In a world where only 57% of sales reps reach quota¹, more training and better techniques alone aren’t enough.

The one way to reliably meet and exceed your team goals is to free up more productive hours in the day. Here are some simple tips.

**QUIT WASTING TIME PURSUING DEAD-END LEADS**

50% of a rep’s day is wasted chasing after leads that won’t close.

Playbooks uses the power of AI to prioritize prospects and opportunities, getting the leads that won’t close out of the way of those that are more likely to.

**DECREASE YOUR REPS’ TIME TO PRODUCTIVITY**

61% of sales reps take over seven months to get ramped.

Playbooks gives reps access to scalable, consistent, proven cadences, from day one.

**SPEND LESS TIME DOING RESEARCH**

24% of a rep’s day is spent just looking for information about leads.

Playbooks constantly gathers news, market insights about companies in your reps’ patch and puts the most relevant info at their fingertips.

**STOP ENDLESSLY SWITCHING BETWEEN THE CRM, EMAIL AND PHONE APPS**

72% of reps lose an hour a day on data entry and switching between apps.

Playbooks integrates all the prospecting and pipeline-building sales tools your reps need into one application while automatically recording all interaction data to your CRM.

**INITIATE CONTACT WHEN LEADS ARE MOST LIKELY TO ENGAGE**

Research shows a lead’s likelihood of answering the phone is heavily influenced by the weather, traffic conditions, gas prices, and many other factors including the caller’s area code.

Playbooks uses Neuralytics, our predictive analytics engine built on over 100 billion sales interactions, to determine exactly when to call the right lead while LocalPresence places the call from the lead’s local area code.

**SOURCES:**