

Einstein High Velocity Sales Cloud - The Next Generation of Sales Powered by AI



Introduction

Whether you run a brick-and-mortar retail business or work for a Fortune 500 company, increasing sales through online channels is more or less like bowling a strike - it looks a lot easier than it actually is.

In the last few years, the typical sales engagement has moved from traditional to digital channels. In other words, the bygone days of reps spending countless hours speaking to prospects in person are now over and replaced by personalized, relevant, and engaging interactions through voice over IP, email, chat and messaging applications, social channels, and online conferencing sites, among others.

“Fortunately, Salesforce High Velocity Sales is at the rescue!”

High Velocity Sales

High Velocity Sales can be described as an inside sales model to accelerate your revenue by involving efficient utilization of specialized tools and teams to operate effectively. It is a set of tools that prioritize leads automatically, based on the probability of its conversion and powered by Einstein lead scoring.

As an outreach tool, the advantages of High Velocity Sales are as follows:

- Reviewing real-time rep progress on critical KPIs.
- Monitoring and tracking the best activities for each lead.
- Consistent set of specific and common procedures for reps to follow.
- Demonstrating the usefulness and efficiency of different prospecting initiatives.
- Speedy conversions by removing potential choke points or leakages.



An a-la-carte Sales Cloud feature aimed at enhancing processes for inside sales reps within organizations, High Velocity Sales is a product in Sales Cloud that unites various features in the Salesforce catalog to make things easier for reps to organize lists of prospects to call, email, and follow up.

It is designed to jumpstart the sales process for inside sales, business development, and sales development teams through a synchronized combination of artificial intelligence, phone integration, and a

single-pane-of-glass view that avoids the numerous complications associated with switching between different apps.

With Einstein High Velocity Sales Cloud, salespeople can access everything they require on a single and unified platform, which is powered by Artificial Intelligence.

Described by industry experts as a new solution for the next-generation digital sales force, Einstein High Velocity Sales Cloud arms millions of salespeople worldwide with the intelligence they require to succeed today and in the future. With Einstein High Velocity Sales Cloud, it becomes easy for salespeople to quickly identify the best leads, boost the pipeline, eliminate redundant tasks, and increase sales.

Salesforce has brought together existing and new technologies to deliver Einstein High Velocity Sales Cloud. This includes:

✓ **Einstein Lead Scoring** leverages deep and machine learning to identify and prioritize the leads that are most likely to convert. Through Einstein High Velocity Sales Cloud, the best leads are surfaced automatically to the digital sales reps. Furthermore, it helps them with the most critical information, including but not limited to

past purchase history, prospect location, and the prospect's job title to accelerate the sales cycle.

✓ **Lightning Sales Console** accelerates productivity with a highly personalized and single workplace. Companies can deeply customize the Lightning Sales Console using the flexibility of Lightning to their specific requirements. Additionally, sales reps no longer are expected to toggle between multiple applications. Instead, sales reps are seamlessly and effortlessly guided through the otherwise-complicated selling process that helps them swiftly identify and connect with the best leads and track the process of every deal, all within the Lightning Sales Console.

✓ **Salesforce Engage** empowers sales reps to connect easily and quickly with the right lead at the right time and the right place that significantly enhances the chances of conversion. Digital sales reps receive prospect engagement notifications like when a prospect is active on the product website in real-time right within the Lightning Sales Console and Salesforce1 mobile app. In addition to this, reps can swiftly access critical information about each prospect, including marketing email engagement and past website activities, all of which results in a better buying experience and a faster lead-to-cash rate.

✓ **Einstein Activity Capture** cuts down the requirement for manual data entry. Digital sales reps have the complete and uninterrupted freedom to connect with calendar and email to Salesforce with customers. This helps them free themselves from countless hours of manual data entry every day and every week. Moreover, custom email response templates and a calendar manager are included in Einstein Activity Capture that allows for single-click scheduling and responses. This enables reps to spend less time on repetitive tasks and more time on nurturing better relationships with their prospects.

✓ **Lightning Dialer** connects digital sales reps with prospects quickly with a single-click power dialer. Reps can click-to-call new leads directly within the Lightning Sales Console, offering them with all of the valuable productivity and data tools to move on to the next lead fast.

✓ **Salesforce AppExchange** offers a vibrant ecosystem of apps, partner solutions, and components for managing multiple processes, ranging from sales acceleration and sales productivity solutions. The Lightning Console enables customers to quickly choose and integrate the solutions that best meet their exact and specific requirements, whether they originate from Salesforce or partners, to create out-of-the-box experiences for high velocity sales.

High Velocity Sales | Work Queue | Jamie Jones | Michael Fern

Work Queue

Sales Cadences | My List

Sorted by: Last Modified Date

- Self Signup
- Intro call (1)
 - Michael Fern InGenius
- Intro email (1)
 - Michael Fern Jamie Jones

InGenius

Ready 00:10:14

Name or number

Jamie

Michael Fern

+ Follow | Convert

Title

Company: InGenius

Phone: 5552540

Email

Sales Cadence Steps

Self Signup Step 1

Call: Intro call Intro call

Send Email: Intro email Intro email

View All Steps in Sales Cadence

New | Contacted | Nurturing | Unqu

Status: New

Activity | Chatter | Details

Log a Call | New Task | Email | New Event

Recap your call...

Filters: All time

Next Steps

- no answer Call 6/5/20... You logged a call
- No Answer Call 6/4/20... You logged a call

Past Activities

- Call: Intro call, Self Sign... You had a task
- auto log Call 6/4/2019 ... You logged a call
- from lead Call 6/4/201...

InGenius | History | Notes

✓ **Salesforce Work Queue** One of the biggest advantages of High Velocity Sales revolves around the Salesforce Work Queue (or My List) that is a prioritized list of tasks for each individual sales rep. This easy-to-use list makes it easy and quick for users to determine who to contact next and who would be the best contact method for each lead, whether that be email, phone, or another medium.

The Work Queue gets created from a combination of two places - a Sales Cadence of wait times and activity that can be created by a manager, and from Einstein Intelligence that analyzes Salesforce and predicts the leads that are most likely to convert.

✓ **Voice Integration into Salesforce** The InGenius user interface amicably sits in the Salesforce Lightning window and brings an useful piece to the puzzle - Voice Integration. InGenius eliminates the requirement for manual dialing and any opportunity for misdials by enabling click-to-dial on the phone numbers in the Work Queue (or anywhere else in Salesforce).

The best thing is that InGenius can easily advance through the Sales Cadence based on call results that are easy to log right in InGenius. For instance, let us assume that a call to a potential customer goes well. This lead can be moved to the next step in the cadence after the call is logged. If the call is not successful due to any

reason, it will still be logged but the lead may be filtered as inappropriate. In either case, InGenius completes the associated My List tasks automatically to minimize the count of clicks needed to track the call results accurately.



Challenges In Salesforce Service Cloud

Primarily, there are three main challenges in Salesforce Service Cloud:

1. Bringing new sales recruits up to speed
2. Ensuring consistency and quality of sales processes
3. Closing deals faster and consistently

[Now comes the solution!](#) You can easily align your sales and marketing teams on prospect targeting next lead with Lightning Dialer and Work Queues with Einstein Behavior Scoring. [All in one seamless Lightning Sales Console workspace.](#)

With High Velocity Sales, sales teams can reach out to a large list of prospects through various channels such as email, phone, or chat. Conversely, sales managers can facilitate the automation of a guided process by offering salespeople specific steps to follow (like emailing or calling a prospect) and specific content to use (like call scripts or email templates).

Features Of Einstein High Velocity Sales Cloud



✓ **Create winning, repeatable sales cycles.**

Management can emphasize on pipeline accuracy and higher-level goals by building sequences of sales activities with Sales Cadence instead of tactical deal support. Managers can make use of data instead of instinct for refining sales playbooks when greater context and content is captured in Sales force automation (SFA) about which all communications are most effective.

✓ **Call prospects with one click.**

Productivity gets boosted through click-to-call right in the console with Salesforce's native Lightning Dialer. Multiple voicemail drops, automatic call logging, local presence, and more save countless hours every day. Sales teams have consistent processes to follow when email and call scripts along with other best practices and clear directions are embedded in SFA. This also helps managers gain clear visibility into what exactly is working and what's not.

✓ **Take the best next step for every lead, every time.**

Implementing micro-marketing can enhance opportunities by as much as 17 to 20 percent and sales outreach volume by a whopping 250 to 400 percent, leading to bigger pipelines, and eventually, more closed deals.

✓ **Deliver a unified, intuitive sales experience.**

Salespeople have everything they need to sell faster, all in one screen, with the Lightning Sales Console covering everything from identifying key contacts and following up on leads to assessing companies and more. The interesting part is that explicit guidance across the activity pipeline of salespeople, from prioritizing the best leads to the best channel and timing of communications to the communications themselves, with email templates and call scripts, help bring new sales reps up to speed more quickly.

✓ **Help reps convert with AI-powered lead prioritization.**

Spend less on data entry, and more time on deals! Let Einstein Lead Scoring analyze your critical data automatically to identify which leads have the best chances to convert and why. Link relevant meetings and emails to the right records with Einstein Activity Capture, right from your inbox. Leverage the potential of artificial intelligence to accurately log information for sales reps of your organization or forecast who to contact next.

To help reps adapt to the evolving times and better connect with their customers, Einstein High Velocity Sales Cloud includes features that leverage the millions and billions of digital signals gathered in Customer Relationship Management (CRM) systems. All in all,

the Einstein High Velocity Sales Cloud allows reps to *"strike while the iron is still hot."*

In High Velocity Sales, a section of sales reps contact a comprehensive list of prospects using different platforms and channels, such as phone, email, or chat. This interaction is based on recommendations from software or what an administrator or manager determines is the next best step. Now, with AI mature

enough to help predict who to contact next or accurately log information, High Velocity Sales can help inside sales reps produce more efficiently.

High Velocity Sales includes tools such as Sales Cadences, Einstein Lead Scoring, Lightning Dialer (at an extra cost), and Lightning Email. Each of them makes the Inside Sales Reps more efficient and productive thereby guiding them to reach out to more leads in a fraction of time.

The screenshot displays the Einstein High Velocity Sales Cloud interface. At the top, the 'macmehealth' logo is visible on the left, and a search bar for 'Salesforce' is on the right. Below the header, the 'High Velocity Sales' section is active, showing a 'Work Queue' with a list of leads. The 'Work Queue' is divided into sections: 'Central Region Leads', 'Email (2)', and 'Call (8)'. The 'Email' section lists John Gardner (99) and Sarah Loehr (98). The 'Call' section lists Jim Harvey (95), Eva Brydges (94), Guy Bohan (92), Charlie Fong (90), Jim Smith (88), Kelli Chance (85), Ken Bell (73), and Gail Kaczor (60). A 'San Francisco Event' and 'Holiday Campaign' are also listed. The main view is for 'Eva Brydges', showing her profile, company 'Presidio Technologies', title 'CMO', phone '(857) 415-3510', and email 'ebrydges@example.com'. A 'Sales Cadence' for 'Central Region Leads' is shown with steps for 'Email' (Completed) and 'Call' (Introductory Call Due Now). The 'Next Steps' section shows a task to 'Call Eva Brydges, Presidio Technologies (Central Region Leads ...)' due on Oct 24. The 'Past Activities' section shows a call on Oct 24 at 1:02 PM and an email sent to Eva Brydges. On the right, a 'Behavior Score' of 94 is displayed with 'Top Positive Factors' like 'Visited Corporate Wellness section 2 hours ago'. Below that is a 'Get Introduced' section for Rebecca Jones and a 'Campaign History (1)' section for 'Industry Websites Advertising'.

High Velocity Sales Structure

Typically, most successful high velocity sales organizations follow a two-tier structure. The first tier generally has two teams: an inbound lead qualification team that responds to inbound interest (primarily through email, phone, or web leads); an outbound lead generation team that calls cold or warm lists; and managers.

Qualified appointments are fed by both teams to closers, who generally start their process with a demo. A primary metric to manage the performance of the appointment setters is a contact-to-call ratio, where a contact is measured by an "interaction" lasting longer than 45 to 60 seconds that takes place between a sales rep and a lead. The outcome of that "interaction" is usually an appointment set with a closer rep.

Conclusion

Today, successful sales strategies are primarily driven by the ability of a company to identify, embrace, and utilize digital technologies. By combining AI with Einstein High Velocity Sales Cloud, sales teams can gain immediate and uninterrupted access to the insights required to move faster and be more productive.

Leverage Einstein High Velocity Sales Cloud to improve efficiency of sales reps by making "voice" central and pivotal to your sales cadence. Increase productivity of your reps and organization with automatic lead/contact and call capture records, irrespective of whether you're in the office or on the move.

Stop wasting time on incomplete data, multiple sources, or manual admin methods and shift your focus from infrastructure and on to the customers - who are most important for you. Discover how quick and easy it is to get started – Request a demo or call us today!



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