

# Improve sales with better collaboration.

## Sales is all about relationships.

**But it's not just customer relationships that make the difference.**

Successful sales teams depend on strong connections and collaboration – not only with customers, but teams across their own organizations, including marketing, support, and finance.



## Give buyers what they want—your attention.

According to buyers, the top things sales teams can do to provide a positive experience<sup>1</sup> are to:



- 69%** Listen to their needs
- 61%** Provide relevant information
- 61%** Don't be pushy
- 51%** Respond in a timely manner

## Get out of the sales silo.

Collaboration across departments is crucial to build the resources to support a sale and ensure continued support of the customer. Here's what sales pros had to say<sup>2</sup>:



**73%**

say collaborating across departments is absolutely critical or very important to the overall sales process



**62%**

consider integrating other departments in the actual selling process as absolutely critical or very important



**60%**

say collaborative selling has increased their productivity by more than 25%



**52%**

report that collaborative selling has increased pipeline by more than 25%

**Meanwhile... 73% of consumers say they are likely to switch brands if a company provides inconsistent levels of service across departments.**

## Create the connections.

Part of the equation is the people, another is the tools you use to bring those people together. With Cisco WebEx, you don't have to worry about chasing email or finding time to meet.



Reduce email and meetings by creating persistent shared workspaces

Share customer and account information across teams

Have the ability to instantly connect via messaging, voice, or video

Bring people together, no matter where they are or what device they use

## Build the relationships.

Finding more ways to coordinate extended teams can help streamline the sales process. Bringing together the right players in an ongoing conversation where you can quickly address issues can be the difference between a timely response and an annoyed customer.



# Experience Better Collaboration.

Cisco Webex delivered by Lumen has one easy subscription plan for all your collaboration needs.

[lumen.com/en-us/communications/webex.html](http://lumen.com/en-us/communications/webex.html)