

B2B Sales Team Success Checklist

Creating the ultimate B2B sales team can be difficult; many common obstacles can trip up even the most experienced teams, and it can be difficult knowing where to start. That's why we've identified seven critical questions to ask yourself when building a successful sales team.



How many times does your team follow up with prospects?



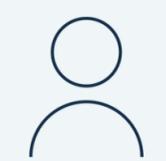
Failing to follow up is one of the quickest ways to lose up to **80%** of your potential sales. Most sales require an average of five follow-ups to close a deal.



Can your team quickly find the correct information; is it relevant & insightful?



Keeping the appropriate collateral in one place will ensure your sales team is efficient in their sales efforts and that they aren't wasting time looking for information.



Are prospects receiving the right level of personalization?



Personalization has become an expectation for most customers, and companies that meet this requirement can reduce customer acquisition costs by up to **50%** (Adweek).



Do you have an in-depth understanding of your prospects and customers?



Defining and developing enterprise personas will help drive the quality and quantity of leads. In addition to this, understanding the different types of decision-makers will allow your team to meet their buying criteria and increase conversion rates.



Are you utilizing digital channels to sell your services actively?



COVID-19 has sped up the adoption of digital technologies by several years and has transformed business forever. Sales leaders must accept their audiences' digital-first approach and embrace the tools and channels that facilitate this.



How does your team identify and reach decision-makers?



Website visitor identification software, such as **Web Insights**, reveals the contact details of the key decision-makers in a company, dramatically speeding up the B2B sales process.



Does your team have access to engagement insights?



Giving sales reps the insight they need to determine who's a qualified buyer and who's not is essential to closing on sales and will enable your sales team to determine who is genuinely interested in your business's solution. It will also allow them to follow up with leads at the right time.

Close more business than ever before, and drive business success with Web Insights.

Real-time engagement; real-time success.

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