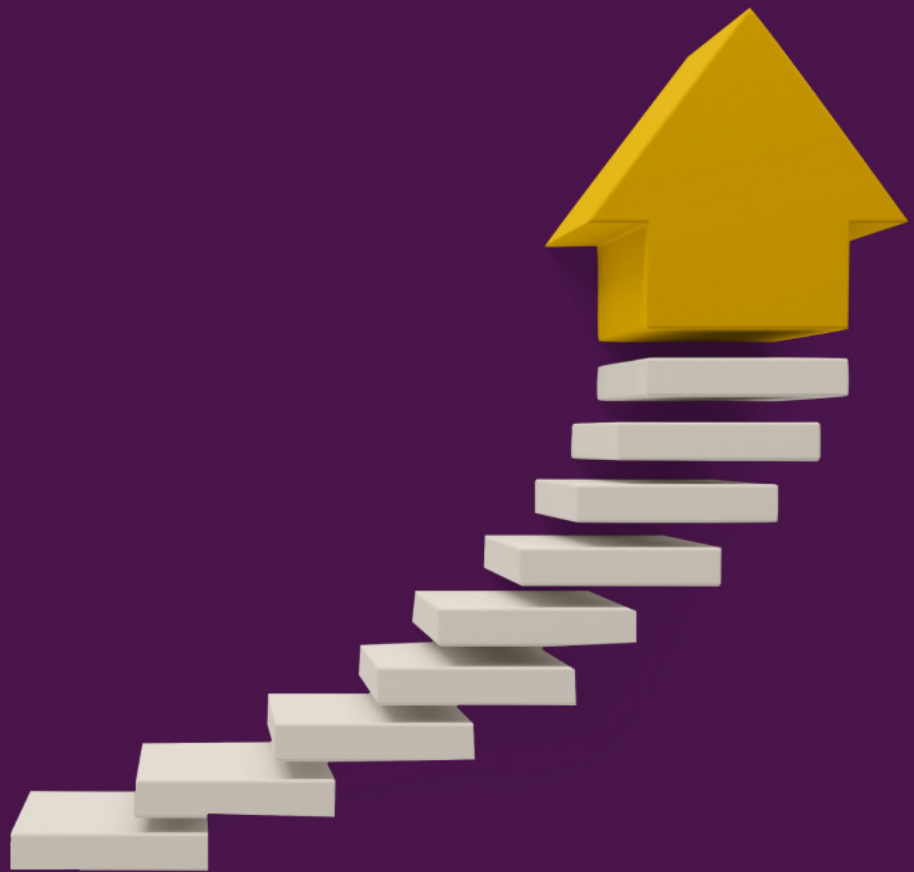




# Take your sales team productivity to the next level

With Slack, Sales Cloud and Accenture



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# The need to work smarter in a changed world

In the roller-coaster economy of recent years, the unprecedented high growth in the tech world has given way to consolidation and a tendency to focus on austerity. The mantra is no longer growth, but productivity and efficiency. How does one do more with less?

Despite high turnover and other macroeconomic factors, B2B technology companies feel pressured to innovate.

**54%**

of executives expect flat to negative headcount growth<sup>1</sup>

**95%**

of executives cite innovation as a critical component of future growth<sup>1</sup>

<sup>1</sup> JP Morgan 2022 Business Leaders Outlook

Customer expectations are rising as B2B customers more closely resemble B2C buyers, demanding streamlined sales experiences and more control over their journey through the sales funnel. As a result, sellers need to not only increase efficiency and productivity, but also change the buyer engagement paradigm and shorten the sales cycle.

Sales teams are doing their best to deliver by leveraging the variety of excellent sales tools in the market. Unfortunately, context switching or juggling multiple sales tools is a recipe for inconsistent customer experiences, low lead conversion rates, duplicated marketing efforts and wasted time.

It's time to simplify, connect and collaborate to maximize productivity. This is where [Slack](#), [Salesforce Sales Cloud](#) and [Accenture](#) really shine.

# Automate the heavy lifting

... so you can focus on building your pipeline and selling

As selling gets more sophisticated and you have less time to do it, you know that the real culprit slowing down your sales cycle is the routine task. The productivity bottleneck stems from mundane activities—the digital equivalent of moving a file from one desk to another.

You'd think that technology would move you beyond paper-pushing, but running a virtual obstacle course as you toggle through multiple screens is error-prone, time-intensive and exhausting.



This is where Slack comes in; it's the productivity platform that brings everything you need into the flow of work.

[Accenture](#), the market leader in Salesforce Industry Cloud services,<sup>2</sup> partnered with Slack to deconstruct the sales cycle for B2B technology firms. Using automation to drastically improve productivity and shorten the sales cycle, it integrates all the tools and data you need, at your fingertips.

Sales reps are still spending more than 70% of their time on manual to-dos, and only 37% of sales professionals strongly agree that their organization fully utilizes their CRM.<sup>3</sup>

More than that, Accenture caters to the shift in the B2B buyer expectations—that sellers meet buyers where they are—and that may not necessarily be in person. This digital-first strategy helps give sellers the tools they need to meet buyer expectations:

- AI can be deployed effectively to better utilize your CRM, reducing time waste and building revenue-generation as a strength into your sales ops teams.
- Automation offers visibility and transparency at the seller end, where a particular deal is stuck and the next best action to move the deal forward.
- Sales leadership can also track the status and receive information automatically without requiring email updates from the seller.

<sup>2</sup> *State of Sales Report, Fifth Edition, Salesforce*

<sup>3</sup> *Everest Group PEAK Matrix® Assessment for Salesforce Industry Cloud Services 2023*

# Bring your CRM to your sales team's workspace

You can set up your sales team for success by optimizing [Sales Cloud](#) to work for them. Sales Cloud is a CRM that helps teams maximize their efficiency with better automation, data and intelligence. And Slack is the productivity platform where sales teams get work done. With [Sales Cloud and Slack](#), your team's work comes to them, and this nets you a whole list of benefits.



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## Reduce swivel-chairing

Bring your CRM into the flow of communication to gather all the pieces of a deal into a single, unified view. Toggling between multiple tools to complete the several tasks needed to close the sales cycle is not only time-consuming but also makes for a fractured experience—for the customer as well as the sales team. In fact, 94% of sales organizations plan to consolidate their tech stack in the next 12 months.<sup>2</sup>

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## Don't just connect dots, build experiences

Accenture's set of solutions offers value to every member of the sales team. Sales reps can focus on selling and keeping their Sales Cloud up to date with ease. Sales managers gain an updated overview of the needs and opportunities in their team. Sales ops leaders can now bring visibility and a unified structure to the selling process by breaking down silos within their teams.

# Slack and Sales Cloud pack a powerful punch together

Slack is the productivity platform for sales departments, specializing in workflow orchestration, while Sales Cloud has dominated the CRM space. When they're integrated, they create a formidable tool that allows sales teams to participate in and orchestrate the sales cycle right where they are.

This drives powerful functionality and efficiency for the team.

**Real-time Sales Cloud updates** automatically flow into **selling channels** giving sales reps improved deal context and enabling them to close deals more efficiently.

**Dedicated Slack channels** align the entire account team on deal movements, driving increased visibility and deal velocity.

**Updating deal details directly in Slack** helps finesse forecasting, for improved pipeline accuracy.

## Benefits of Slack and Sales Cloud

**15%**  
Faster sales cycles<sup>4</sup>

**60%**  
Faster customer response time with Slack Connect<sup>5</sup>

**26%**  
Increase in time saved due to process automation<sup>6</sup>

**27%**  
Increase in win rate<sup>6</sup>

<sup>4</sup> "The Total Economic Impact™ of Slack for Service Teams," a commissioned study conducted by Forrester Consulting on behalf of Slack, 2021

<sup>5</sup> Claims and figures based on specific teams using Slack Connect at their companies. Results may vary at your organization.

<sup>6</sup> Salesforce, FY23 Customer Success Metrics Global Report, July 2022

# Accelerate time to value with Accenture

The best integrations have potential for improvement, and larger, more complex organizations are often unable to optimize them out of the box. This is where Accenture adds value. Combining industry knowledge and experience across technology, data and intelligence, and sales process excellence, Accenture is in a unique position to tailor the combination of Slack and Sales Cloud to your needs.

Accenture scales user experience with a human-centric design at the core. Then it overlays your sales process and leverages best practices to embed automation in the right process. Finally, a suite of accelerators speeds up delivery to the customer through customizable templates.

The Accenture solution has three key elements that work together to unify and accelerate the sales cycle.

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## Digital deal rooms

This is a secure, virtual room that allows sales teams to collaborate around a customer or deal cycle in Slack, enjoying a shared view of relevant information surrounding a deal.

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## Sales enablement bots

The bot automatically populates your Slack channel with relevant information about assets and experts. This allows sellers to automate their workflows, connecting them with the right materials, teams, and processes to accelerate the sales cycle.

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## Auto approvals flow

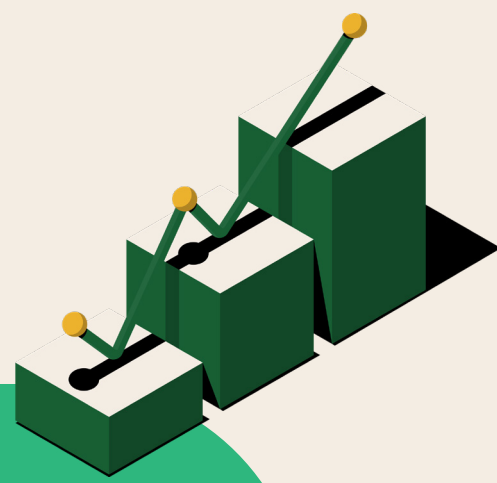
Orchestrate and automate approvals from multiple tools in a single place, paving the way for faster updates around pipeline hygiene, process adherence and ultimately, deal closure. It also offers sales managers real-time visibility into their team's sales activity.



# Simplify B2B tech sales

## Slack, Sales Cloud and Accenture bring unparalleled functionality to your fingertips

Instead of mixing and matching multiple sales engagement tools with your sales process, the Accenture solution offers a fresh approach to reinventing your sales strategy. It improves sales velocity by facilitating faster collaboration, and increases margins by making cross-selling and upselling easier. Embedding them into the sales process makes it more accessible and user-friendly, and improves adoption and seller satisfaction.



## Accenture drives these outcomes through a multi-pronged methodology.

### Reduce swivel-chairing

Using Slack workflows to automate manual, business-critical seller experiences in a single productivity platform leads to better sales velocity and collaboration.

### Sales Cloud integration

Scalable automation and intelligent, actionable insights built on real-time data give reps the power of efficiency across every stage of the customer journey. Maximizing customer interactions across every channel ensures that you can book revenue faster.

### Breaking business silos

Converting the traditional team and organizational silos into a single sales motion by orchestrating collaboration allows a 360-degree view of customers across the business.

### Sales performance and adoption

Reinforce best practices to onboard sellers faster by digitizing and automating processes for pipeline hygiene, opportunity management, customer success documentation and more.

### Scaling back-office flows

Bringing targeted use cases to connect the front-and back-office functions (pricing, supply, engineering, etc.) together automates manual workflows and drives seller productivity.



# Companies that use Slack and Sales Cloud together see results

## Summary

**Procore**, a construction software enterprise, uses Slack and Sales Cloud to improve internal communication, smooth facilitation of deals through their partner network, streamline sales cycles, and provide better support for customer success and retention.

## Key benefits

**Centralized communication** in Slack enabled Procore sales teams to:

- Connect with cross-functional partners and experts who are critical to deal coordination
- Partner with product and engineering teams on customer requests
- Work directly with solutions engineers to request and kick off demos
- Replace **team meetings** and **standups** with Slack updates to save time

## Streamlined sales cycles

The **Sales Cloud integration for Slack** empowered the Procore sales teams to **connect their tech stacks**, saving them valuable time on switching between apps. It also brought them:

- Easier access to critical data
- Quick deal closures
- Deeper and faster collaboration
- Faster onboarding of new reps
- Better sales productivity
- Better partner outreach, ensuring less deal slippage

“

With Slack, we can quickly collaborate around our system of record: Salesforce Sales Cloud. Using the two together, we've cut our sales cycle by 15% to 20% on average.”

**Nolan Frazier**  
*Account Executive of Strategic Accounts, Procore*

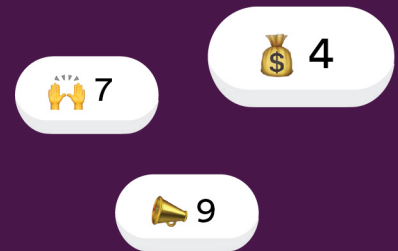
## Slack + Sales Cloud integration highlights

4-6 hours saved every week

15%-20% faster sales cycles

Faster time to implementation—down to 1-2 quarters from 3-4

Quicker response time to customer queries—down to 5 minutes from 2 days because the SME is easier to locate



# Simplify, accelerate, improve and unify your sales cycle

Are you ready to collaborate faster and sell smarter? Get notifications about the right deals, update your CRM data easily, and close deals quickly.

We're here to build your customized productivity platform.

Reach out to start  
the conversation

Dive in to learn more:

- Slack for sales teams
- Slack plus Sales Cloud
- Extend the power of Sales Cloud to Slack
- Slack for tech companies
- Slack and Salesforce consulting services from Accenture
- B2B sales solution from Accenture