

10 Ways Sales Operations Drives Revenue

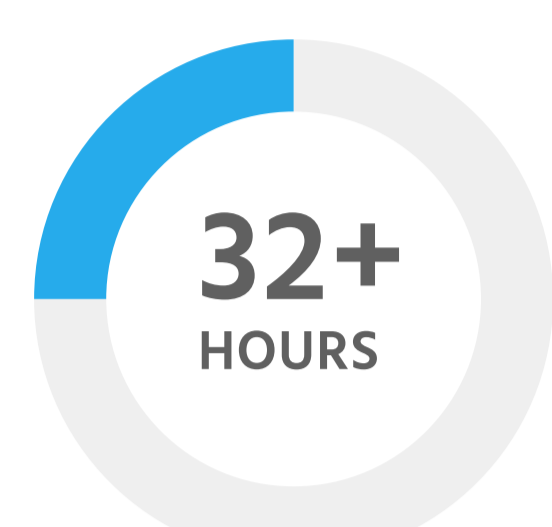
Many organizations have trouble quantifying how Sales Operations drives revenue. But we know Sales Ops drives [rep productivity](#), decreases rep time spent on admin and reports, [decreases sales cycles](#), and [increases conversation percentages](#) - just to name a few. And ALL of these things drive revenue.

01

Sales Ops decreases Sales time spent on administrative tasks

45% of teams spend 32+ hours a month per rep on non-revenue generating tasks.

- SKALED SURVEY

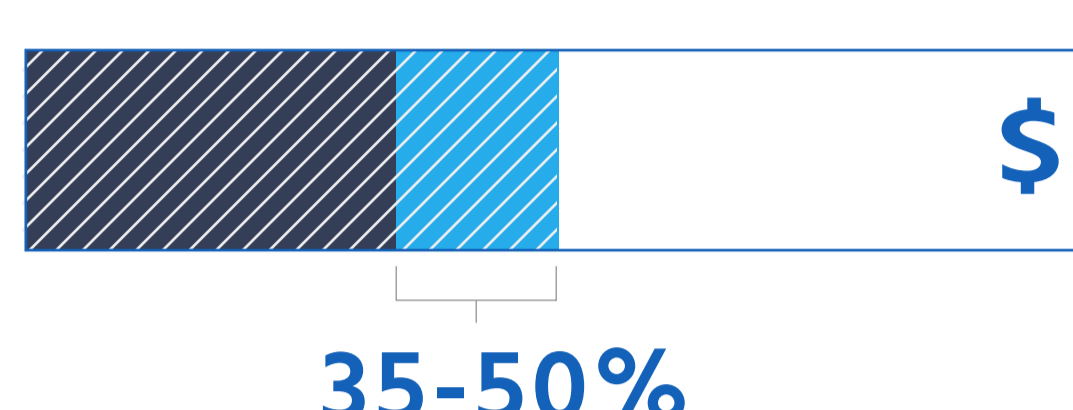


02

Sales Ops improves process efficiency and increases lead response time

35-50% of sales go to the vendor who responds first.

- XANT



Sales Ops identifies and removes bottlenecks to shortens sales cycles

Shorter Sales Cycles = More Deals Closed Per Quarter = More Revenue.

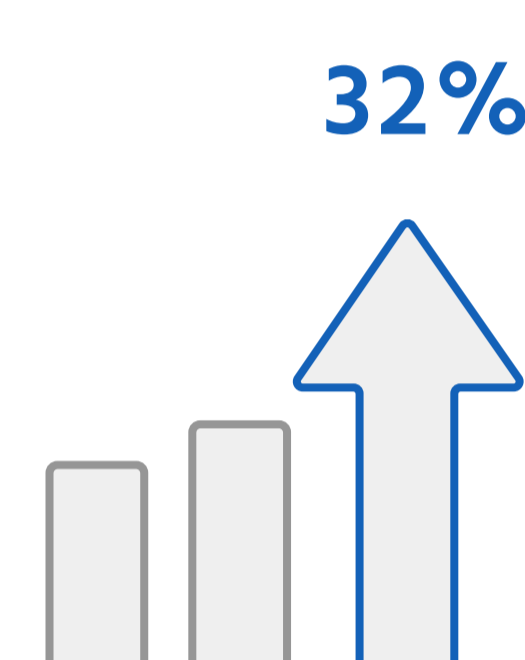


03

Sales Ops increases alignment between Sales and Marketing

Sales and Marketing alignment can lead to a 32% increase in YoY revenue growth.

- ABERDEEN GROUP

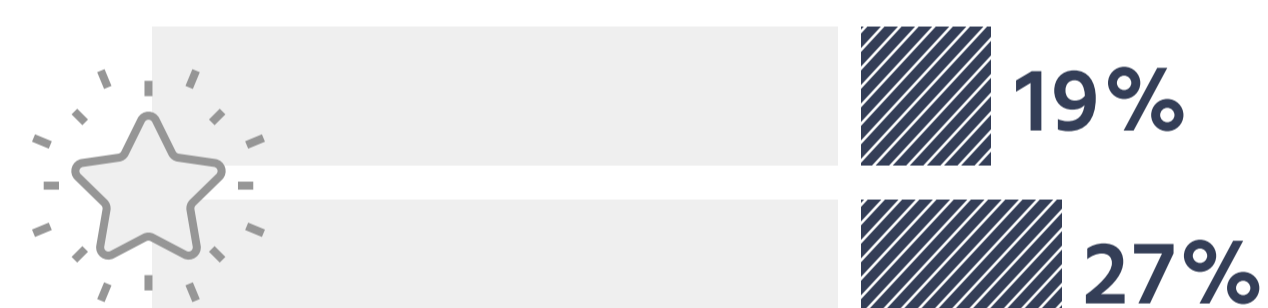


04

Sales Ops increases forecasting accuracy

Accurate forecasting leads to 19% greater success in meeting annual quotas and 27% greater win rates.

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05

06

Sales Ops manages your deal desk, optimizing deal margin and price management

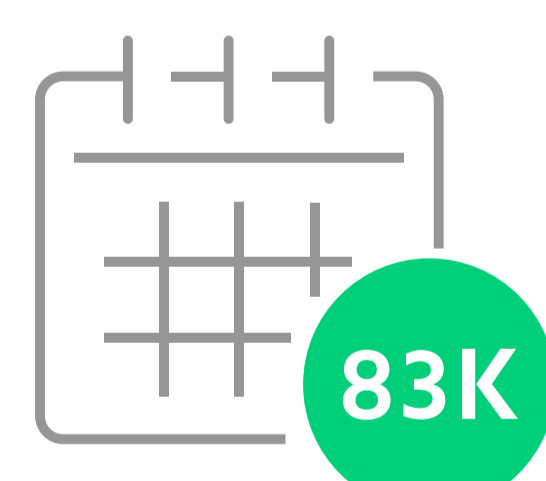
Effective deal desk management can increase profitability by 5-10%.

- PwC



Sales Ops shortens onboarding and ramp time

An AE with a \$1 million annual quota will bring in about \$83,000 per month on average. That's \$4,150 a day unfilled or partially filled during a delayed ramp.



07

Sales Ops doubles down on KPIs to increase sales performance

The implementation of a consistent sales process based on historical company data, increases win rates by at least 25%.

- SALESFORCE

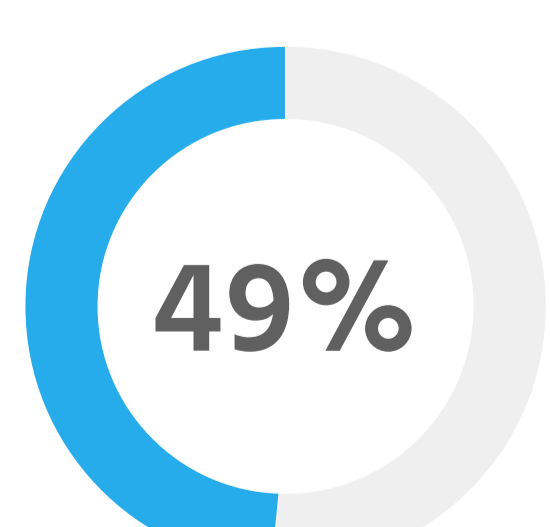


08

Sales Ops increases technology adoption and optimization

49% of Sales teams struggle with sales tech adoption because of poor setup and training.

- SKALED SURVEY



09

10

Sales Ops ensures data hygiene and decreases the costs associated with bad/decayed data

The average financial impact of poor data quality on organizations is \$15 million per year.

- GARTNER

