SALEZSHARK

Fall into

SUCCESS

With SalezShark: **November Edition**

DEAR SALEZSHARK COMMUNITY,

As we cozy up with our pumpkin spice lattes, it's time to reflect on the incredible journey we've shared so far in 2023. November brings not only the rustle of leaves but also a whirlwind of updates, success stories, and exciting news from the world of SalezShark. Buckle up; it's newsletter time!

In this edition, you can expect to find:

01

Feature Update

Our tech wizards have been hard at work, bringing you the latest enhancements to turbocharge your sales efforts. From intuitive analytics to smarter automation, we're constantly evolving to keep you ahead of the curve.

02

Unleash Savings

Dive into savings with the triumph of SalezShark's Black Friday! Your enthusiasm made it a hit. Get ready for more surprises in our upcoming Festive Sale!

03

Industry Trends

Stay ahead of the curve with insights into the latest sales trends and best practices. Learn how AI is evolving to meet the changing needs of businesses.

04

Tips and Tricks

Get expert tips and tricks on how to make the most of your sales management and email marketing efforts. From customization hacks to automation strategies, we've got you covered.

Your Success, Our Mission: Let's Thrive Together

At SalezShark, we're not just a platform; we're your growth partners. As we dive into the final stretch of 2023, let's continue breaking barriers, setting new records, and turning challenges into triumphs.
Here's to your success!

-Ajay Chauhan, CEO & Co-Founder, SalezShark, ajay@salezshark.com

FEATURE SPOTLIGHT

Your Inbox, Your Goldmine:
SalezShark Gmail Extension - Crafting Leads, Contacts, and Accounts Right from Your Emails!

Introducing the SalezShark Gmail Extension – your go-to tool for seamless lead, contact, and account management directly from your inbox! Say goodbye to manual data entry as this extension enables you to effortlessly create leads, contacts, and accounts with just a few clicks. What's more, stay on top of your email interactions by updating email activities effortlessly. The extension fetches the entire email correspondence associated with a specific lead or contact directly from Gmail, ensuring you have a comprehensive view of your communications. Elevate your efficiency and streamline your workflow with the SalezShark Gmail Extension – making email-based sales and relationship management a breeze!

UNLEASH SAVINGS

Black Friday Launched, Stay Tuned for Festive Surprises

Introducing the SalezShark Gmail Extension – your go-to tool for seamless lead, contact, and account management directly from your inbox! Say goodbye to manual data entry as this extension enables you to effortlessly create leads, contacts, and accounts with just a few clicks. What's more, stay on top of your email interactions by updating email activities effortlessly. The extension fetches the entire email correspondence associated with a specific lead or contact directly from Gmail, ensuring you have a comprehensive view of your communications. Elevate your efficiency and streamline your workflow with the SalezShark Gmail Extension – making email-based sales and relationship management a breeze!

BLACK FRIDAY Extravaganza

UPTO 50% OFF

INDUSTRY TRENDS

By 2028, Gartner forecasts that **60% of B2B seller tasks** will be handled through conversational user interfaces powered by generative artificial intelligence, a significant leap from the current level of less than **5%. GenAI** is poised to transform how sales organizations capture, comprehend, and leverage intricate data signals.

"Sales operations leaders and their technology teams must prepare for the convergence of new forms of artificial intelligence, dynamic process automation, and reinvented deal-planning activities that will transform the sales function," said Adnan Zijadic, director analyst in the Gartner Sales Practice.

Before the advent of generative AI, sellers had to sift through disparate data sources to inform their strategies and messaging. Generative AI is set to empower sales leaders, streamlining these processes and saving valuable seller hours.

The synergy between sales force automation (SFA) data and generative AI prompt engineering will facilitate the evolution of dynamic process automation. This advancement enables leaders to make real-time adjustments to market strategies, leveraging AI to combine compelling buyer data and creativity for automated, high-quality content production.

Gartner further anticipates that within the next two years, 30% of outbound messages from large organizations will be synthetically generated. Moreover, AI is expected to drive impactful process automation across various platforms, including mobile and smart devices, desktops, and bots. Conversational experiences are predicted to play a role in executing up to 14% of sales planning, 15% of customer meeting preparation, and 14% of deal negotiation.

Read More

TIPS & TRICKS

Email marketing for small & medium size businesses: Strategy and tips!

Email marketing is a vital tool for small and medium-sized businesses (SMEs), with a staggering **73% of SME marketers** recognizing its significance in attracting new clients. What's truly remarkable is that, despite the challenges, SMEs are achieving an average email opening rate of **19.32%.**

This statistic underscores the potential for success in email marketing for SMEs. In this blog, we aim to guide SMEs on how to boost their web engagement and conversions through effective email marketing strategies. We will provide you with a winning email marketing strategy tailored to SMEs and offer valuable tips to propel your business to new heights.

Explore the 5-Step Guide to utilize the Power of Email Marketing for Small and Medium Enterprises (SMEs)

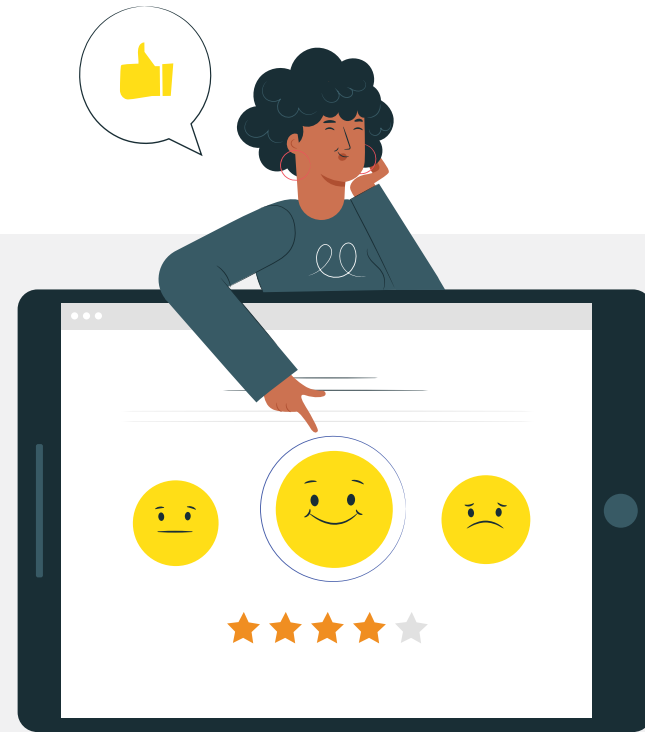**Read More**

A DEEP DIVE INTO CUSTOMER ENGAGEMENT

Are you ready to supercharge your sales game? Discover the secrets to unlocking your team's full potential with Sales Tracking Software. In this content, we'll unveil expert tips and tricks to help you streamline your sales processes, maximize productivity, and drive revenue growth. Stay ahead of the competition – harness the power of data-driven decisions, automation, and real-time insights.

Your success story starts here!

YOUR FEEDBACK MATTERS

At SalezShark, we truly value your feedback as it plays an integral role in shaping our services to meet your needs and expectations. Your input guides our continuous improvement efforts, ensuring that we provide you with the best possible experience. We encourage you to share your thoughts, suggestions, and experiences with us, as they serve as the compass that directs our commitment to excellence. Thank you for being an essential part of our journey, and we look forward to hearing from you.

SALEZSHARK

SalezShark Inc.

SalezShark Software India Pvt. LTD.

U.S.A.: 696 Miller Ave, Great Falls, VA 22066

India: 105, First Floor, Chiranjiv Tower, Nehru Place, Delhi - 110019

🌐 : www.salezshark.com   ✉ : contact@salezshark.com   🇺🇸 +1-214-560-0877   🇮🇳 +91-901-573-1800