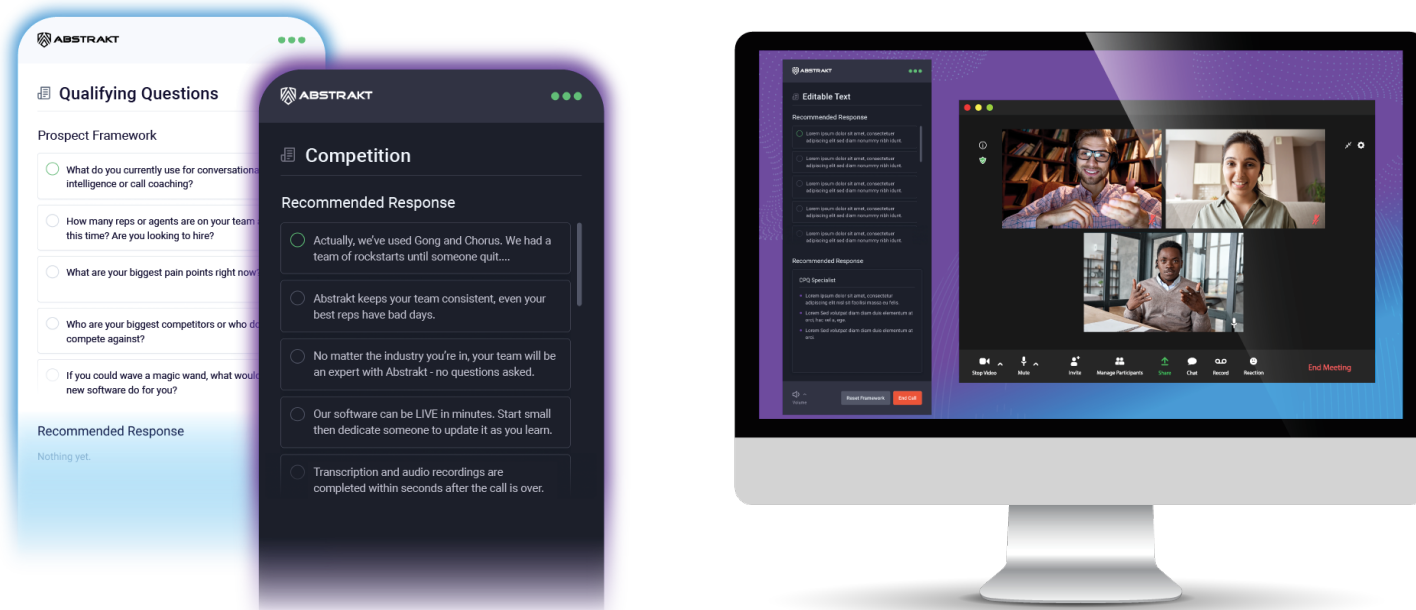




IS OUR SOFTWARE RIGHT FOR YOU?



INTRODUCTION

If you are considering whether Abstrakt is the right solution to help close the gaps in your go-to-market sales motions, then we hope this document can help. Our goal is to identify some of the questions you should be asking yourself to bring clarity to your decision regardless of which software you choose.



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MOST COMMONLY ASKED QUESTIONS



How much time is spent coaching sales teams?

According to The Sales Readiness Group, the recommendation is that anywhere from 25% to 40% of a Sales Manager's time be spent coaching their team. The breakdown of that time across low, medium, and high performers varies. See more on that here.

According to Glassdoor, the average B2B Sales Manager across experience levels and industries makes \$102,370 a year. Add in the fully loaded cost of benefits, payroll tax, etc. and it's closer to \$120,000 annually.

That is anywhere from \$30,000 to \$48,000 a year spent coaching reps.

Why Abstrakt?

Sales Managers report they often find themselves coaching the same things over and over again. This is not an effective use of their time and the company's money. Ask yourself these questions, and if any of them are a "yes" then Abstrakt is a good fit for you:

- Do you find yourself role playing the same situations over and over again?
- Do you fail to review every single call or demo made by your team each week?
- When reviewing calls or demos, do you find yourself frustrated because your team is not handling objections the way you have practiced?
- Do other high impact activities fall to the side as a result of coaching the same mistakes?
- Do you fail to hit revenue targets or hit accelerators?



What is the average quota attainment for B2B sales teams?

Research performed by The Bridge Group shows that only 65% of B2B sales teams hit quota on a consistent basis.

According to SalesHacker, a “healthy” sales organization should aim to have 60% of their reps hitting quota. That is 40% of a team failing to hit their OTE. That is 40% of a team that has been invested in and is not producing. Depending upon the stage/size of your company, that 40% could impact a lot of downstream things such as valuations, free cash flow to meet payroll, and future funding success.

Why Abstrakt?

Revenue leaders spent hours and tens of thousands of dollars trying to build repeatable sales motions only to fall short 40% of the time. Often the difference between marking Closed/Won or Closed/Lost can be boiled down to the simplest of mistakes or sales motions.

Whether it is at the SDR level or AE level, how many times have you found the difference between a Qualified Opportunity moving to Closed/Won or not can be determined by the simplest of mistakes made during the sales process?

If the subsequent revenue lost exceeds \$1,200 per year per rep, then Abstrakt is for you.



Are you only identifying mistakes after the opportunity is lost?

Traditional Conversational Intelligence and Revenue Intelligence platforms do an amazing job at analyzing and calling out gaps in sales motions after the call or demo has taken place.

Why Abstrakt?

Abstrakt ensures reps are always asking the right questions, hitting on the right stories and always handling objections correctly. This is all done by leveraging real-time natural language processing and machine learning. This all happens in REAL-TIME while the rep is on the call. Not after it's over.

With Abstrakt, every single objection should be handled perfectly.



How are you measuring your team's adherence to always asking certain qualifying questions or delivery of specific industry or buyer persona stories?

Sales reps traditionally are not very good at data entry and as a result, data is often missing or incomplete inside of your CRM. The next step is to go back and listen to calls/demos, hoping to find the details in the call recording.

Why Abstrakt?

Automated delivery of Playbooks that are specific to the situation or funnel stage are key. Abstrakt ensures every rep has immediate access to those questions and should never have an excuse to not ask them.

Furthermore, Abstrakt is actively listening and calls out to reps and managers when specific information is not delivered. This information is presented seconds after a call is over so immediate action can be taken to remedy that missed step.



How often do reps login to your Revenue Intelligence or Conversational Intelligence platform to check their metrics, and receive coaching?

We interviewed 409 sales reps across our customers and only 6% of reps login to these platforms on a daily basis.

Talking too much? Interrupting? Failing to multi-thread?

Chances are your team is not getting these insights.

Why Abstrakt?

Abstrakt processes data in real-time. These metrics are presented to reps seconds after a call is over, not minutes or hours. It's in the app itself, so there is no excuse to not see how they just performed so they can make immediate adjustments.





Interested in learning more about how Abstrakt can transform your sales team?

We will tell you right away if Abstrakt is a good fit for your company as we know your time is valuable and we don't want to waste it.

[BOOK A DEMO](#)



ABSTRAKT

sales@abstrakt.ai

