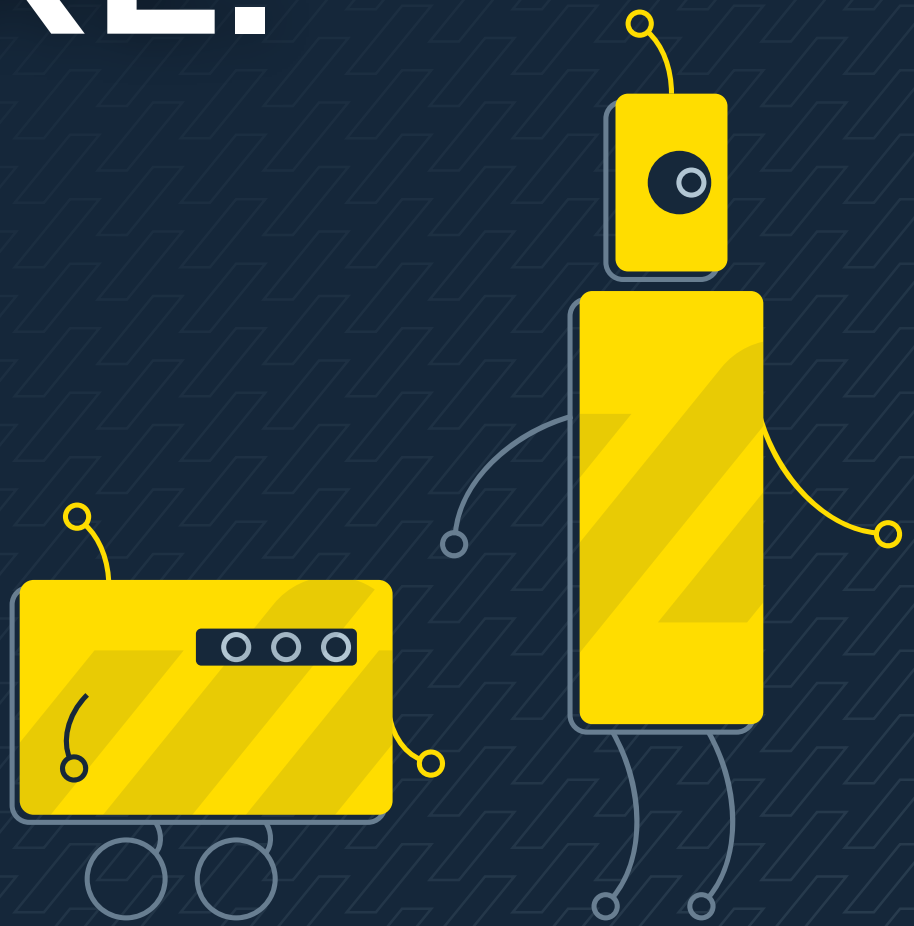# EMPOWER YOUR REPS TO SAVE TIME & SELL MORE.

Automation should be used as more than an email spamming tool—it can be the key to success for reps.

41% of business leaders are currently using workforce automation technology—but how are they using it? Automation is too often used for spray and pray email spamming. This method is massively underutilizing a powerful tool. Automation "robots" can eliminate time-sucking administrative tasks, automatically record and update information in your CRM with bi-directional sync, set time-based reminders for reps, implement custom tiered rules, AND auto-send emails and pre-recorded voicemails.

How much time (and money) are your reps wasting?

Salesforce found in a recent study that sales reps only spend about half of their time selling. Their 2019 study showed that the average day for a rep includes:

42.3 minutes on administrative tasks

43.2 minutes on preparation and planning

43.2 minutes on researching projects

38.4 minutes manually entering data

38.4 minutes in internal meetings

33.6 minutes prioritizing leads and opportunities

33.6 minutes on downtime

43.2 minutes on additional non-sales tasks

Broken down annually—reps spend only 707.2 of the 2,808 working hours in a year selling.

According to forbes.com, 54% of employees stated they could save up to 2 work hours a day (240 hours per year) and 78% of business leaders stated they could save up to 3 work hours a day (360 hours per year) through automation.

As the saying goes, time equals money. Forbes ran the numbers and figured that an employee making a salary of $77k annually would save approximately 240 hours a year—that's $9,240 worth of time annually. That doesn't even account for misappropriated time spent on the wrong activities. And this is just one employee. Imagine if your entire team was relying on the time-saving powers of automation!

How should you apply automation for the best results?

Using automation in the right way can help your team eliminate obstacles to efficiency. The combination of AI and automation focuses reps on the right activities, automates reliable data entry, and makes workflows more efficient.

Auto-sending and auto-data entry save reps time, and with that time they can turn their focus to the optimal activities. Through AI, reps can know the ideal duration, spacing, media, and content for their attempts to increase contacts. Through automation, workflows and cadences can be standardized and set to ensure reps are consistently successful.

For example, our research has found that responding within 5 minutes to an opportunity increases contracts by 100x—you can automate these responses to ensure that reps are capitalizing on their efforts.

Playbooks™ by XANT provides reps with AI and automation that empowers them to do their best work. "Robots" work behind the scenes to automate administrative tasks, processes, workflows, data sync to CRM, email sends, enrollment, and ensure that reps are focusing on the highest-return activities. Demo Playbooks now to free your reps of data entry tasks and set them up for success.