LinkedIn SALES NAVIGATOR

The Ultimate **Sales Data** Infographic

Whether you call it data or intelligence or some other term, information on target accounts, deal outcomes, or customer usage feedback provides invaluable insight that can boost the effectiveness of the modern sales organization.

But don't take our word for it. We asked leading sales experts on the transformative value that data can have on today's sales organizations.

Here's what they had to say:

The Promise of Data for the Sales Organization

Data is the lifeblood

Accurate data is the lifeblood of an operationally excellent sales organization, from account and contact data for prospecting efforts, to accurate activity data, all the way to eventual customer usage data. Accurate data allows modern sales organizations to act with efficiency, speed, and precision in a way that can be a company-defining source of advantage."

Pete Kazanjy, Co-Founder of Atrium HQ

Playing darts in a pitch-black room

In today's world of selling, data is critical for mining new leads, researching top opportunities, identifying key pain points, knowing best points-of-entry and understanding key decision-makers. Salespeople that don't leverage data are playing darts in a pitch-black room. The top salespeople are only getting better at leveraging data to close more sales, thus further getting away from the hordes of average salespeople."

Marc Wayshak, Founder, Sales Insights Lab

Avoid wasted efforts

Accurate Data insight can quickly guide your focus to avoid wasted efforts in marketing to the wrong segment and spending time on the wrong prospects or clients."

Ian Moyse, EMEA Sales Director for Natterbox

The salesperson of the future

The salesperson of the future isn't going to spend their time on routine activities and reports. It's going to be crucial that they can look at data and make predictions about where they can leverage their time most efficiently."

David J.P. Fisher, President, Rockstar Consulting

The Downside: Inaccurate Data

While data is crucial for sales organizations, inaccurate, expired data can have real, bottom-line consequences.

The numbers tell the story:

60% of companies believe their data is "unreliable"[1]

50% Employees waste up to 50% of their time dealing with mundane data quality tasks[2]

25% Less than 25% of Sales Ops leaders are highly confident in the quality of data in their CRM data[3]

1. Sirius Decisions 2. MIT Sloan 3. CSO Insights

Here's what **the experts** have to say about the challenges bad data can pose:

Worse than not having data at all

Data is a funny thing in that it can just as easily create more barriers as it can eliminate barriers to sales success. For example, my team might have access to a variety of compelling, relevant data such as the technology platforms a prospect is using, the amount of time an individual has spent on a webinar or reading an asset, or changes in an organization's team structure, but if these data points aren't organized and synthesized in a way that's both accessible and relevant to my team when they are engaged in the task at hand, attempting to use the data has the potential to derail a rep, decrease efficiency, and frankly go unused (which is worse than not having it at all)."

Jen Spencer, VP Sales and Marketing at SmartBug Media

Good data is the key

As I have emphasized good data is the key, not data for data's sake. It is all too dangerous to use data too blindly to support an action that intuitive experience opposes."

Ian Moyse, EMEA Sales Director for Natterbox

Issues with incorrect data

The CRM data is the source of Truth capital T about the sales process in most sales organizations. No matter what CRM your organization uses there are issues with the incorrect, out-of-date and missing data."

Tracy Wik, Managing Director of GrowthPlay

Massive waster of time

In sales, all you have is your time, and bad data can be a massive waster of time and effort—like an SDR spending hours trying to book a meeting with an account that isn't actually qualified, even worse, succeeding, which then occupies an AE's time to have a disco meeting with the account, only to find out that they could never buy—all of which you could have known if you had the right information to begin with, and spent all that time targeting accounts that were high probability targets."

Pete Kazanjy, Founder of Atrium HQ

Significantly negative impact

Incorrect data has a significantly negative impact on the prospecting process as it wastes sellers' time looking for mundane information that adds no value to the sales conversation (e.g. email, phone, job title, etc.). A salesperson's time is much better spent obtaining business insights that add value to a conversation with a target buyer and get them interested in learning more about the product or service."

Jeff Davis, Founder-CEO of JD2 Consulting Group

Old data can kill deals

Sloppy data not only lessens the chance of identifying and closing deals, but it can actively turn prospects off from doing business with salespeople. Having totally accurate data is critical to today's world of selling. Just imagine sending an email to a prospect and referencing her title, but because she was promoted five months ago, you referenced the wrong title. Game over. Small mistakes because of old data can kill deals."

Marc Wayshak, Founder, Sales Insights Lab

We'll all be data scientists

I've joked a few times that in five years, we'll all be data scientists. That's hyperbole, but those who don't begin to understand data analysis are going to fall behind and become irrelevant, and I think that's as true, or more true in the sales profession, than any other."

Mike Kunkle, VP of SPAR6Q

To help keep your sales team's CRM data up-to-date, **LinkedIn Sales Navigator** recently introduced its new

Data Validation feature

Learn More

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