# Not Using a Sales Stack? Your Competitors Are. What Is It, and Why Do You Need One?



Opinions expressed by *Entrepreneur* contributors are their own.

The days when salespeople would rely on a Rolodex and a phone are long gone. In today's tech-driven world, the most effective sales teams rely heavily on a variety of sales software that streamlines their work and helps them engage more effectively with prospects and leads.

In the broadest sense, the sales stack refers to all sales software that a company might use as part of its operations. But to build out a sales stack that truly drives results, a deeper understanding is needed.

https://www.entrepreneur.com/article/432334