



SPECIAL FEATURE - Build a Digital Sales Culture

By Katie Butler, Vice President, Communications

Technology is changing the sales game. Did you know that 80% of sales require five follow-up calls after the meeting and 44% of salespeople give up after one follow-up? Leveraging a sales automation tool is critical for agencies in building a book of business and driving sales from prospect to close. Research firm Aberdeen reports best-in-class adopters of Sales Force Automation (SFA) software saw their deals increase in size by an average of 27%, decreased the sales cycle by 16% and lowered sales administrative time by 14%.



Join IA on May 25 at 2:00 p.m. ET for a webinar sponsored in part by Applied on the benefits of SFA and how your agency can leverage it. Hear from industry experts and fellow agents how SFA can help your agency:

- Make the most of each sales opportunity
- Prioritize sales tasks
- Forecast more accurately
- Improve up-selling and cross-selling
- Manage opportunities and tracking competitors

During the webinar you'll learn the foundations of a digital sales culture and how sales force automation extends digital capabilities across an agency.

The webinar is free. [Register today!](#)