



# 5 ways to empower your Subscription Sales



We all know that sales is the facilitator of a successful subscription business. Having a skilled sales team is the starting point, but ensuring they can track, monitor and improve sales cycles based on solid processes and business applications and data is vital as well to scale up sales.

## 1. Be easy to work with

Empower your sales team members with structured processes and data, so they can respond satisfactorily to customer. Key is to respond in the moment and keep response times low.



Do

- Run solid lead-to-order flows
- Keep improving response times
- Make recording sales data easy to track communication.



Don't

- Stay in status-quo
- Create sales hero's only
- Overcomplicate price models

## 2. Provide digital sales tools to create opportunities

Kick start upselling with the right tools to bring opportunities to the surface



Update your product portfolio and marketing



Generate upselling opportunities, segmenting the right customers



Transmit strong value propositions to your customers



Get in touch and move the opportunity forward

### 3. Use all data to identify customer propensity

Thorough customer understanding and mapping data to insights value is key to empower sales teams



- Use all data, from emails to Teams's calls to get insights
- Show insights like lead scoring and opportunity win rates
- Ensure the Sales team works on highest potential sales cases



- Make sure using the sales applications is easy and fast
- Create workflows and templates to get offers out fast
- Make sure you show peoples goals vs actuals in real-time and how their sales pipe will increase these numbers
- Use sales scripts and sequences to structure the process



- When a sales deals materializes, be ready to get you're offering deployed fast and simple
- Offer any services or support plans
- Rate the customer experience during sales

### 4. Make the process transparent for customers

As the old saying goes, it costs five to ten times more to attract a new customer than to retain an existing one. Remember, retaining customers is essential for a subscription business to succeed. Ideally, you want them to set up a direct debit and continue purchasing from you for months, even years! Be honest with your customers and don't be afraid to ask them what you can do better; users will appreciate a business that listens and responds.



Do

- Create feedback loops in sales flows
- Show clear content on your products
- Capture feedback and inputs in CRM
- Send surveys at the right points



Don't

- React only to customer requests
- Overcomplicate customer journeys, focus on simplicity
- Forget to involve other team members
- Capture details others team members cannot see or use

# 5. Use AI and Data in humanly readable outputs

Increase your sales with the help of AI-driven insights that promote personalised engagement and proactive decision making to help build relationships.



Find the best opportunities



Benefit from personalized interaction



Benefit from personalized interaction



Drive the process and sales sequence intelligently



Holistic view of customers



Small-to-Medium Businesses



Medium-to-Large Enterprises



All Business Types



The intelligent engine for LISA®

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