

# 5 Sales Tools Every Great Tech Stack Needs

The sales landscape is ever-changing, and succeeding isn't an easy job. Sellers need an abundance of skills, knowledge, and passion to hit their numbers. They also need access to the best sales tools in order to be productive and effective in their roles.

Even if you know what you'd like from your sales software and tools, it can still be hard to figure out which option is best. Here's a list of sales tools you should consider for your go-to-market team.



## 01

### Sales content management

A [sales content management system](#) is an essential sales management software. It enables sellers to find, access, and customize content for each of their prospects, all in one location. This makes optimizing the buyer experience easier since sellers can provide the most relevant and useful content possible.

## 02

### Content automation

[Sales content automation](#) ensures your sellers stay on brand when sharing content with prospects. This type of sales tool is a great way to give sellers as much or little flexibility to customize content so you know that everything they're sharing is as accurate as possible.

# 03

## Digital sales rooms

A [digital sales room](#) gives prospects a single location to access all deal-related content. This helps sellers navigate multi-stage deal cycles and streamline the content experience for buyers.

# 04

## Training and coaching

New hires need in-depth [training and coaching](#) during the onboarding process. But some sales leaders don't realize they should also provide experienced sellers with supplemental training and coaching throughout their careers. Sales software offers new and veteran sellers training content and resources that sharpen their skills and hone their sales techniques.

# 05

## Sales analytics

Without tracking which content is most effective in turning prospects to customers, the marketing team won't know what content is most useful to sellers. Without analytics, the selling team also can't work optimally. [Sales enablement intelligence](#) helps you turn data into actionable insights for improved performance.

### What's missing from your sales tech stack?

Seismic offers the best sales tools needed to empower customer-facing teams with the right skills, content, data, and insights they need to succeed. If you're ready to improve your team's productivity and efficiency, see how the [Seismic Enablement Cloud™](#) is the perfect solution to complete your tech stack and [speak with one of our experts today](#).

