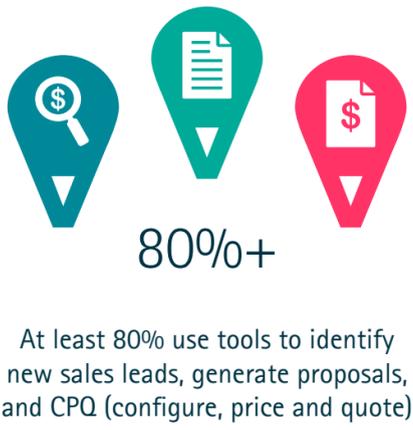# Accenture Interactive
Part of Accenture Digital

Empowering Your Sales Force
It's Not Just Automation. It's Personal.

Digital is completely reshaping customer engagement.
And redefining sales organizations.

Companies Are Investing in Sales Tools and Automation but Return on Investment is Falling Short

80%+

At least 80% use tools to identify new sales leads, generate proposals, and CPQ (configure, price and quote)

…yet the number of sales reps making the quota is falling and confidence in achieving targets is low, at 60%[1]

60%

Top Sales Objectives

Recent Accenture research[2] identified a significant gap in sales priorities between Chief Sales Officers (CSOs) and the sales teams on the ground.

CSOs[3]
- 58%: Capturing new accounts
- 45%: Improving sales effectiveness
- 36%: Increasing penetration in existing accounts

Sales Reps
- 36%: Improving customer satisfaction
- 34%: Improving sales effectiveness
- 31%: Improving team selling

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Striving to Improve the Effectiveness of Sales Tools

While sales force tools have evolved, many sales reps see them as a barrier rather than a performance enhancer, and the majority are not fully leveraging their sales tools' capabilities.

Only 13% of sales reps are using the full capabilities of sales tools

- 4%
- 13%
- 41%
- 42%

- Leveraging all of the tools' capabilities
- Not leveraging any of the tools' capabilities
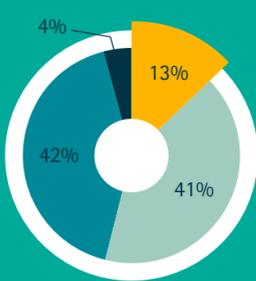
Only 15% described the sales tools used as being very effective

- 2%
- 15%
- 17%
- 67%

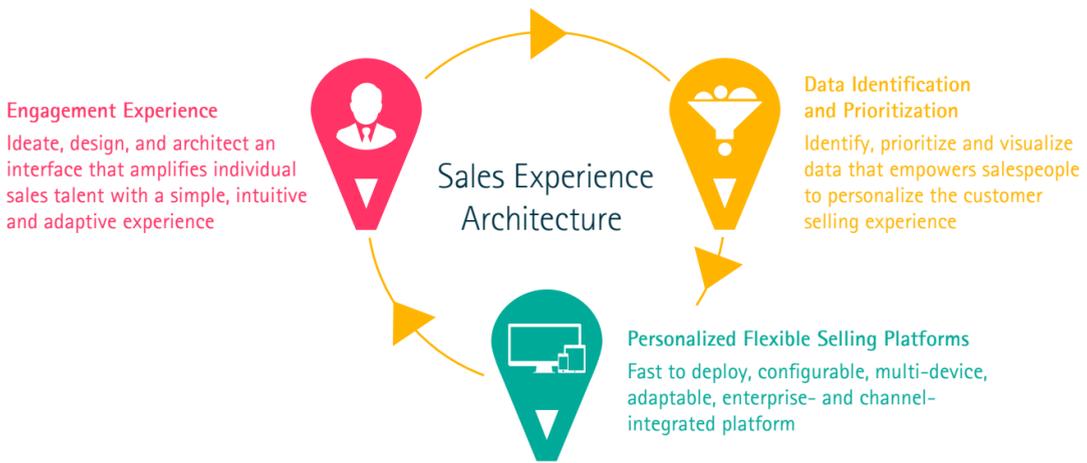- Very effective
- Not effective at all
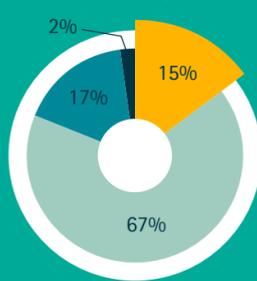
Challenges with Sales Tools

Quantity
59% reported they had to use too many sales tools

Trust
58% felt tools are used more to monitor performance than increase performance

Customization
56% felt tools are not customized to their needs

A new approach is required to enable engaged customer conversations and enhance sales force performance, and ultimately to magnify the sales talent resident within each individual.

Rethinking Sales Tools Through the Lens of Service Design

Accenture believes there are three key dimensions to transforming organizations' approach to tools to put salespeople first and increase adoption:

Sales Experience Architecture

Engagement Experience
Ideate, design, and architect an interface that amplifies individual sales talent with a simple, intuitive and adaptive experience

Data Identification and Prioritization
Identify, prioritize and visualize data that empowers salespeople to personalize the customer selling experience

Personalized Flexible Selling Platforms
Fast to deploy, configurable, multi-device, adaptable, enterprise- and channel-integrated platform

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The Payoff

5–10%

Improving sales force performance continues to have a strong value proposition—delivering 5–10 percent in sales/revenue lift[4].

By rethinking the organization's approach from the needs of the individual sales rep, tools become engaging, which can increase rep productivity and success, which, in turn, helps to drive greater and more efficient revenue generation for the business.

Access the full study to learn more about our digital sales research and how Accenture can help empower your sales force:
accenture.com/empoweringsales

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accenture.com/interactive

References
[1] CSO Insights: 2015 Sales Performance Optimization Study.
[2] Accenture surveyed more than 800 sales staff across seven countries and seven industries regarding the key challenges faced in meeting sales objectives, satisfaction with job areas, current availability and usage of sales tools, opinions on tool usage and expectations related to sales tools.
[3] CSO Insights: 2015 Sales Performance Optimization Study.
[4] Accenture In-house Analysis, 2015.

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