

The RevShoppe Method to Sales Engagement

A THREE-PILLARED APPROACH TO SUCCESSFUL SALES STRATEGIES

We view Sales Engagement as an evolving ecosystem based on three key pillars: Optimization, Engagement, and Execution. For any Sales Engagement strategy to be successful, each of these pillars must be carefully defined and maintained, and viewed through a holistic lens.



01 Optimization

Optimizing your Sales Engagement platform is akin to laying the bricks of a strong building foundation. This is where you ensure your technologies are aligned to best suit your distinct needs and motions, setting you up to scale and drive decisions with clean, accurate data.

Optimization involves data flow, proper field configuration, governance permissions, organization and organization settings like Teams or Groups.

02 Engagement

Messaging is so much more than compelling copy and content. While it's common to consider messaging subjectively, it's imperative that you measure messaging performance and optimize messaging based on data-driven insights in order to keep content effective.

Take a tiered approach between automation and personalization. Sellers should spend 80% of their time focused on their highest valued prospects, while enabling the SEP to provide lift in the remaining 20%.

03 Execution

Sales Engagement strategies are often implemented with little or no change management or accountability. It's important to review enablement from both a platform proficiency standpoint as well as the workflow and strategy standpoint.

In short? Users and managers alike need to learn SEP, and how to effectively leverage it to execute their strategy.