conversational Engagement

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