



Why Your Business Needs the Science of Sales

Brought to you by Base



Sales success has traditionally been considered an art, honed by sales veterans over years of deals won and lost. But the rise of big data and real-time analytics is changing business, with industries like marketing and support adopting a more sophisticated, scientific approach to measuring and improving performance.

So why are sales leaders still struggling to capture, measure and apply data in a way that leads to actionable insights?



Your sales data is messy.

Despite the proliferation of sales platforms on the market, capturing enough accurate information to make truly data-driven decisions is a challenge. This is because most reps refuse to adopt and fully utilize sales tools that are overly complicated and can't be accessed across mobile devices. What's more, as reps bounce between point solutions to make calls, send emails and check reports, data gets stuck in silos across your organization.



Measuring performance is complex.

More often than not, few metrics other than revenue are actually considered, but it's hard to gain insight simply from knowing how many sales you've generated and at what value. That's why, when a sales team isn't producing, the reaction is to immediately begin making changes to the sales process, prospect requirements and more. However, without the ability to measure exactly how each of these factors impacts your sales as a whole, this is simply a guessing game.



Your data isn't yielding insights.

Because legacy CRM tools were not built for the big data era, they lack the ability to capture and process more than basic information, and typically provide list or table-like reports. This approach can work if you want an answer to a simple question like whether your leads are converting into closed business – but understanding why and what you can do to impact results usually requires costly consulting services or additional applications.

Struggling without Science

30%

Poor data quality can cost a business 30% of revenue.

Source: [Informatica](#)

38%

38% of sales leaders use 4+ systems to track goals and priorities.

Source: [Domo](#)

65%

65% of sales leaders say it's too difficult to get meaningful insights from their data.

Source: [Domo](#)

The Science of Sales is empowering sales professionals to forgo gut feelings and educated guesses in favor of strategies that are measurable, repeatable and insightful.

Thanks to technology advancements like big data architecture, predictive analytics and machine learning algorithms, the Science of Sales helps companies dynamically analyze millions of data points to uncover actionable insights that drive performance.



Improve data quantity and quality.

Scientific sales platforms allow reps to make calls, send emails and more from a single interface on any device, eliminating data silos and driving adoption through ease of use. Automated data capture and the ability to prompt reps to enter information when moving deals from one stage of the pipeline to the next also increase data capture. Sales managers are able to view the data health of their CRM and see what percentage of fields are being completed in real-time.



Measure across key conversion points.

With the Science of Sales, businesses can go beyond revenue calculations to measure sales performance across key conversion points within the sales pipeline, such as leads accepted and opportunities worked. By understanding how each of these metrics aligns with your sales funnel and contributes to your success, your business gains the ability to forecast more accurately, identify specific areas for improvement and troubleshoot performance issues before they hit your bottom line.



Uncover quantifiable, actionable insights.

By analyzing millions of data points consistently across key metrics, next-generation sales science platforms can uncover the unique codification of key factors impacting your sales performance, such as company vertical, lead source and more. Identifying and isolating these factors uncovers underlying trends, patterns and variables. These give way to quantifiable, actionable insights as to the exact levers that your team can pull to achieve results.

Science of Sales Success

95%

Increase adoption up to 95%

30x

Capture 30x more data

65%

Boost win rates by 65%



Contact Us

For more information about how the Science of Sales can transform your business, visit www.getbase.com or call us at (844) 840-8976.

Contact Us

