Stop the Prioritization Problem

How CROs Optimize Tech Stacks for Consistent Performance

Most reps prioritize what's easiest, what feels most urgent, or what's most visible. Not necessarily what will drive the best revenue outcomes.

But tech sprawl and disconnected data and signals force them into constant triage. They bounce between tools, chase the wrong deals, and waste time on low-impact tasks while high-value opportunities slip.

That's why prioritization is the second barrier to repeatable revenue. Until you fix it, your team's effort on the front lines won't connect back to your expectations. Here's how to change that.

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3 steps to consolidating tools for repeatable revenue

Cut the chaos

A weighted scoring system to prioritize high-impact deals

A consolidated workspace that reduces tool overload and context switching

A structured sales motion that aligns rep actions with long-term revenue growth

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A weighted scoring system to prioritize high-impact deals

Don't fall into the trap of rewarding seller activity rather than productivity and efficiency. Reps will work aimlessly without a consistent method for ranking deals based on revenue potential. You can get them out of box-checking mode and focused on revenue-driving behaviors with a weighted scoring system based on buyer engagement, deal stage momentum, and historical conversion.

"Prior to Salesloft, the ability to track more effectively how we're targeting new clients and the progress we're making, where the roadblocks are, who's talking to whom — these things were literally managed in an Excel file and it was just impossible keeping track of it."

Andrew Boocock
Head of Sales for APAC at HBX

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How Salesloft helps

With Salesloft, AI eliminates the guesswork. <u>Our AI</u> is purpose-built to prioritize every deal and action so sellers focus first on the deals and buyers that are most likely to convert and the activities that will have the most impact.

Unified platform
Ensure every action supports revenue goals with a single-platform workspace for sales execution. AI scores deals and surfaces next-best actions based on real-time data and buyer activity.
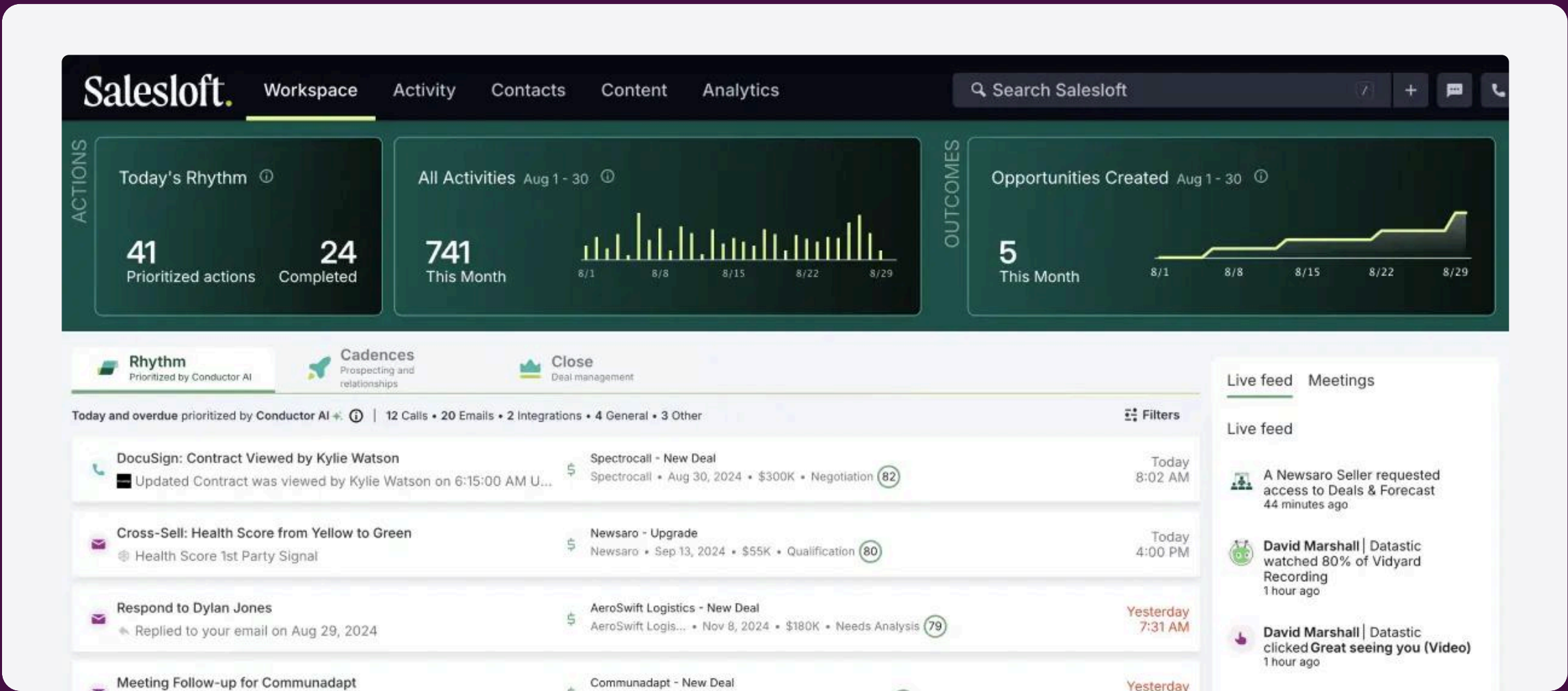
Make prioritization effortless

When you give reps focus, you take the guesswork out of their jobs. Instead of coming up with their own system of prioritization or wasting time on low-value activities, AI evaluates factors like buyer engagement and deal progression to help them prioritize the highest-impact deals.

> "It just comes back to consistency and the global sales team using one tool."
>
> **Tana McDermott**
> VP of RevOps at Workiva

A consolidated workspace that reduces tool overload and context switching

Working across multiple tools makes it impossible to see the big picture. Different tools tell different stories, and none fully reflect reality. To establish repeatable sales motions, your organization needs a single pane of glass that helps sales teams understand deal viability and allocate rep time accordingly.

> "With a growing team, a single platform is a must. It's a no-brainer to me. I'd rather invest in one platform than in four or five."
>
> **Chris Sidor**
> VP of Sales at Origo Education

How Salesloft helps

With Salesloft, you get one cohesive workspace where sellers and management can not only see everything at once, but take action without logging into a different system. Set benchmarks and goals and measure accordingly.

Holistic analytics and reporting

Guide your team toward better outcomes with customized AI insights informed by your historical trends, top-of-funnel activities, and pipeline progression. See the full picture and drill down to opportunity level, by team, or individual to know exactly what's happening in your pipeline.
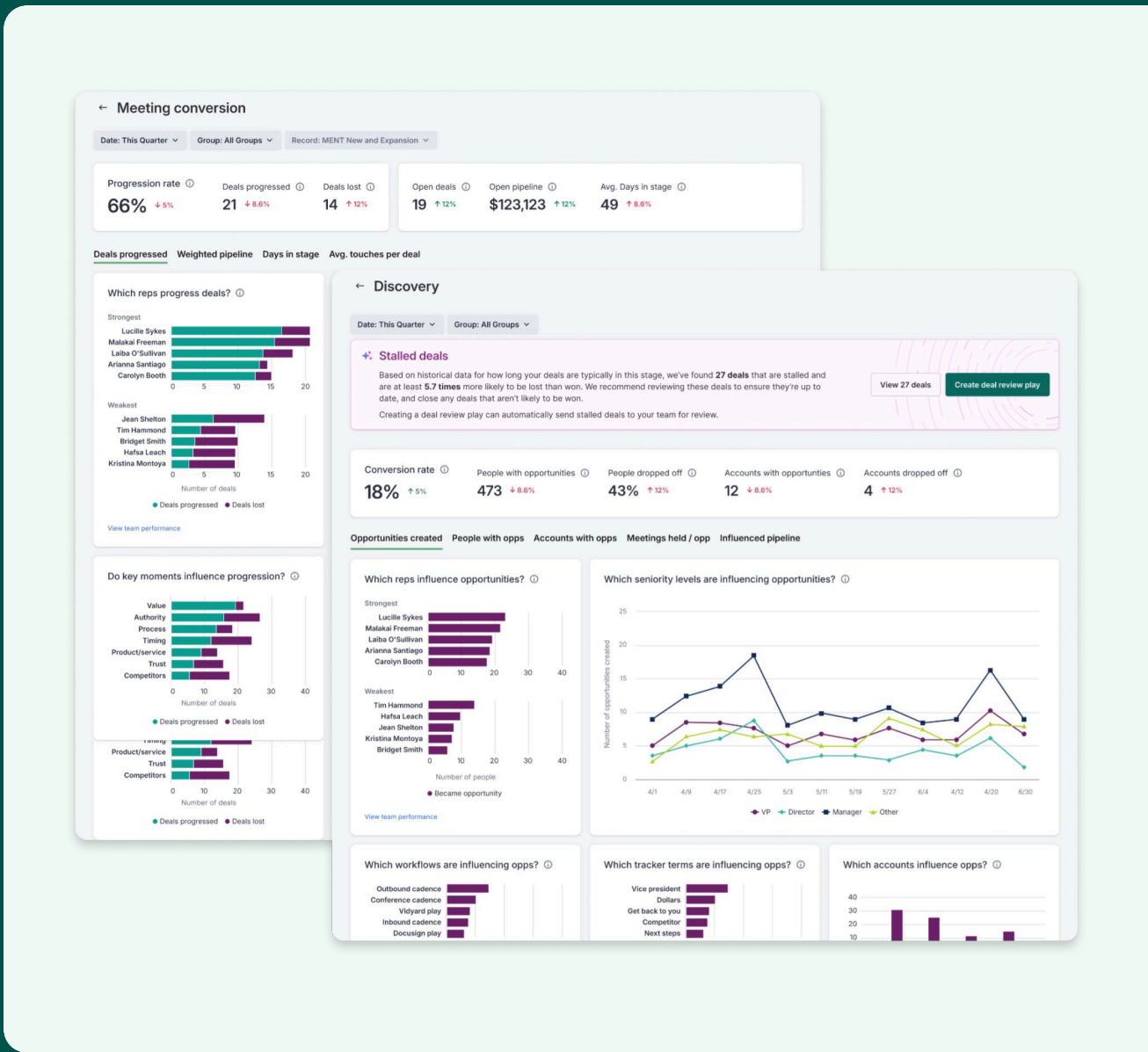
Streamline for efficiency

When you give sellers a unified workspace, they can focus on best practices. You also save budget by cutting redundant tools, and with consistent data in one place, you can count on more accurate forecasts and address deal and performance risks more quickly.

A structured sales motion that aligns daily rep actions with long-term durable revenue growth

A complex tech stack puts unnecessary stress on sellers, especially new hires. Technology that slows down onboarding or contributes to seller burnout is doing your program more harm than good. You need a clear approach to assessing and removing technical and operational debt and replacing them with an easy-to-use solution that aligns sellers' efforts with revenue growth.

"It sounds so subtle but it's those little changes — removing those six clicks between each call — that make a difference. If you multiply that over a year times 15 people, you're going to save a massive amount of time."

Chris Scotney
Head of Business Development at Kallidus

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How Salesloft helps

With Salesloft, you can give sellers one cohesive workspace where best practices and coaching are embedded into user-friendly workflows. All your data is in one place, and it's easy to identify best practices, disseminate them, and facilitate their adoption.

Conversation playlists

Accelerate sales readiness by curating recordings and clips that capture best practices. Give your team easy access to key moments for training, and invite them to contribute to shared playlists organized by topic.
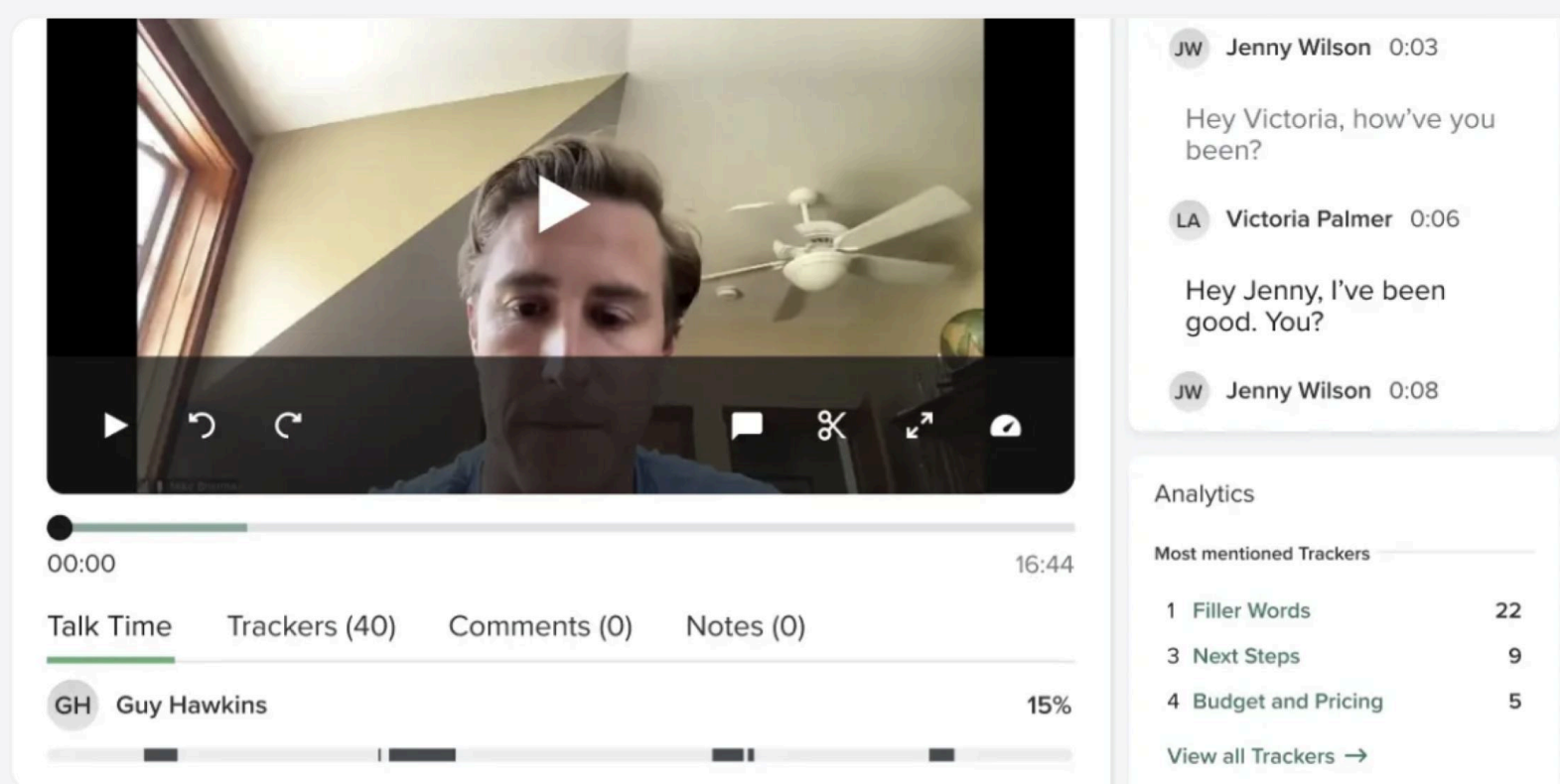
AI-prioritized actions

AI actively organizes workflows based on deal potential, automatically guiding reps to focus on the next steps that drive revenue. Insights on buyer engagement and deal progression help your team act on the highest-impact opportunities, accelerating the sales cycle.

Guided workflows

Build consistency by embedding best practices directly into your process so reps don't skip critical steps like meeting prep and meeting follow-up.

Reduce friction in your tech stack

Eliminating redundant tools is more than a cost-cutting measure. Replacing unnecessarily complicated technologies and processes with a structured sales motion can accelerate your return on hiring investments, raise morale, and provide a smoother path to hitting aggressive revenue targets.

Don't let revenue technologies get in the way of achieving repeatable revenue

When you ask sellers to navigate a tangle of technology every day, they spend their time focused more on tools than outcomes. Salesloft declutters your stack, reduces strain on your teams, and embeds the best practices you need to achieve repeatable revenue.

> "Salesloft gives us the ability to maintain a highly structured approach to prospecting, which is essential to companies experiencing hypergrowth. As a central pane of glass for our sales team, it drives action, focus, and consistent behavior across the org."

Kyle Norton
CRO, Owner.com

Ready to cut the chaos and focus your team?

Reach out for a conversation with our experts

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