



A S A L E S V E L O C I T Y T O O L

The Selling-Time Tax Audit

A three-layer audit for every tool in your sales stack.

SALES LEADERSHIP SOLUTIONS / SERIES

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T H E I N S I G H T

Your sales tech stack isn't productivity. It's a tax on selling time.

The best sales producers aren't the ones with the biggest tool belts. They're the ones running light. AI hasn't made the stack bigger — it's made the right stack smaller.

50%

Projected growth in sales enablement budgets
through 2027.

GARTNER

28–34%

Of a producer's week actually spent selling. Barely
moved in 5 years.

INDUSTRY DATA

50%

Of sellers report being overwhelmed by their tech
platforms.

GARTNER CSO 2026

Three layers. One verdict per tool.

Run this audit for every tool in your stack, every quarter.

01 TIME COST

Minutes lost per week.

How many minutes per producer per week does this tool actually consume? Logins, data entry, context switching, dashboard checks, retraining.

Time-track shadowing. Don't self-report.

02 VELOCITY VALUE

Days shaved per deal.

How much faster are deals closing because of this tool? If you can't answer in days saved, the tool is producing visibility — not velocity.

Dashboards aren't outcomes.

03 VERDICT

Kill, keep, or consolidate.

Kill if velocity ROI is under 2x. Keep if producers can name the velocity outcome. Consolidate if function collapses into an AI orchestration skill.

"Kill" is the default.

T H E K E Y S T O N E Q U E S T I O N

“If this tool disappeared tomorrow,
would deal velocity slow down —
or speed up?”

Ask before every renewal. The honest answer is the audit.

If the producer hesitates, you've found a kill candidate.

Run light. Win on velocity.

What to cut from the playbook — and what to put in its place.

S T O P D O I N G

- Buying tools without a time-cost audit.
- Renewing tools you can't measure on velocity.
- Counting dashboards as productivity gains.
- Treating “more tools” as progress.

S T A R T D O I N G

- Auditing every tool quarterly against revenue-per-minute.
- Building one AI orchestration skill per workflow.
- Setting “kill” as the default. Justify keeping, not cutting.
- Measuring velocity in days saved — not activity logged.



K E E P G O I N G

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