Best practices for engaging customers at scale
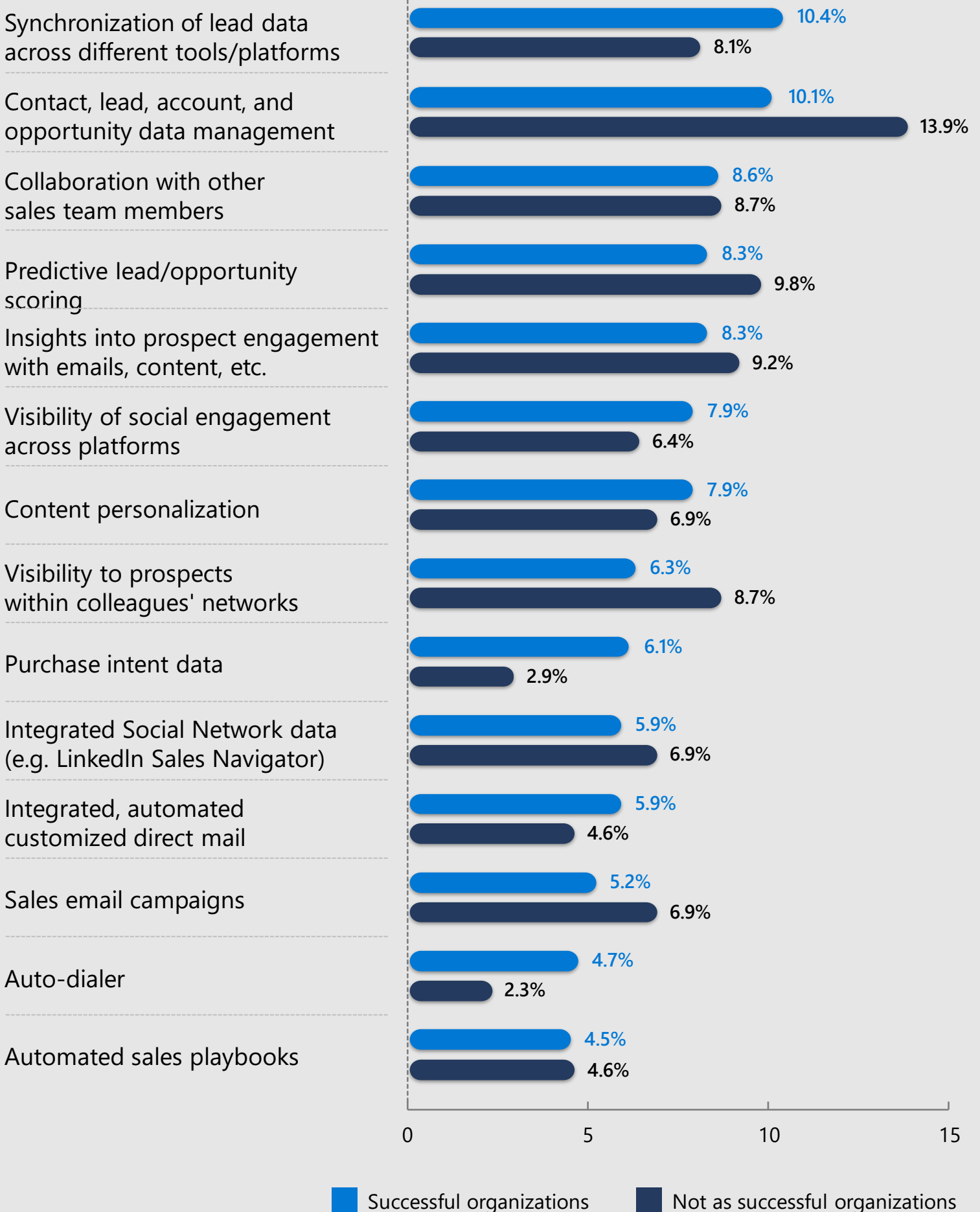
Microsoft

For most organizations, data is at the foundation of their sales process. Microsoft conducted a survey to better understand what tools are helping successful companies engage with customers at scale.

Question:

What sales tools are most effective in enabling your sales team to engage at scale with target accounts? Please select the three most effective elements.

Tool	Successful organizations	Not as successful organizations
Synchronization of lead data across different tools/platforms	10.4%	8.1%
Contact, lead, account, and opportunity data management	10.1%	13.9%
Collaboration with other sales team members	8.6%	8.7%
Predictive lead/opportunity scoring	8.3%	9.8%
Insights into prospect engagement with emails, content, etc.	8.3%	9.2%
Visibility of social engagement across platforms	7.9%	6.4%
Content personalization	7.9%	6.9%
Visibility to prospects within colleagues' networks	6.3%	8.7%
Purchase intent data	6.1%	2.9%
Integrated Social Network data (e.g. LinkedIn Sales Navigator)	5.9%	6.9%
Integrated, automated customized direct mail	5.9%	4.6%
Sales email campaigns	5.2%	6.9%
Auto-dialer	4.7%	2.3%
Automated sales playbooks	4.5%	4.6%

■ Successful organizations   ■ Not as successful organizations