

Get smart: Value selling with sales intelligence

The traditional sales pressures of lengthening sales cycles and low quota achievement have or been exacerbated by the recent economic downturn. Many businesses have been forced to cut costs, eliminate waste and often freeze spending. The few organisations that might be looking to spend are increasingly engaging in intense due diligence through various online sources, such as consumer-generated content forums and other third-party information providers, to inform their purchasing decisions.

By [Alex Jefferies](#) 3 Apr 2009

The hardened reality for sales representatives is that the time-tested practice of "putting the right message in front of the right person at the right time" is becoming more of a challenge.

In order to meet the demands of this new selling environment, top companies are implementing sales intelligence initiatives as a way to improve the effectiveness of the sales force and enrich the quality leads the sales pipeline.

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