

HOW SALES, IT, AND ENGINEERING ALIGN AROUND IMPROVING SALES EFFICIENCY

At average organizations, overactive sales teams can overload IT and engineering departments unintentionally. Best-in-Class sales organizations, however, achieve success in ways that benefit and ease demands on other departments like IT and engineering. Below are a few of the advantages enjoyed by this top-performing cohort.



Best-in-Class sales teams enjoy:

4.8x

higher year-over-year increases in profit margins

2.2x

the effectiveness in reducing personnel and resources required to deliver a quote or proposal

57%

higher reported cross-sell, up-sell, and customer advocacy advantages gleaned from easy-to-use sales tools

33%

fewer people required to develop, approve, and deliver quotes or proposals

20%

greater likelihood of developing, approving, and delivering a quote/proposal in 2 days or less.

as compared to All Others.



[Read the full report: *How CPO Stops Sales from Creating IT & Engineering Nightmares* \(September 2016\)](#)

The bottom line: There are many clear benefits when IT and engineering step up and help ensure effective, efficient sales processes. They include: increased profit margins that help to share the wealth of organizational budgets; fewer demands on other departments for approvals, implementations, or even coding; and swifter, smoother sales overall.