

5 Ways to Manage Your Sales Process With Playbooks



When imagining what a strong sales team looks like, it is easy to envision a group of ambitious and competitive people trying to engage as many customers as possible. While such traits may help any individual salesperson make their monthly quotas, they may not be effective as a large sales team. This is just one of the many reasons why considering a sales playbook is a good idea.

Plenty of sales enablement tools can help get your team to where they need to be, but they will not generate a positive return on investment unless your sales team is already structured to succeed. Here are five ways you can manage your sales process and optimize your sales team with the latest in enablement tools: sales playbooks.



1. FORWARD-LOOKING INSIGHTS FROM CUSTOMER DATA

Anyone active in industrial sales or seeking new B2B sales solutions knows that the modern market is driven by data. Gone are the days of hitting the driving range or happy hour for client insights; today, it's all about data.

Even seemingly irrelevant pieces of data can be transformed into a strategic advantage using the right analytical tools. Often, this happens slowly over time. For example, does a particular seasonal industrial sales customer experience a drop in revenue during the same month every year? Does a key commodity that a B2B sales client requires become more difficult to source during certain seasons? How could construction on major thoroughways impact supply chain distribution for a logistics company? With the right type

and amount of digital data, all of these questions can be answered before your customers even ask them.

KlyckBooks allows you to capture, categorize, and act based on the knowledge that already exists in your organization. Our platform even includes a customer activity data section where salespeople can track leads and prospects to become more aware of their digital behavior. This leads to an increase in targeted opportunities, better pitches, and stronger closing numbers.



2. BUILD STRONG COMMUNICATION CHANNELS

Poor communication inevitably creates problems. A sales playbook helps ensure that expectations across the team are aligned and small issues are addressed and fixed before they become big challenges. This is all possible thanks to a digital sales playbook that addresses collaborative content creation, distribution, and engagement with new leads.

Pulling together all of the content marketing teams create with the strategic execution that your sales-force specializes in is one way to make sure your entire organization stays on-message and on-brand. It also helps ensure you're not wasting resources on marketing content that your sales team does not need. By building strong cross-department communication channels, sales playbooks ensure that everyone in your organization is empowered and accountable to staying on-message.



3. MAINTAIN AGILITY

The “[Industrial Internet of Things](#)” and the [many other digital technologies](#) have come to define the new cutting edge in B2B sales. If your sales team is not up to date on the most recent modern business enablement tools, then your entire organization runs the risk of becoming outdated. To maintain agility, you need a sales playbook that is designed for the digital age.

Don't let your salespeople fall behind in the age of Industry 4.0. Compelling pitches requires meeting potential customers where they are – and that's squarely in the digital age. Catch up and stay ahead with digital sales playbooks and the diverse enablement tools that come with them.

KlyckBooks provides on-demand access to guided selling tools as well as deep analytics and valuable data. All these things help your sales team close and ensure your entire organization stays agile.



4. CREATE A COLLABORATIVE CULTURE

Collaborative cultures are critical to avoiding the pitfalls of data silos. KlyckBooks makes it easy to share best practices, information, presentations, and more between members of your commercial teams – all thanks to the enablement tools available through sales playbooks.

In addition to bridging potential communication gaps within your sales and marketing departments, KlyckBooks provides a platform where more experienced sales professionals, with deeper insights into the sales process, can share the data they've collected over the years in one centralized, user-friendly source. In this way, a sales playbook opens up the opportunity for greater collaboration and cooperation across your sales teams and your entire organization.

Teamwork, empathy, and effective communication are three things that should be in every corporate team's sales playbook. Make sure these key factors are built into your collaborative culture with KlyckBooks.



5. STRATEGIZE CREATIVELY, EXECUTE CAREFULLY

Every salesperson has their own personal touches, but your sales team must act according to a clear strategy developed specifically to meet organizational goals. Whether you're aiming to convert from your competitors or increase your product's global footprint, your B2B sales efforts can be improved with a clear sales strategy. But once that strategy is identified, how can you make sure everyone on the team is on the same page? Simple: by having a sales playbook.

Professional athletes never enter the field without a strategy, and neither should professional salespeople. With that said, however, even the best strategies are only as good as your ability to execute them. Sales playbooks provide the enablement tools your sales department needs to succeed as a team.

Even the best laid plans can turn to disaster if they are executed without accountability. In addition to being collaborative, teams that work effectively are able to keep each other accountable. This avoids a myriad of potential collective action inefficiencies that could drive down your numbers and debilitate morale.



KlyckBooks allows you to easily break your strategies down into simple, tailored playbooks that help your team navigate the complex world of B2B sales. Our sales playbook technology also provides your salespeople with a way of delivering content and accessing relevant client information on-demand. They can use this to maximize their chances of a win, but you can also use it to make sure they're playing by the rules.

If you're interested in learning more about how KlyckBooks can help your sales process get to the next level, [reach out to us today for a free consultation.](#)

