



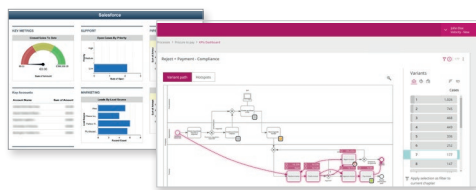
Best Practices

# Supercharge Your Selling with Signavio Process Intelligence for Salesforce

Discover how to turn insights into action  
across your whole sales organization,  
using the power of process mining



Sales in the modern era is driven by science; no matter what your industry is, effective selling relies on sales excellence and a constant evolution to be the best that you can be. In a digitally-driven, fast-changing environment organisations need to know what this success looks like, who is achieving more of it than anyone else and why. In fact, organizations of any shape or size should be able to identify their own best practices by mapping and analyzing their most successful sales patterns and sales people. That's where the seamless integration between Signavio and Salesforce comes in.



### Take your sales to the next level

With Signavio Process Intelligence for Salesforce, you can analyze your sales performance over multiple dimensions: compare how effective the sales teams are across regions, market segments or product lines. Find out who is doing better than the rest, how are they doing it, and why they are able to be so successful.

We help you understand this by showing you visually, how your sales process is actually being executed. You can see every action and interaction over time, from the moment leads enter the top of your funnel through to deal closure.

You can also use Signavio to monitor and identify inefficiencies, duplication, or wasted steps within the sales cycle. In contrast to traditional business intelligence, Signavio can give you the whole story, not just the end of the last chapter. This root cause analysis is key to improving team efficiency, as you can continuously enhance the way you're selling and upskill your sales team.

### Beat your competitors

With Signavio's process mining capabilities, your ability to investigate specific situations like deals lost due to budget cancellations, competitors, or no decision, will improve immensely. Your forensic ability to truly understand what is happening across your sales organization at what specific steps in the sales cycle will give you an injection of understanding you have, to date, not been able to see. Imagine knowing exactly why you are winning business and perhaps more importantly, why you are losing business.

You can even start to home in on the factors that really influence your deals, beyond what "should" be happening but based on what actually "is" happening. No matter the issue, you can track it down, then enhance it—or eliminate it. Get the jump on your competitors with better, faster, more tailored sales engagements, and ensure customer excellence is at the center of your business.

### Improve your sales cycle

Use Signavio's integration with Salesforce to monitor your KPIs across all stages of the sales funnel, see where you're really spending time and effort, and measure the impacts of deviation from your established best practices and existing sales process. Signavio Process Intelligence for Salesforce provides additional fully aligned dashboarding capabilities, meaning you can analyze historic as well as current data.

Making sure people know and understand what the most successful sales people in your business are doing, and why, is a dream all sales leaders want to realise. With Signavio Process Intelligence for Salesforce, you get the information and tools you need to supercharge your sales team and turn your best salesperson into every salesperson. Get started today!

Questions? Send us an email.

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Would you like to know more about how Signavio can upgrade your sales cycle? Contact us at [info@signavio.com](mailto:info@signavio.com) and arrange a personal web demo.

