

How to Develop an Intelligent Mobile Sales Strategy

5 ways to blaze new trails for your
mobile sales team



salesforce inbox

Table of Contents

| | |
|---------------------------------------|---|
| Introduction | 2 |
| The Mobile Business Is Here | 3 |
| 5 Tips for a Mobile Sales Team | 6 |
| How to Pick a Mobile Sales Tool | 8 |
| We Make Mobile Easy | 9 |

Gearing up your business to run on mobile is one of the smartest decisions you can make in today's digital marketplace. But if you haven't put a plan in action yet, you're quickly falling behind. Mobile usage has climbed steadily over the last few years, and the latest research shows that today's connected users already spend 65% of their digital media time on mobile devices.

That number includes both your employees and your customers. Savvy users of all stripes have

Today's connected users spend 65% of their digital media time on mobile devices.¹

discovered that mobile apps and devices are the most efficient way to get things done – and they're moving ahead with or without you. By delaying the full-on mobilization of your business, you not only put your employees at a disadvantage, you also risk losing existing and potential customers who expect nothing less than an optimal mobile experience.

Many business leaders don't realize the full impact a well-planned mobile strategy can have on their business. Some think their company is mobile, but underestimate mobile's true potential. Others want to go mobile, but aren't sure where to begin. If your company falls anywhere along this spectrum, this e-book was designed to put you on the right track to an intelligent mobile sales strategy.

¹ comScore, 2016 U.S. Cross-Platform Future in Focus, 2016

Blaze your Trail to more sales at Trailhead.

Astro and friends will guide you through everything you need to know about Salesforce. With fun, easy-to-follow trails you'll be up and running in no time.

Find your path forward at salesforce.com/trailhead



The Mobile Business Isn't Coming – It's Here

Mobile has been the buzz for years – and sometimes the hype overshadowed the substance. But now we're past the predictions and into the reality. If your business isn't fully mobile, here's what you're missing:

Consumer Culture Has Gone Mobile

The newest force shaping today's mobile culture is known as Gen C. These trendsetters are driven by connection and community at work and in their personal lives. They proactively interact with brands. They expect a customer experience that's faster, smarter, and more personal than ever before. And their technology of choice is the mobile device.

46% of smartphone owners say their smartphone is something "they couldn't live without."²

The Customer Journey Has Gone Mobile

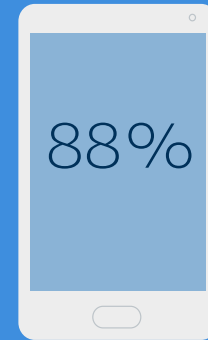
Why are smartphones growing larger? It's because they've become the new personal computer. We no longer use them only when our laptops aren't handy. Now we turn away from our laptops because the smartphone is a faster, easier way to get things done.

49% of B2B researchers who use their mobile devices for product research do so while at work.³

² Pew Research Center, 6 Facts About Americans and Their Smartphones, 2015

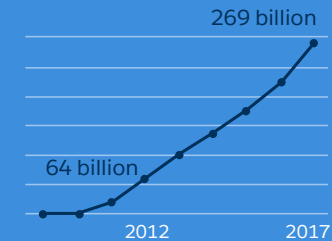
³ Google, The Changing Face of B2B Marketing, 2015

How big is the shift to mobile? Consider these eye-opening figures:



of internet-enabled technology sold in 2017 will be mobile devices.⁴

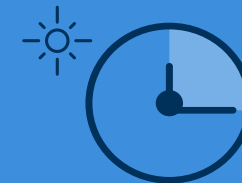
In 2017, worldwide mobile app downloads are predicted to be **269 billion**.⁵



68% of smartphone users check their phone within 15 minutes of waking up in the morning.⁶



By 2020, smartphones will account for **65%** of internet connections in the fast-developing Asia Pacific region.⁷



87% of millennials keep their smartphones at their side both day and night.⁸

⁴ Gartner, Worldwide Device Shipments to Grow 1.9 Percent in 2016, 2016

⁵ Statista, Number of Mobile App Downloads Worldwide From 2009 to 2017, 2016

⁶ Google, Google Consumer Surveys, August 2015, Smartphone Users, n=729, 2015

⁷ GSMA, The Mobile Economy: Asia Pacific 2016, 2016

⁸ Zogby Analytics, Millennial Study, 2014



As a result, both business and personal consumers are using their mobile devices throughout the entire customer journey. Half of all searches worldwide are now done on mobile devices⁹, and 71% of B2B decision-makers start their research with a generic search.¹⁰ Business and individual consumers also use their mobile devices to compare products and features, get advice, contact vendors, and more. A recent study found that B2B researchers had increased their mobile device usage by 91% across the entire purchase path within a time span of only two years.¹¹

Opportunity Has Gone Mobile

Today, 55% of email is opened on a mobile device.¹² This has important implications, not just for prospects and customers on the receiving end of your company's emails, but also for your employees who are sending and receiving email.

Did you know people reply to emails 54% faster from their phones than from their desktops?¹³ Consider that up to 50% of sales go to the vendor that responds first,¹⁴ and it becomes a no-brainer to make sure your sales reps can work straight from their inbox on their smartphones.

Remember, if a customer opens your email on a mobile device, their next move will also be on that device. That means your business isn't fully prepared unless:

- You have a mobile site where customers can learn more
- You have a mobile app that lets them make an instant purchase
- Your team is equipped with mobile solutions to respond immediately

Up to 50% of sales go to the vendor that responds first.¹⁵

⁹ Google, Building for the Next Moment, 2015

¹⁰ Google, The Changing Face of B2B Marketing, 2015

¹¹ Google, The Changing Face of B2B Marketing, 2015

¹² Litmus, February 2016 Email Market Share: Mobile Opens Climb Back to 55%, 2016

¹³ Yahoo, Evolution of Conversations in the Age of Email Overload, 2015

¹⁴ Inside Sales, Annual 2014 Lead Response Report, 2014

¹⁵ Inside Sales, Annual 2014 Lead Response Report, 2014



Mobile revenue made up over 25% of all email-generated revenue in Q4 2015, a YoY increase of 13%.¹⁸



¹⁶ Google, Google Analytics aggregated data, 2014–2015 for April 1–14, U.S., 2015

¹⁷ Yesmail, Email Marketing Compass: The Season of Mobile, 2015

¹⁸ Yesmail, Q4 2015 Email Marketing Compass, 2016



5 Ways to Help Your Sales Team Excel in a Mobile World

1. Make Sure Everyone Always Has Mobile Access

Mobile access increases sales force productivity by an average of 14.6%.¹⁹

The best tools and best sales team in the world won't do you any good unless you keep the two connected. Make certain your sales reps can access all their work, all their data, and all their customers from anywhere, on any device – at all times.

2. Use a Mobile Sales App

High performers are 2x as likely as underperformers to use or have plans to use a mobile sales app.²⁰

Nearly 60% of high-performing sales teams already use or plan to use a mobile sales app.²¹ That's because a made-for-mobile app can connect processes, streamline tasks, and integrate services in one simple and easy-to-use tool.

3. Train Sales in Mobile-First Techniques

Top performers are nearly 5x more likely to have outstanding or very good capabilities in mobile sales, wielding smartphones to dominate sales.²²

Mobile-savvy sales reps are consistent top performers because they respond quickly to customers from anywhere and can easily access the history, information, and assistance they need to get deals closed fast.

¹⁹ Nucleus Research, 2012

²⁰ Salesforce, State of Sales, 2015

²¹ Salesforce, State of Sales, 2015

²² Salesforce, State of Sales, 2015

4. Use Technology to Automate Processes

*High-performing sales teams use nearly 3x more sales tech than underperforming teams.*²³

Sales teams that use more technology outperform for one simple reason: They spend more time selling. Process-heavy manual tasks like data entry waste precious time, especially when you're on the go. Good technology automates data capture and other processes so sales reps can focus on customers.

5. Provide Amazing Mobile Service

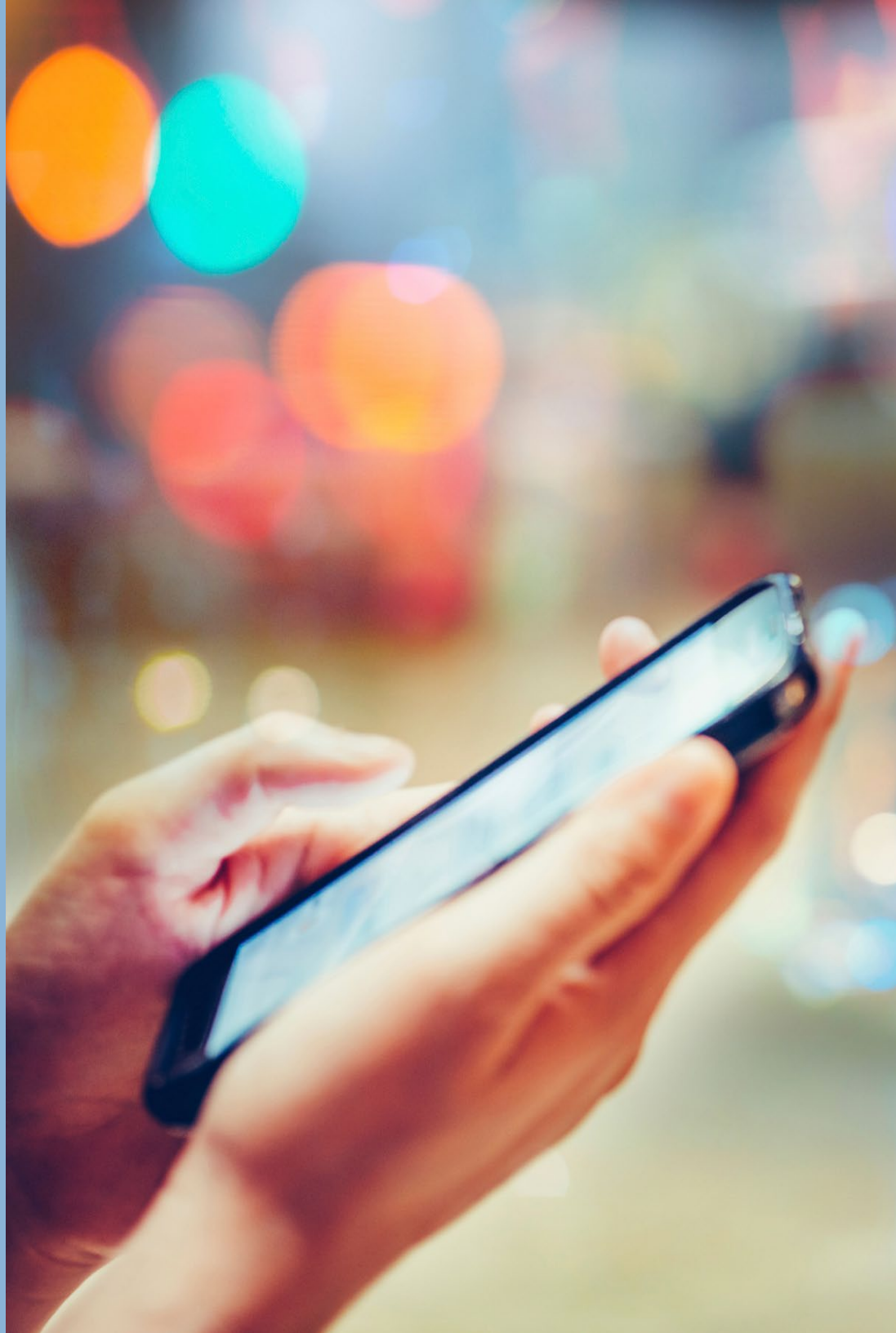
*64% of companies say improving customer service and fostering customer loyalty are the primary purposes for their mobile presence.*²⁴

A product is only as good as the service that comes with it, and many modern customers consider anything less than great mobile service a failure. To give your sales team the best shot at winning and keeping big customers, make sure they have the support of excellent mobile service behind them.



²³ Salesforce, State of Sales, 2015

²⁴ FollowAnalytics, Why Rich, Omnichannel Customer Experiences Cannot be Created Without Connecting CRM to Mobile Apps, 2015

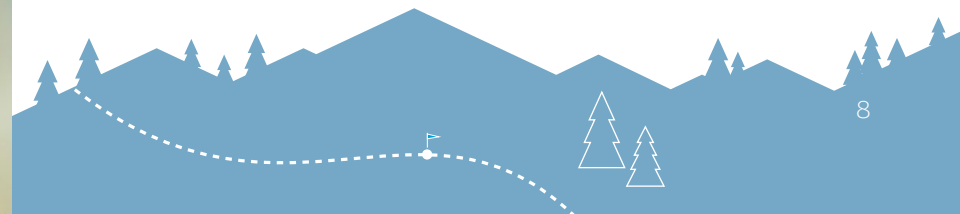


What Should You Look for in a Mobile Sales Tool?

A great mobile sales tool doesn't make you start over. Instead, it helps you do what you're already doing – only better, and from anywhere you need to be.

It should let you create opportunities on the fly without switching applications. It should let you access all your work and data from anywhere, so you can sell smarter and close faster even when you're on the go. It should make it easy to identify and keep up with your most important relationships. And it should connect easily with the other business tools you already use. In other words, it should be:

- **Automatic** – Automation saves your teams from manual processes, eliminates bad data, and improves productivity.
- **Intuitive** – You want technology that disrupts the industry, not your day-to-day operations. It should make sense as soon as you see it, and require very little training to get up and running.
- **Collaborative** – To create a great customer experience, everyone who interacts with your customers should be working together from the same up-to-date information at all times.
- **Intelligent** – Intelligent tools show you the most meaningful information in a new way that's both actionable and productive. A smart tool should feel like it's another team member helping you work more efficiently.
- **Accessible** – Your data insights should be accessible from anywhere, anytime so you can make smarter decisions and take action no matter where you're working.



We Make Mobile Easy

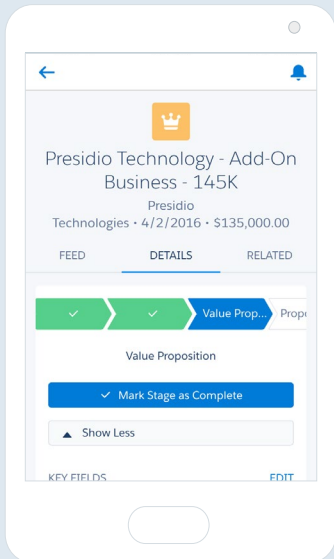
Ready to put your mobile strategy into action? Here are three solutions that can help you get started today:

Salesforce1

Connect all your apps, devices, and data

The Salesforce1 Mobile App gives you instant access to everything you need in Salesforce so you can work with ease from anywhere. Salesforce1 features powerful Salesforce apps that let you stay up to date on feeds and manage your leads, contacts, and opportunities. And Salesforce1 has incredible customization and app-building capabilities so you can work exactly how you want to.

LEARN MORE



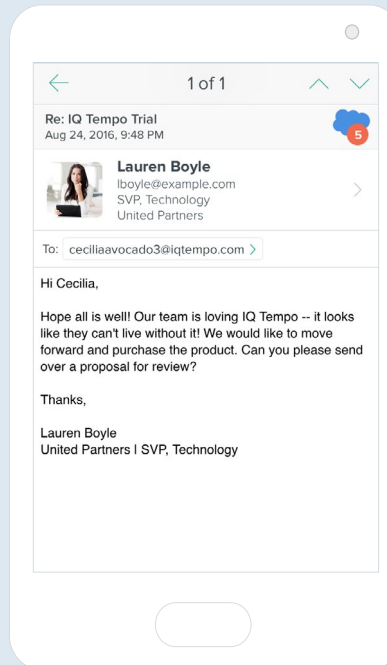
Salesforce Inbox

Supercharge sales rep productivity

Get all the information you need to sell smarter without ever leaving your inbox. Get relevant CRM data on every email to get the full context. Whether you're at your desk or on the go, intelligent notifications keep you on top of every deal. And Salesforce Inbox connects directly to the Salesforce1 Mobile App so you can dig deeper into all your CRM data or update fields on the fly.

LEARN MORE

WATCH DEMO

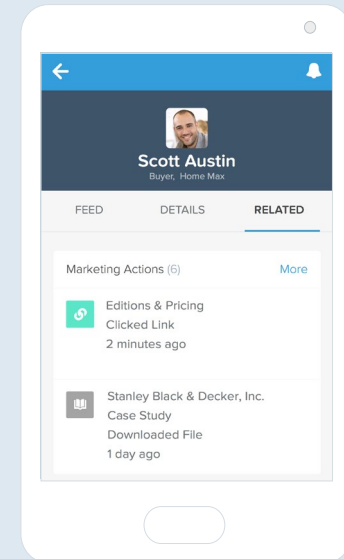


Salesforce Engage

Use marketing automation to drive sales pipeline

Salesforce Engage empowers reps to be first, be relevant, and be productive. Deploy personalized campaigns in just one click, understand prospect interactions, and get alerts on active leads. Plus, you can connect and track interactions from anywhere using Salesforce1, Salesforce CRM, or Gmail.

LEARN MORE





CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY



The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links, or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor, or professional engineer to get specific advice that applies to your specific situation.

© 2017 salesforce.com, inc. All rights reserved.