

Sales tech stack that will define the industry in 2020 and beyond

The sales sector is no different from other industries that are evolving, thanks to continuous improvements in technology. The sales game is no longer the kind of industry where people leave their results to chance. Instead, using the best sales stack increases the likelihood of closing more deals.

- **Why Is the Sales Stack Crucial for Success?**

The term sales stack refers to the collection of sales tools that a company provides for its workers. The quality of those tools and the ways the sales team employ them will determine success. As the sales industry continues to become more competitive, choosing the right sales tech stack will be critical.

- **Center Your Strategy Around CRM**

CRM will remain at the center of any sales stack. It's the glue that holds the structure together, making it easy to facilitate communications with customers and prospects. The proper use of CRM empowers sales teams to close more deals while also helping customer success teams build and promote loyalty.

- **Automation Tools Round out the Stack**

While CRM is the central hub of a sales stack, the spokes are tools that automate all of the other inbound and outbound processes. Automation is vital because it reduces human error. In addition, automating parts of the sales process will increase conversion rates because there's no breakdown from carelessness. Computers don't forget dates or tasks, so the heavy lifting for most salespeople happens routinely without their need to intervene.

- **Email Marketing with Rich Content Keeps Leads Flowing**

Email marketing automation is increasingly becoming a necessary component of the sales suite. These tools allow messages and content to be sent to prospects, with the intent of warming them up. Quality content helps prospects and gets them in the mood to learn more. Well-crafted content funnels alleviate many of the common questions people have and move them further towards purchase. Emails with good content can help shorten the sales cycle.

- **Live Chat Provides Quick Answers**

Web visitors generally have a few quick questions, and Live Chat is an ideal way to answer their queries. Whether using AI bots or live operators, most of the time, a short conversation is enough to prepare the prospect for the sales team. Any top sales stack will have Live Chat in the mix.

- **Scheduling Software Is a Big Help**

People who take time to schedule an appointment are generally hot prospects. They're interested in speaking with a representative because they're close to buying and have specific questions. Adding scheduling software to your stack is easy since most of these programs have APIs that are easy to implement.

- **Great Demos Close Deals**

Good demos are a fast way to close a deal, especially when the buyer is itching to see the benefits. Demos give prospects visibility into your product or service. Depending on your products, either a presentation or a demo will be most appropriate. It's a simple matter of choosing software that you're most comfortable with and integrating with the rest of your sales stack. In addition, add on software such as demo recording tools, voice analysis tools, and note taking software will help improve and refine the sales process.

- **Collaboration Tools Increase Team Productivity**

Getting everyone on your team to stay on the same page requires using collaboration tools. Pick the ones that unleash the real power of teamwork. Many team members are no longer in the same geographic area, so being able to work and communicate with them is crucial. Integrating CRM with team collaboration tools will ensure everyone knows their tasks.

Without careful project management, it's easy to introduce chaos to the organization. People respond better to having precise tasks. They're easier to manage when they know what management expects from them. Putting tools in place to streamline operations and improve communication will significantly boost revenues.

The real challenge in 2020 and beyond will be to select the best tools for your stack and then to implement them effortlessly. An excellent integration has all of the parts working together correctly. The team will consider the stack in its entirety, and none of the individual processes will slow down progress. For most sales organizations, getting to the point where their sales stack works this well will require commitment and time. The only way to master any sophisticated software is through training and repeat use.

Training will be an essential part of using the sales stack to its fullest. No one knows all the features at the beginning. It's only through experience and learning that your team can unleash the full potential. Every sales stack is powerful enough to take a small team to enterprise size. However, most of the companies won't master the program sufficiently to get to all of the benefits.

Businesses that are committed to curating, selecting, and implementing an ideal sales tech stack and subsequently training teams on using it will have an edge over competitors.