



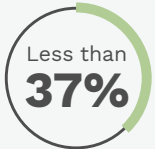
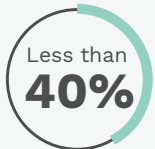
## The Sales Technology Utilization Challenge

### UX and UI issues:

**If the technology is hard to use, your sales teams won't use it.**

Sales reps see a CRM system as just another sales tech tool that requires more work on their part and doesn't impact their ability to engage with customers. They likely haven't adopted the CRM system because either it's too complicated, or because they lack the desire to learn how to use it. Why? It all comes down to the fact that most CRM systems are designed for sales operations and sales executives – the key decision-makers involved in a CRM purchase.

But if the CRM system is not intuitive, adaptive or simple enough for sales reps to effectively use, they won't understand its impact and ultimately won't use it in the long term.



CSO Insights

### Big time-suck for sellers.

Sales reps also cite the amount of time the CRM system takes to update. The average salesperson spends at least four hours per week updating the CRM (Implicit study). Even with this amount of time, sellers only complete 40% of their CRM sales-related updates. Meanwhile, 79% of opportunity-related data collected by sales reps is never even entered into the system – rendering it useless for gleaning insight.

## CRM's lack of insight into the B2B buyer journey.

Another issue with CRM systems is that they only understand the customer relative to a transaction and not as a collective of human relationship interactions focused on a common goal. Sellers need more customer intelligence that enables them to understand the customer uniquely and personalize the buying experience for each one.



**Over 80%** of sales leaders report that the performance of their organization's technology requires great improvement.



**90%** of sales leaders believe an effective sales tech stack could help develop relationships with buyers by empowering sales professionals, and that it would make their team's jobs easier.

*LinkedIn Sales Technology Report*

## Anything that's seen as providing value will be used by your sales team.

A great user interface and experience is fundamental for technology adoption and ongoing use. StorySlab's sales enablement platform was designed with this in mind and developed through a deep understanding of the buyer-seller interaction process.

### **Sellers use StorySlab because it delivers real value**

The StorySlab SaaS sales enablement solution optimizes how a sales organization engages with customers, making it easier for customers to buy and enabling sellers to be more effective at every point of customer interaction – no matter where and when it happens.

### **Average utilization per StorySlab user**

- 4.8 login sessions per week
- 39.5 minutes per session
- 68.5 actions within the app

### **Improving sales rep effectiveness**

Enable highly personalized and impactful seller-to-customer interactions by delivering the most relevant content and microlearning to reps for dynamic/non-linear selling scenarios.

### **Outstanding user experience and user interface**

Intuitive UX and UI that was designed for seller-to-customer engagement ensures high adoption across the team and ongoing use.

### **Data insights and intelligence**

Measure content utilization, effectiveness and customer insight across the entire customer buying journey and replicate expert seller behaviors across the entire team for each selling stage.

### **Time savings**

Increase selling time by reducing administrative tasks (e.g., auto logging content used in Salesforce and searching across different systems/folders/files for content) and time wasted creating content that already exists.

## Talk to us today.

Learn how StorySlab can optimize the way your sales organization engages customers with content and insight, making your selling team more effective in every interaction – no matter when or where it occurs.



STORYSLAB®

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