

# 7 sales resources that will help your team to sell products

B2B buyers only want information as they see data as a powerful tool to drive more sales and value to their companies. While the salespeople use all kinds of tactics and formulas to sell, all manner of words but at the end of the day, what matters to sales is the necessity of the customer.

You can solve their problems using these sales resources :

## 1. Regie

Sapper Consulting Services developed Regie in 1983. It automates the sales admin tasks like writing B2B sequences and statistical analysis of data. Within five minutes, Regie can create buyer personas and build data-driven campaigns that can help you establish quality meetings and attract new customers. If you need to quickly build your sales, Regie is a must tool for you.

## 2. Sales Hacker

Sales Hacker is the world's largest community for hosting B2B conferences and events. Its goal is to help them understand building and running high-performance sales. It became a multimedia platform with top-notch resources and podcasts.

Sales Hacker also has an online community in which salespeople can ask questions about B2B sales processes, tips, and tricks and can engage in conversations with the peers and leaders of that community.

## 3. Sales Source

Sales Source is a sales advisory firm and strategic revenue

operations. It helps B2B tech-companies to optimize their revenue engine. They combine account-based sales development, sales system infrastructure development, and sales leader mentorship.

They are true authorities helping the company achieve growth.

#### **4. Intercom**

Intercom helps you build a strong customer relationship through a conversational, messenger-based approach across the customer journey.

Its key features include :

- **Business Messenger**

Engage customers with tours, and messages on your website, messages on your products.

- **Management tools**

Build multi-channel campaigns to engage customers, hence enhancing the performance.

- **Apps and integration**

Use apps in your messages to increase responses from the survey and sync data across the tech stack. Examples of such apps are Jira Cloud, Stripe, Salesforce, and Google Analytics, SurveySparrow (for surveys and feedback), and many more.

- **Customer data platform**

Easily divide, target, and customize your messages using rich behavioral data and attributes.

#### **5. HubSpot**

Hubspot is an all-in-one platform that includes inbound marketing, sales, and CRM software that helps companies bring new customers by creating compelling content, get it in front

of the right people. It makes smart decisions observing traffic or lead patterns on the site.

More than 12,000 companies use HubSpot including Accenture, Strava, Trello, and many more. It is extremely secure and businesses that deal with highly sensitive data like banking, legal, and healthcare details are assured that their data is safe.

## **6. SalesLoft**

SalesLoft is a complete platform offering an end-to-end experience so you can frequently connect with your customers, boost revenue, and strengthen customer relationships. It has always been a customer- and innovation-first organization.

It provides the sales team with its optimal capabilities for communication, integrates email tracking, and sales calls at a single platform. After recording and putting sales reps' calls in written form, SalesLoft scans them to search the keywords and topics that yield the best results. With its ability to spot the deal-winning behavior, it enables sales leaders to replicate that success across their entire team.

## **7. DocuSign**

DocuSign helps companies by going fully-digital. With its free version, you can sign as many documents as you need. It is considered ideal for getting sales contracts and legal agreements approved and swiftly signed.

It is one of the safest electronic signature software solutions powered by xDTM and TRUSTe. DocuSign uses AES 128-bit encryption and SSL 256-bit encryption to make sure that documents are encrypted at all times.

Naturally, success depends on you and your sales team but investing in one or more of the resources listed above, some of which are free of cost will skyrocket your sales this year.