LinkedIn Sales Solutions

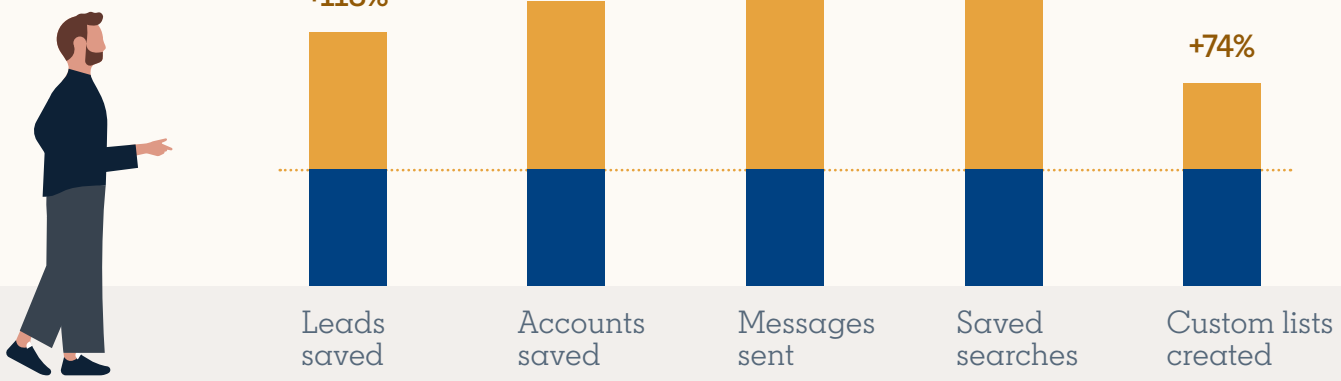
How Top-Performing Salespeople Are Using Sales Tech

For B2B sales leaders, the COVID-19 pandemic hasn't changed the fundamentals of B2B selling. Rather, it's forced an industry to heavyfoot the gas on its existing evolutionary path.

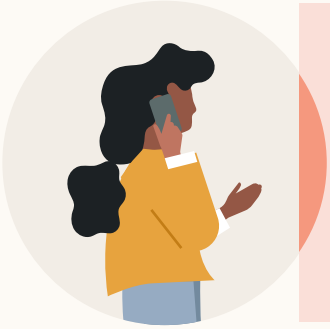
Pre-pandemic, B2B sales teams were already adjusting to the B2B buying experience being performed virtually. And now, in a world where remote selling is the norm, it's critical that B2B sellers have total confidence in their sales intelligence, along with their virtual selling technology.

B2B sellers are becoming more proactive with data

We're seeing an uptick in strategic account- and contact-based activity — for the average monthly user — in LinkedIn Sales Navigator usage.



It's important to note that most of these activities were already increasing before most folks knew about the coronavirus. Sales reps realized they needed a reliable "source of truth." They also realized they needed a more automated way to monitor key markets for movement and buying signals.



For B2B sales reps, virtual selling means identifying opportunities via searching, saving potential high-value accounts and contacts, creating custom lists for segmenting and monitoring, and then sending messages in the prospect's preferred format when the situation calls for it — all of which works more smoothly when sales data is proactively managed.

Sales tech is transforming the sales org

To instill trust and put B2B decision makers at ease, sellers need tools that both promote and reinforce the concept of high value exchange — with minimal friction.

As face-to-face meetings decline, sales professionals increasingly rely on sales tech

97%
say sales tech is "important" or "very important"

74%
say sales intelligence tools are "critical" or "extremely critical" in closing sales

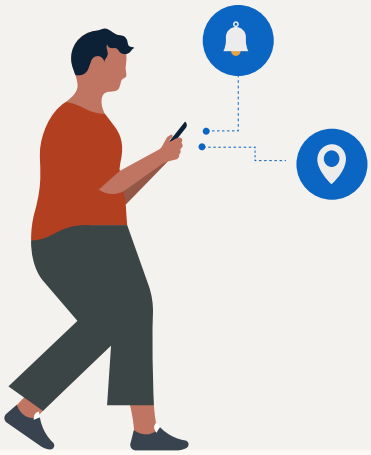
69%
use sales collaboration tools

52%
plan to spend more time using sales tech in 2020

65%
use CRM tools

20%

Top-performers in sales are 20% more likely to use sales intelligence tools



As for the type of sales intelligence tools being used, LinkedIn products top the list, with 74% using either LinkedIn.com, LinkedIn Premium, or LinkedIn Sales Navigator.

The biggest thing for B2B sales leaders to keep in mind: it's not about having more technology than the competition, but how well the technology is integrated into the selling process — and how accurate the data is.

"Getting the most out of sales technology tools is more about effective utilization."

Joseph DiMisa
Sales Effectiveness and Rewards Leader at Korn Ferry

According to DiMisa, "Recent Korn Ferry studies have found that on average, companies were using 10 tools with an additional four planned over the next 12 months. The key is to integrate all technologies together and to embed it into the sellers' workflow, something less than 30% of sales organizations felt they have mastered."

What can B2B companies do to integrate sales technology with cohesion?

- **Rethink how your sales organization is structured** to help ensure sales technology becomes seamlessly integrated into workflows and gets used to its full potential.
- **Consider investing in the sales ops function at your organization.** The number of people in Sales Operations roles has more than doubled in the last two years, and increased 2.7x as fast as the sales function overall.

To learn more about where B2B selling is heading and what else is changing, check out the full State of Sales 2020 report.