

Seven effective ways we run sales with Slack

How our platform can help you build relationships
with your customers and close deals quickly

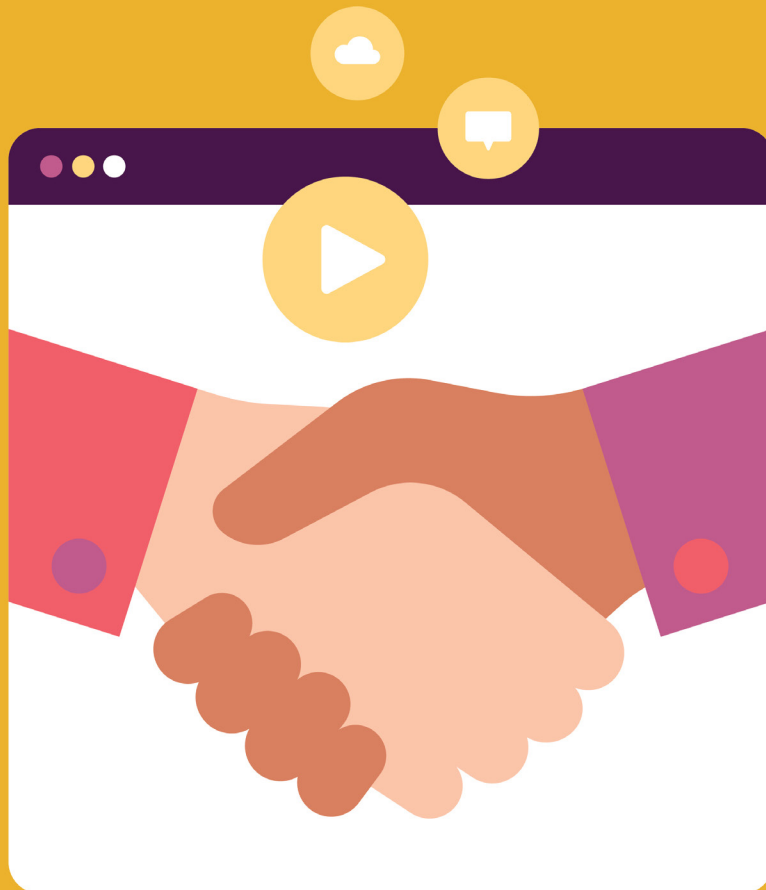


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Introduction

The old adage ‘time kills all deals’ is all too familiar if you work in sales. The longer sales leads linger on the vine, the likelier they’ll wither and fall.

Shortening the sales cycle and closing deals fast requires a team working together. But because of the recent economic downturn, organisations from small businesses to enterprises must focus on amplifying productivity to drive revenue without adding headcount. According to the Salesforce [State of Sales report](#), 85% of sales leaders are struggling to get headcount budget and 72% of reps spend their time on non-selling tasks.

Belt-tightening can make it challenging to hit target goals. Savvy sales leaders must get out in front of the changing landscape, re-evaluate how they’re selling today and find ways to empower their teams to win. Cue Slack, the platform that helps teams reach their productivity potential. Through automations, integrations with [Sales Cloud](#) and other go-to tools and features such as [Slack Connect](#), Slack enables your team to accelerate work, search and share knowledge, and connect and engage everyone so that they can win more by selling together. Whether you’re trying to assemble teammates for a strategy session on a new account, get approval for a discount or close the deal and obtain signatures, Slack makes it easy for teams to be successful.

Data [commissioned from market research firm Forrester](#) shows us that using Slack to run sales can lead to truly astonishing improvements in our deal flow:

- **13%** more deals closed
- **28%** more sales productivity
- **60%** faster customer response

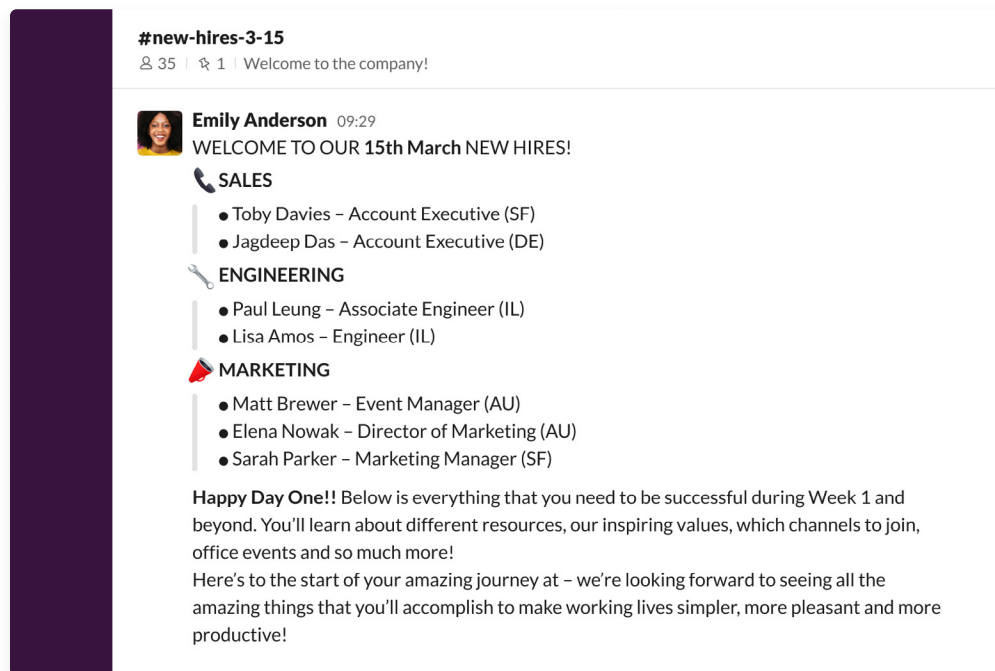
Curious how those achievements are possible by using Slack? We’ll show you how we do it. We assembled some of our best sales experts to walk you through every step of how a deal gets done at Slack, from team selling to managing approvals with automations.



Set new teammates up for success with full-context onboarding

Slack lets you bring new members up to speed on your culture and processes by capturing key historical context that would otherwise be trapped in dead-end email threads and disconnected apps.

‘We have a bot that will ping me based on where my new hire is in their onboarding journey,’ says **Tom Forgacs**, Slack’s VP of sales in Canada. ‘If they have a question, I can search our learning repository and post the relevant article in our public channel, which teaches them where our collective knowledge is stored and may help out others who have the same question.’



The screenshot shows a Slack channel interface. At the top, the channel name is **#new-hires-3-15**. Below it, there are icons for 35 members and 1 pinned message, followed by the text "Welcome to the company!". The main content is a message from **Emily Anderson** at 09:29. The message starts with "WELCOME TO OUR 15th March NEW HIRES!". It then lists new hires organized by department: **SALES** (Toby Davies - Account Executive (SF), Jagdeep Das - Account Executive (DE)), **ENGINEERING** (Paul Leung - Associate Engineer (IL), Lisa Amos - Engineer (IL)), and **MARKETING** (Matt Brewer - Event Manager (AU), Elena Nowak - Director of Marketing (AU), Sarah Parker - Marketing Manager (SF)). The message concludes with a "Happy Day One!!" and a paragraph about the onboarding process, followed by a welcome to the new journey.

#new-hires-3-15
35 | 1 | Welcome to the company!

Emily Anderson 09:29
WELCOME TO OUR 15th March NEW HIRES!

SALES

- Toby Davies – Account Executive (SF)
- Jagdeep Das – Account Executive (DE)

ENGINEERING

- Paul Leung – Associate Engineer (IL)
- Lisa Amos – Engineer (IL)

MARKETING

- Matt Brewer – Event Manager (AU)
- Elena Nowak – Director of Marketing (AU)
- Sarah Parker – Marketing Manager (SF)

Happy Day One!! Below is everything that you need to be successful during Week 1 and beyond. You'll learn about different resources, our inspiring values, which channels to join, office events and so much more!

Here's to the start of your amazing journey at – we're looking forward to seeing all the amazing things that you'll accomplish to make working lives simpler, more pleasant and more productive!



Sell as a team with channels, tools and integrations

When it comes to team selling, we lean heavily on dedicated account channels. Imagine a place where you can connect your sales reps with their partners in legal, finance, product, engineering and marketing. In a channel, everyone can quickly devise their strategy and gather information before looping in executive sales leaders.

Our integrations and automations ensure that nobody misses a beat, and teammates can choose the way they want to communicate – whether it's via text, audio, emoji or by [sharing a clip](#), which is more efficient than finding a 30-minute block that works for everyone.

This agility helps **Victoria Breidenthal**, a Slack senior account executive for large enterprises, point her VP to relevant history, engagements and context, and then follow up with a clip to spell out next steps. 'We didn't have to get on an hour prep call,' Breidenthal says. 'We know our executives' schedules are extremely busy, so it's a really great, asynchronous way to add more flavour instead of just using text'.



Bring customers into your workspace via Slack Connect

At this point in the deal, you're probably finding yourself in a high-velocity conversation with a customer who wants responses in real time. Delivering timely information is crucial in sales. This is where Slack Connect makes it easy. You can invite customers outside your organisation to work in secure and dedicated channels, where they can leverage your tools and data.

'It used to be that if you got your customer into a texting relationship, the deal was as good as done. Today, getting them into a Slack relationship is the new gold standard. You're able to expedite what might have taken hours or days into minutes. You're collaborating together, and it's fun.'

Victoria Breidenthal

Senior account executive for large enterprises, Slack

This is a relationship-heavy stage of the journey, and Slack is uniquely set up to help you succeed. Everyone can share information and make quick decisions – right up until it's time to ping finance and legal to finalise the deal in the same channel that you've been using all along.



Close deals faster with the Sales Cloud for Slack app

Later stages of the sales cycle can sometimes become fragmented. If you've used email to manage deals in the past, think about the times you've been left off the thread or dug for information in an endless chain of replies. It's easy for essential information to fall through the cracks. That doesn't happen when you [integrate Sales Cloud with Slack](#).

The [Sales Cloud for Slack app](#) allows reps to interact with Salesforce data and records in Slack and automatically push back changes to Salesforce. This enables sales reps to be more strategic from day one because they can get relevant, real-time data and context on deals delivered in the channels that they're already using to collaborate. The app also provides better visibility across the board. Slack users can configure notifications and alerts to stay on top of deals, making sure that everyone is on the same page so that they can work faster while pulling in the right stakeholders to close deals.

'Moving things as fast as possible is the name of the game,' Forgacs says. 'When conversations and the approvals happen in the same spot, recording the details back into the CRM is a breeze.'



Manage approvals with deal rooms and automations

You've nearly made it. The end of the quarter is approaching, the customer is prepared to sign and you need to ensure that your sales leaders and finance department are ready to close the deal.

At Slack, we create 'deal rooms' where we use [workflows](#) (low and no-code automations that anyone across the business can create) to submit approvals in a timely, organised manner. A common thing that we hear from customers is that this stage of the deal needs to move lightning fast, so it can be incredibly helpful for our account executives to [hop into a quick audio huddle](#) with stakeholders to clear any blockers.

'I can loop in anyone all the way up the chain and bring them into the channel to huddle around this specific deal, especially if it's anything non-standard,' Breidenthal says. 'And if another rep inherits this customer years down the road, they can go back and see what happened and who was involved. So now everyone has total insight into pricing, legal considerations and anything else we may have done together'.



Get a clear view of what's coming up next in your pipeline

One of the major benefits of hosting the entire sales cycle in a single deal room is that it helps executives stay engaged and up to date on the status of critical deals. Especially in today's economy, having access to updated numbers and accurate forecasting is one of the most important factors in maintaining a crisp deal flow.

'The real-time view into our pipeline is so helpful for me. Often, I need information without knowing I need it. Our senior VP or the Head of Americas might ping me with a question, and I won't know until that moment that I needed to be prepared for their specific question. It just helps us run our business in a more predictable fashion.'

Tom Forgacs

VP of sales, Canada, Slack

With **Slack canvas launching next year**, sales reps can capture the ideas and next steps that so often get lost after a call ends. The result is a shareable artefact that anyone can reference, whether they were present for the meeting or not. 'Canvas will offer a place to store files, account notes and the data sales teams rely on, and teams can customise it with integrations that help them stay productive', says **Yousaf Sajid**, a senior manager of solutions marketing at Slack. 'After announcing this product, our customers said they couldn't wait to use it as a way to work faster with their go-to tools and more strategically with real-time data.'



Celebrate your team's wins with automations

Pop the champagne: you won the customer and closed the deal. But the job doesn't stop there. Publicly recognising your account team's efforts is essential for building a robust internal culture that leads to bigger and better deals in the future.

At Slack, we've enhanced the art of sales by making it a priority to share our wins and recognise our employees' impact but we lean on automations so that nothing or no one gets overlooked. 'One of my deepest concerns as a sales leader is missing a win', Forgacs says. 'Our automation asks for specific information about how we won the deal, who was integral to the process, and it even prompts us to send out gifts. It's a really fun, human way to celebrate each other and share what we've learned'.

That's the life of a deal at Slack. By using Slack, you'll give your reps more valuable time with your customers, freeing everyone up to spend less time on admin and more time building solid relationships and closing deals quickly.

Find out how Slack can help you [unlock your sales productivity potential today](#).



About Slack

Slack is on a mission to make people's working lives simpler, more pleasant and more productive. It is the productivity platform for customer companies that improves performance by empowering everyone with no-code automation, making search and knowledge sharing seamless, and keeping teams connected and engaged as they move work forward together. As part of Salesforce, Slack is deeply integrated into the Salesforce Customer 360, supercharging productivity across sales, service and marketing teams. To learn more and get started with Slack for free, visit slack.com/intl/en-gb or connect with us [@SlackHQ](https://twitter.com/SlackHQ).



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