



SALESDRIVER FIELD GUIDE #02

The 30-Minute Sales Stack Audit

Find tool overlap, hidden seat tax, duplicate data spend and human middleware.

Do this before renewing another subscription. The objective is to identify what your stack actually does, what your team actually uses, and where consolidation creates leverage.

Use this guide to:

- Expose duplicate capabilities.
- Calculate real cost per active seller.
- Separate software problems from workflow problems.

Built for operators, sales leaders and reps who want fewer disconnected tools and better buyer context.

New \$99 SalesDriver Platform: B2B data, CRM, email + LinkedIn outreach, email verification, company visitor identification, personalized landing pages at scale, AI, automation and 100+ mini tools.

Minute 0-5: inventory the jobs

Do not begin with vendor names. Begin with jobs. A tool is only useful because of the job it performs.

- Find companies and contacts
- Verify contact data
- Research accounts
- Identify visitor or intent signals
- Run email outreach
- Run LinkedIn outreach
- Manage CRM and pipeline
- Create account-specific experiences
- Generate sales content
- Automate tasks and workflows
- Report performance
- Handle small utility tasks that push reps into extra tabs

Write every paid tool beside one or more jobs. If several products occupy the same row, mark the overlap.

Minute 5-15: score every tool

Tool	Monthly cost	Active users	Core job	Weekly use?	Overlap 0-2	Switching cost 0-2	Keep?

Scoring shorthand

- Overlap: 0 = unique job, 1 = partial overlap, 2 = another tool can already do most of it.
- Switching cost: 0 = easy to replace, 1 = some workflow change, 2 = deeply embedded or contract/data migration risk.

Minute 15-20: calculate the taxes nobody budgets

Metric	Formula	Why it matters
Software cost per seller	Total monthly sales software / active sellers	Shows the stack cost more clearly than vendor-by-vendor pricing.
Seat tax	Sum of tools priced per user that do not become more valuable with more users	Exposes pricing that scales faster than the actual work.
Duplicate data tax	Spend on multiple vendors describing the same companies/people	Often hidden because each provider calls the data something different.

Metric	Formula	Why it matters
Human middleware tax	Rep hours spent moving/reconciling data × loaded hourly cost	This is often larger than the software bill.
Unused feature tax	Cost allocated to features nobody uses	A “platform” is expensive if the team only uses 15% of it.

Minute 20-25: run the five-tool test

Pick one target account and answer: Who are they? Why now? Who matters? What happened before? What should happen next? Count how many applications you must open.

Apps opened	Interpretation
1-2	Coherent workflow
3-5	Integration debt
6+	The rep is acting as human middleware

Minute 25-30: decide what to keep, consolidate or kill

Decision	Use when	Rule
KEEP	Unique capability, high usage, high switching cost	Keep because it creates real leverage, not because renewal is easier than thinking.
CONSOLIDATE	Capability exists elsewhere and switching cost is manageable	Prefer one operating surface when context matters.
KILL	Low usage, duplicate value, weak adoption	Do not “optimize” a tool the team does not need.
DELAY	Interesting feature, unclear business case	Do not turn curiosity into another subscription.

The replacement question

If you rebuilt the stack today with no sunk costs, which products would you buy again? That answer is often more useful than another vendor comparison.

SalesDriver lens

The new \$99 SalesDriver Platform is designed to consolidate common sales jobs around shared context: B2B data, CRM, email and LinkedIn outreach, email verification, company visitor identification, personalized landing pages at scale, AI, automation and 100+ mini tools. It will not replace every specialized product. The audit tells you which ones actually deserve to stay.