

10 Advantages of a Mobile Sales Team

Why the sales team of the future is mobile

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Work is no longer about where you are. Work is now defined by the tools you use, wherever you are.

The digital revolution has dramatically transformed what the typical sales force looks like. Rows of cubicles filled with reps working their way down call sheets are long-gone, replaced by a mobile, connected, and empowered sales team who carry their entire business in the palm of their hands. Through mobile

devices, we are now more connected than at any other time in history. Connected to our peers, our co-workers, and our business. Smart companies are leveraging this connectivity to create hyper-efficient, ultra-effective mobile workforces. But what do these sales teams actually look like? Let's take a look.

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#1 Increase Sales

Let's start with the most important advantage of a mobile salesforce: they close more deals. A recent study by Innoppl Technologies found that 65% of salespeople who work at companies that have adopted a mobile CRM platform have achieved their sales quotas as opposed to only 22% of reps from companies that have not yet adopted a mobile CRM platform. That's nearly three times more sales success!

Having all the information to close a deal readily available will ensure salespeople don't waste valuable time looking for contacts or trying to find notes from their last conversation. This efficiency frees salespeople to spend more time on activities that matter, like contacting leads, uncovering new opportunities, and ultimately closing more deals.

Everything at your fingertips

What does a mobile sales team have access to through their mobile CRM platform?

▶ Lead Records

Access your entire database of prospects on the go, including all the details and information already available in your database.

▶ Activity Tracking

Always be in the loop with your prospects with easy access to their most recent activity and real-time alerts for customer queries or purchasing behavior.

▶ Analytics

Understand exactly how you are performing with a comprehensive view of your key metrics and get immediate, tailored feedback from your manager.



#2 Shorten the Sales Cycle

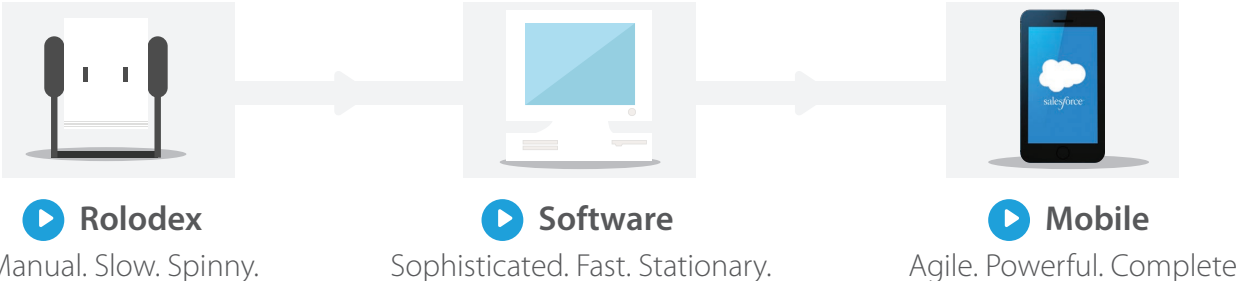
As we mentioned before, mobile allows sales teams to streamline once tedious and time consuming operations, which creates more time to focus on activities that move prospects through the sales funnel and create revenue. This means more time to contact deals that are already in the pipeline and more time to spend prospecting and uncovering new opportunities.

The flexibility of a mobile CRM platform also allows companies to customize the platform for their specific sales cycle. Customization can help provide sales reps with the information they need at the right time for their companies sales cycle. Where one company may benefit from having product inventory available at a glance, another might depend on having the most up-to-date pricing information with them at all times. A mobile workforce can tailor their experience to maximize productivity and drive results.



Evolution of CRM technology

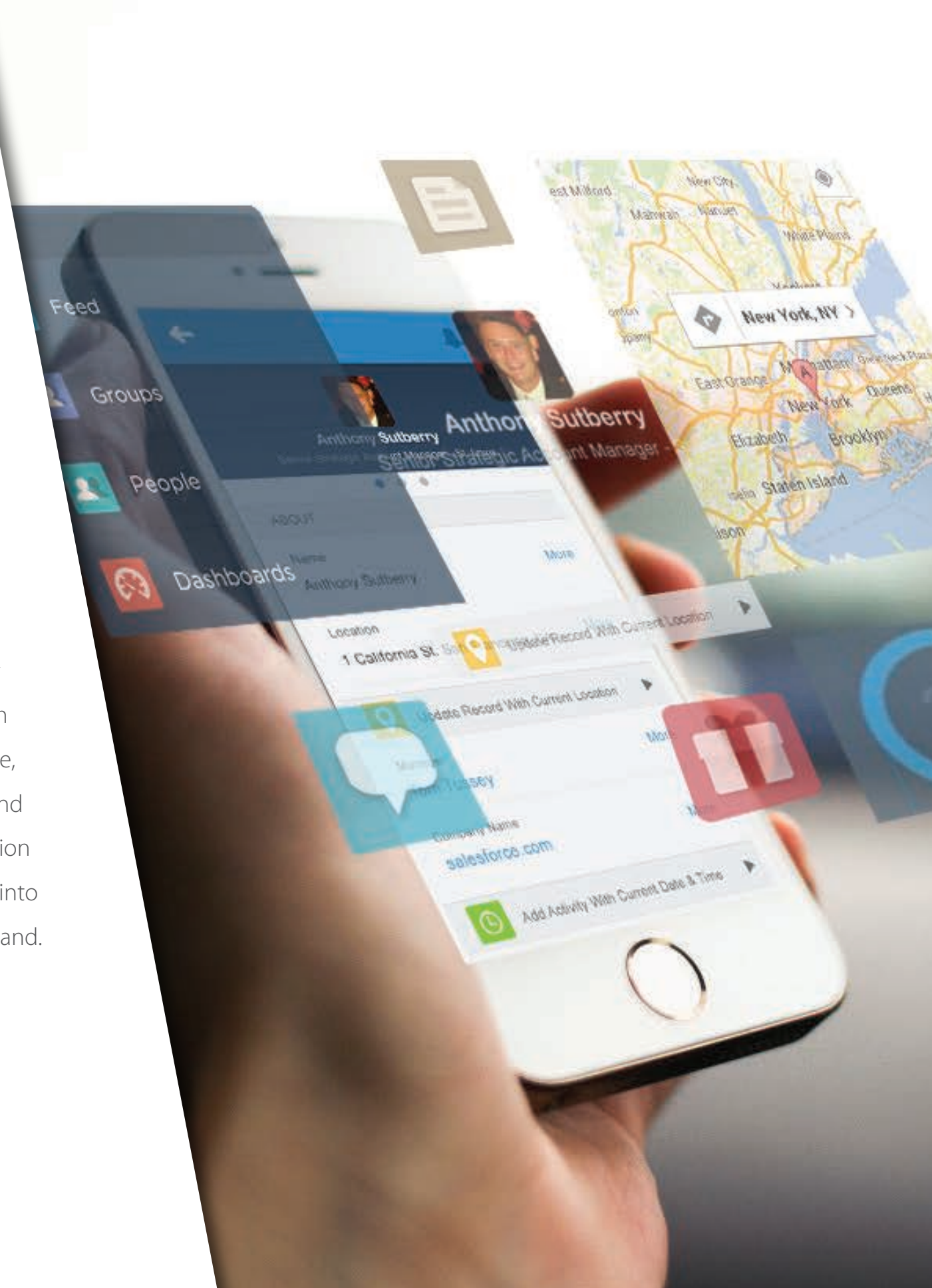
How has CRM technology progressed over time and into the age of mobile?



#3 Access Crucial Information

A mobile workforce is able to access all the important and relevant information they may need for a meeting, right in the moment. Whether you are looking for a refresher on your prospect's most recent account activity or purchase history, or are looking to arm yourself with all the latest product and pricing information, a mobile CRM platform can help you do it in the moment or even on site at your next meeting. It's like having a personal assistant who is always with you, ready to brief you on all the information you need to know.

Not too long ago, being away from your computer meant you were only armed with what you were able to cram into your bag or briefcase. Now with a mobile CRM platform, you're able to access your entire database at anytime, allowing you to keep in touch with more prospects and collect new and relevant information as it comes in. Being able to update your CRM on location and in real-time turns what used to be a tedious chore at the end of the day, into simple process that ensures you always have the most current information at hand.



#4 Become Ultra Responsive

In a recent study conducted by sales performance improvement organization Huthwaite, the majority of respondents indicated that smartphones gave sales reps a competitive edge due to the speed at which they were able to respond to customer needs. By placing their email, CRM, and telephone at their fingertips, smartphones can help your sales team quickly respond to customer questions, provide immediate access to detailed customer data, and allow your mobile workforce to share pitch decks, check updates, and close deals on the go.

Consumer have higher expectations of sales reps than ever before. They want the information they need at the moment they need it. They are no longer willing to wait around for days to hear back on a question or follow-up information. More and more data is proving that in a competitive deal, the sale goes to the rep that is most responsive.



Response time matters

According to research by *Software Advice*, faster response times after a lead converts result in higher qualification rates

Fastest Respondents

30% of leads that get the fastest response become opportunities.

Slowest Respondents

12% of leads that are followed up with slowly become opportunities.



Submit Paperwork on the Go

Often times, the most tedious part of any sale is the most important: the paperwork. Getting an order finalized and submitted often requires time consuming back and forth with a client, and requires the sales rep to take valuable time out of their day to push the paperwork through. For salespeople who are on the road or attend multiple meetings, this can delay to process until they are back in the office.

A mobile sales team is able to keep all their information organized and even submit deals on the go, as soon as they are agreed to by a customer. The days of endless faxing back and forth are disappearing quickly and faster processing of orders translates to shorter delivery or onboarding times and more satisfied customers.

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#6 Improve Insights

The amount of data available on a sales lead has grown tremendously in the past few years. A prospect is no longer just a name and a phone number on a card in your Rolodex. They are a collection of online tracking data, social profiles, company information, account history, and much more. All this data provides sales reps with an exciting opportunity to provide a more personalized sales process than ever before. However, all that data does little good if you are unable to access the meaningful information that you need the most.

Mobile sales teams have robust profiles for all their prospects, compiled from dozens of sources, and distilled into one cohesive view of a prospect, with the information they need most front and center.

Mobile sales teams are also able to turn this magnifying glass of data on themselves and use improved performance tracking metrics to gain a better understanding of their sales performance and allow senior managers to provide valuable coaching in real-time, not just once or twice a quarter.

How Mobile Provides Insight

1 Lead Records

All the information about your prospects is conveniently stored in one place and can be accessed on the go.

3 Notifications

Never miss an important moment with real-time alerts for the most important prospect activities.

2 Performance Metrics

Advance analytics in the palm of your hands means you'll have more information than ever before on how you are performing.

4 Better Coaching

More performance data also means your manager will be able to offer timely, tailored coaching.



#7 Streamline Operations

All too often, the daily tasks and responsibilities of a sales team are spread out over a wide range of tools and platforms. This can make the daily workflow of a salesperson a daily headache. A mobile CRM platform provides the right tools to accomplish all of a salesperson's task in one place, and make life just a little bit easier.

A complete contact list allows you to call up records at the swipe of a finger. Lead tracking helps you monitor a prospect through the sales cycle, so fewer leads are lost and conversions are increased. Call logging becomes automatic, recording data in case you need to go back later for review. Finally, comprehensive performance analytics and reporting tools will keep you up to date so you can make informed decisions going forward.

Simplify your workflow

▶ One Platform

The problem many salespeople face every day, is the array of unconnected tools they need to use to accomplish their daily tasks. Switching between these tools wastes valuable time that could be spent selling. A mobile CRM platform brings all these tasks into one central interface.

▶ Automated tasks

A mobile CRM platform can use context to automate tasks that would otherwise be manual for salespeople. Automatically tag accounts with your location if you are on site or have your calls automatically logged for reference in the future.



#8 Enable Collaboration

Assuming you will have multiple team members handling customer engagement and working deals, a mobile CRM platform is the perfect platform to allow your team to collaborate. Salespeople can use the mobile platform to ask questions, give advice, request resources, and give updates. These interactions bring your team closer together and make them more efficient.

This collaboration allows your reps to tap into their team and network for advice, information, and expertise on the fly. The sales rep of the future is no longer a lone wolf. Modern sales teams are more collaborative, with a team atmosphere that allows them to leverage their collective knowledge to outperform salespeople that are less connected.

Why sales is easier as a team

The age of the lone wolf salesperson is over. Let's take a look at how a collaborative sales team trumps flying solo every time.

▶ Solo Selling

A single sales rep is limited to their own instincts and resources. While an experienced sales rep can use their instincts to close deals on occasion, they have no safety net to fall back on if they need more information or lack expertise in a certain area.

▶ Team Selling

With internal social networks, collaborative teams can easily aggregate skills, insight, and expertise to close more deals and identify new opportunities. This type of collaboration can increase cross-selling, decrease sales cycle times, and bump up conversion rates.



#9 All Your Files on-the-go

Mobile CRM apps allow sales reps to have access to files and pitch decks on the go. Greater flexibility to tweak presentations on the fly means a more personalized experience for the prospect. It also makes sharing files between team members fast and easy with a simple tap or swipe of a screen.

As content marketing becomes a more central part of the customer experience, reps that have access to content assets like white papers, e-books, and guides at the moment their customers need them can establish themselves as valuable resources to their prospects.

The whole office, in your pocket

What sort of files does a mobile CRM platform give you access to?

▶ Pitch Decks

Always give the most up to date presentation to your clients and even make changes to it on the go, right from your mobile device.

▶ Paperwork

The days of waiting until you are back in the office to send paperwork are over. Access contracts and order forms and even sign and process them from phone.

▶ Content

The value of e-books and white papers can be lost if they are sent in a follow up email. Access the resources your customers need, right when they need it.





Enjoy Ease of Use and Extreme Productivity.

Above all, a mobile sales team will find their daily functions easier to perform and with greater efficiency. Sales reps already have their phone in hand for hours each day. Putting your CRM at their fingertips, in a way that matches the way they want to work, eliminates much of the friction and monotony in utilizing the most important CRM features. Removing these barriers allows your sales team to fully tap into everything your CRM has to offer.

As the sales industry becomes more competitive, mobile technology will also be the key to increasing sales team productivity to peak levels. With all their must-have tools in one place, salespeople are able to save time on the most time-consuming tasks and focus their energy on the tasks that will drive real revenue.

The mobile sales teams of the future are already a reality.

Is your sales team ready to take your business mobile?

Salespeople are already mobile in their daily lives and it is only a matter of time before all sales reps begin using mobile technology to gain a competitive advantage in their business. Companies that see this shift coming and get out ahead of the curve by enabling their team to fully embrace mobile in their

sales process will reap massive rewards. With increased efficiency, streamlined workflows, and staggering productivity efficiencies, mobile sales teams will dramatically outperform their desktop counterparts. The sales team of the future is mobile. Is your sales team ready?



SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

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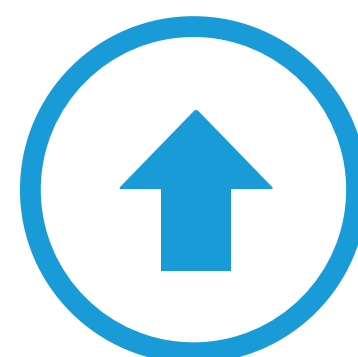
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improved
win rate



36%
increased
sales
productivity



28%
increase
in sales



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