

FREE TRIAL

Improve your sales velocity

Calculating sales velocity proves how much revenue your B2B sales team generates on a daily basis. **Download our free sales velocity calculator to get started**, and if you're not happy with the result, improve your sales process by applying these tried and tested tactics:

1

Improve the quality of your leads

Sales velocity takes into account conversion rate from lead to sale, so to improve this you need better quality leads that are easier (and more likely) to close. *Achieve this by perfecting your buyer persona*, so you're only chasing leads that resemble your ideal client and have a genuine interest and use for your product.



2

Stand by your pricing

Average order value also contributes to sales velocity, so if you're closing sales-a-plenty but for little revenue, you need to re-evaluate negotiation tactics. Believe in the price you quote; instead of lowering the price too far and selling your product short, change what they can get for their money – you'll likely secure bigger deals.



3

Close sales faster

Some B2B sales processes take time, but for an improved sales velocity, you need to speed up the process. Focus on nurturing leads with educational, valuable content, so they can do homework between calls and reach decisions quickly.



4

Explain sales velocity to your team

When your team know what factors are important to sales success (apart from just revenue), they'll understand what they need to contribute in order to see ultimate B2B sales success. Here's the equation, so you can get started!

$$\frac{\text{number of leads} \times \text{conversion rate (\%)} \times \text{average deal size}}{\text{average number of days to close}}$$

5

Use Lead Forensics

Our market-leading software can identify your anonymous website traffic, helping you generate high-quality, sales ready leads. The insightful information provided allows you to follow up each lead with a tailored approach, improving every aspect of your sales velocity and helping you generate more revenue.



Discover how Lead Forensics can revolutionize your B2B sales pipeline.

Take the **free demo** &
no obligation trial today!

GET STARTED