

8 Ways to Speed Up Sales Velocity & Increase Win Rates with Digital Sales Rooms

A [digital sales room](#) (DSR) is a single platform that allows sales reps to share sales and marketing content with buyers throughout the duration of a deal. All of the shared content can be accessed through a single link by each decision-maker, providing an easy-to-use single source of truth for both the buyer and seller.

With a DSR, sales reps are able to get relevant content in front of buyers in an efficient manner that speeds up sales velocity by removing potential roadblocks (miscommunications, content slipping through the cracks, long chains of emails with dozens of links, etc.). Plus, with easy access to all the resources and information they need, buyers are better equipped to make informed purchasing decisions.

Digital sales rooms are the ultimate tool to speed up sales velocity and increase win rates while offering a hyper-personalized experience that helps the buyer confidently reach a purchasing decision.

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Personalized Buying Rooms Provide the Buyer with Only the Materials They Need

Each deal has its own unique digital sales room. This means that reps tailor the content within the sales room to that specific buyer, providing them only with the materials they need and no excess fluff. Not only this, but the DSR can be aesthetically changed to match the buyer's branding. [Companies that personalize information to the buyer generate 40% more revenue than competitors](#) — so the ability to tailor DSRs to each buyer is a huge asset.

Offers Content Performance Analytics to Help Make Data-Driven Decisions

[66% of organizations measure content performance — digital sales rooms can do this automatically.](#) Digital sales rooms track each piece of content shared over time, providing insights into just how well that content performs with buyers. Sales reps are able to generate data detailing which pieces of content perform best at various points in the buyer's journey. For example, if the data shows that 72% of buyers in the decision stage make a purchasing decision after reading the ROI guide, it's safe to say that the ROI guide is a highly effective piece of content to share in the decision stage for most, if not all, buyers.

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In-Depth Buyer Behavioral Data Informs Reps Which Deals are Trending in the Right Direction

Not only do DSRs track content performance, they also provide insights into precisely what the buyer is thinking. Buyer behavioral data tracks each time a buyer interacts with content in the DSR — every click of the mouse is reported, letting sales reps know what content the buyer is looking at, and for how long. Organizations that utilize buyer behavioral data outperform peers by [85%](#) in sales growth. Seeing what the buyer views not only informs reps on what else to share, but also alerts them about which deals are trending in the right direction.

Increases Buyer Engagement to Further Move the Buyer Along Their Purchase Journey

Since reps can easily view the buyer's activity within the DSR via buyer behavioral data, they understand which resources and content are resonating well with that particular buyer. For example, if a rep notices a buyer routinely views customer testimonials, but tends to gloss over sales decks, they can share more testimonials to keep the buyer engaged. Since [companies with fully engaged buyers experience 23% higher profits from engaged customers](#), maintaining engagement is key.

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Enables All Influencers Involved in the Purchasing Decision to View Content in One Centralized Location

On average, [B2B purchases have 6 to 10 decision-makers involved](#) — but these decision-makers may not all be present for the full duration of the deal. It's common for certain influencers to only be present for only a portion of a deal's lifecycle to grant buy-in or review content. Because a DSR offers all content in a centralized location, the link to the DSR can be shared with any decision-maker no matter when they enter the conversation, and they can see the same details as everyone else involved.

Creates a Buyer-First Experience with Heightened Transparency

The unique, personalized style of digital sales rooms creates a buyer-first experience. Buyers feel prioritized by sales reps, with uniquely tailored content and a DSR that suits the buyer's branding. Because the DSR functions as a single source of truth, it gives both buyer and seller heightened transparency — both parties can easily see all communication throughout the deal. This creates a stronger sense of trust between buyer and seller.

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Empowers Alignment Between the Buyer and Seller

Any and all content shared with the buyer can be accessed through a single link to the digital sales room. The buyer and seller communicate through one unified platform, making it easy to find every bit of information both parties need. This eliminates miscommunications — buyers never have to wonder where to find a resource shared by the rep, and reps never have to worry about content slipping through the cracks. Instead of sorting through a long email chain with dozens of links and confusing organization, buyers find everything they need in one location.

Simplifies the Buyer's Journey to Hasten Deal Velocity

As the modern buyer's journey becomes increasingly complex, finding ways to simplify their decision-making process is crucial to closing deals quickly. [Buyers generally conduct 27 information-gathering sessions of their own before speaking with a sales rep.](#) By the time a buyer is ready to communicate with a rep, the rep should be ready to deliver the exact information a buyer needs to make a quick decision. A digital sales room allows sales reps to provide the necessary information simply and quickly, accelerating deal velocity.

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Accelerating deal velocity is key to shortening sales cycles, driving revenue, and increasing win rates. With digital sales rooms, you're empowered to do all of the above and more. Want to see how much a digital sales room can impact your sales velocity? Discover true speed with Enable.us' digital sales rooms.

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