

FREE TRIAL



## Close higher-quality sales

Sales software can help to increase the volume of high-quality business opportunities from those already engaged with your product.

Client retention organically improves with better quality leads, ensuring more of your deals are long-term revenue drivers.



## Receive powerful data

Most B2B sales software provides data your teams can leverage, including new lead data and current pipeline information.

Whether you're keen to generate new sales opportunities or improve your close rate, the data offered by B2B sales software can heavily contribute towards exceptional performance.

## Clear ROI

Sales software makes ROI attribution easy, as it's so heavily linked to revenue.

This means your team can quickly understand whether tools are well integrated into your processes and improving results. Businesses generally aim to see ROI within six months – you'll soon know with a sales software.

# B2B sales software: pros and cons



When looking to accelerate your sales and improve your team's results, it's worth considering whether using a B2B sales software could hold the answer. Deciding whether to add a new tool to your strategy is a big decision; let's weigh up the pros and cons.



## Integrations



Incorporating new tools into your current sales pipeline can be difficult from a technical point of view, depending on your current set-up. Tools can take longer than planned to run properly, before your team even have a chance to use them.

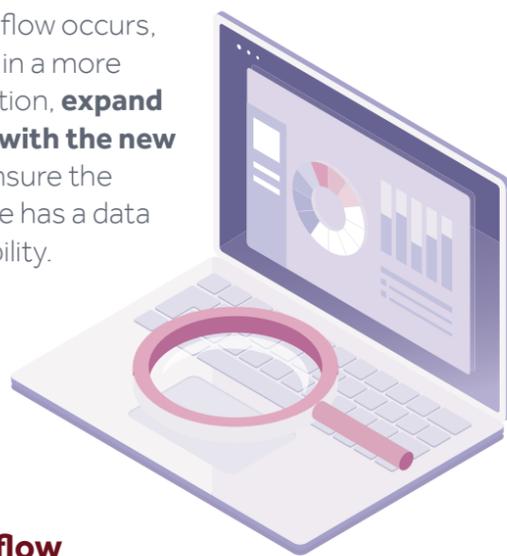
New software can also be difficult for your team to adapt to, as salespeople notoriously dislike changes to their process. Ensure they are trained to properly understand why you're using this software and what they can gain.



## CRM management

The new data provided by B2B sales software can clutter your current CRM system making it difficult to manage and prioritize lead data. This means your team aren't any better off, as they don't have the chance to optimize on their new opportunities.

When this data overflow occurs, you'll need to invest in a more advanced CRM solution, expand your team to cope with the new data numbers or ensure the software you choose has a data management capability.



## Disrupted workflow

Both of the above-mentioned cons can seriously decrease your team's productivity. Too much time spent focusing on poor integrations and data management means less time focused on prospects and pipeline movement.

When looking to embrace a sales software, be sure it can slot into your current pipeline as a useful addition or re-organize your pipeline processes around the software.



“A sales software has the potential to evolve your processes, and maximize your sales success.”

When looking to revolutionize B2B sales you need the best tool.

## Discover Lead Forensics

Our ground-breaking software identifies the businesses visiting your website and provides contact details for key decision makers to fuel your sales pipeline with high-quality leads.

Book your free demo & no obligation trial today!

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