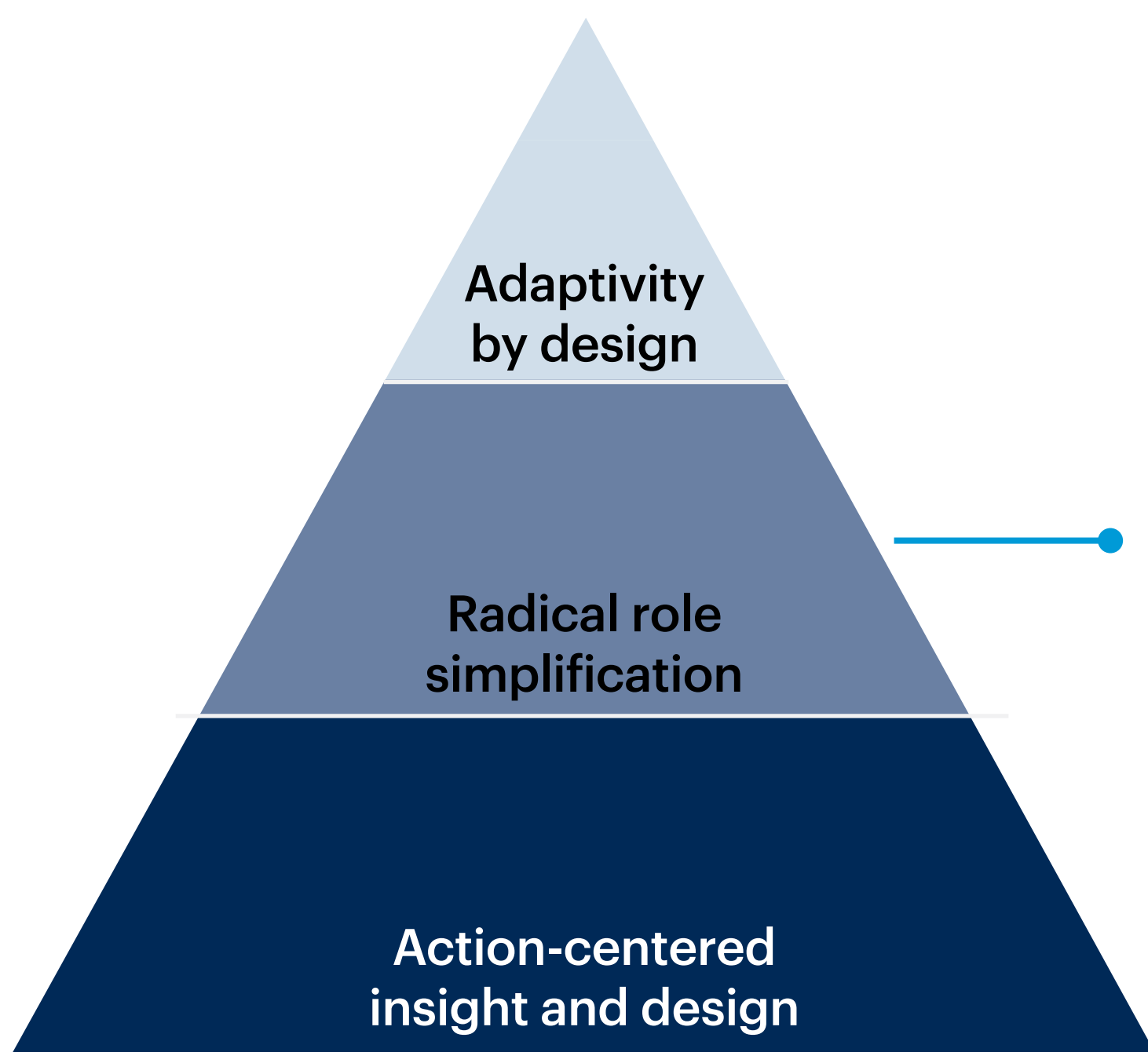


# Top Performing Sales Teams in Action

How Cisco used role simplification to drive sales success

## The Insight

Leading sales organizations do 3 things differently



1. They help teams adapt to change.

2. They simplify sellers' roles to focus on high-impact activities.

3. They use data-driven insights to pinpoint seller actions that get results.

Organizations that simplify seller roles to drive productivity are **4.5x** more likely to be a top sales organization than those that don't.

## In Action

How Cisco used role simplification to:



- Boost productivity:** Cisco created an AI-powered prospecting "tech teammate" that automates account-based targeting and opportunity progression, allowing sellers to focus on high-value activities by eliminating redundant tasks.
- Increase adaptability:** The AI teammate uses predictive and generative AI to optimize outreach timing and personalize communication and provides sellers with prioritized actions to focus on the highest impact activities with the most important prospects.
- Save time and improve quality:** By simplifying roles and automating workflows, Cisco reduced seller time spent on prospecting without diminishing quality of prospecting efforts.

## The Results

Year-over-year revenue growth was **120%** higher for high adopters of the prospecting tech teammate compared to low adopters.

Want more insights to help simplify seller roles?

Download The DNA of Top Sales Organizations

