

# EVOLVE! GROW YOUR BUSINESS THROUGH COLLABORATION



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salesforce®

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## Introduction

Business owners and sales managers have a view of company goals and performance that isn't always obvious to the employees who report to them. They also have what seems like an easy task: getting people on the same team who share goals and common experiences to work together and share what they know. Seems easy, but in practice? Not so much. It's natural for people to team up and pool resources, but that instinct often fails at the office.

Business hasn't always favored collaboration. In the Stone Age office, the card file was a primary sales tool. It wasn't shareable or searchable in any meaningful way. You could be clever and use a notebook instead, but it was hardly an improvement. Traveling salespeople were even more isolated.

Collaboration is essential for small businesses because they have fewer people to do the work and fewer resources with which to do it. In a small company, failure to coordinate means pulling in every direction at once and going nowhere. Combine that with the chaos that comes from trying to use business applications that don't integrate well and business growth stalls.

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## Unite: Selling as a team and collaboration

Salespeople often seem to be working alone in a crowd because it's what they've always been expected to do. For a long time, the concept of a sales team was more like a baseball team's pitching staff: One person begins working on a project and if things don't run smoothly a reliever is brought in to clean up the first person's mess.

What if your team could share its best ideas and techniques? What if the most successful product documents were available to every member, and could be customized on the fly to suit each prospect? What if team members could call coworkers for help at a moment's notice and actually "get it" without starting over or messing up commission calculations? Cloud-enabled sales tools make all of these "what-ifs" a reality. Mom will be so proud—we've finally learned to play nice with others.

Sales managers can assign leads and territories more intelligently because they have more data to work with, and that data turns into better forecasts and more accurate commission tracking. (Try to name one thing salespeople care about more than commissions.) Show that it's accessible from home or the road just as easily as at the office, and you'll create new enthusiasm for selling (even in bunny slippers or at the beach) and a path for continued growth.

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## The open team: Cross-discipline teamwork

Customer service is generally improved by bringing people together in communities, whether they are internal teams collaborating or customers helping to solve each others' problems. What you might not know is that the benefits can extend to the sales department as well. Collaboration with customer service works in several ways.

Who in your company hears about customer problems first? Customer service, that's who. Your contact center is a terrific resource for salespeople who want to close more deals by understanding what drives customer needs. Whether you have a big phone bank or just a couple of people who take the bulk of calls, service is a mine of great prospect information.

Similarly, customer service reps can do a much better job when they don't have to start from scratch. The salesperson who did the deal knows what that customer was looking for, and what other software and hardware they use. Access to the sales team makes the service team that much more effective.

And here's the best part of cross-team collaboration: It boosts your downstream sales. Few things make customers more secure than feeling like your whole company has their back. After a service ticket comes in, a call from their sales rep can do a lot to set the customer's mind at ease and let them know they're being listened to. It can also turn a service call into a sales opportunity.

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An aware salesperson is a more successful salesperson. Make sure your team connects regularly with service to hear what's going on with their customers, rather than sticking to the one-night-stand model of sales engagement. Collaboration tools make this process faster and easier, and create a usable record for the future.

## Big utility for small teams

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Much of what we've discussed is available from outdated software vendors, so why discuss the cloud?

So many reasons:

- **Cloud services keep costs down**, and you only pay for the number of seats you use.
- **All the applications work together**, so your team is more effective and doesn't suffer brain overload from working across too many applications.
- **No software means no installation**. Your team has access from anywhere, with any computer, smart phone, or tablet. This opens up huge flexibility for road warriors and managers who have offsite responsibilities, or a really spiffy home office.
- **Automatic updates and near-zero downtime**, because all the system maintenance is performed elsewhere. No more blaming it on the computer or the outsourced IT guy!

Cloud-based systems also provide access to the latest and best business solutions. Customize your system with trusted third-party apps to better meet your business needs. Sales compensation? Territory management? Mobile access? Chat and communities? Document libraries? Knowledge sharing? You name it, you can find it.

Transform your business with salesforce.com, the cloud computing leader. Integrate with applications from the AppExchange marketplace, and put exactly the right tools in your team's hands. Now you've got the same capabilities as multinational corporations and the fastest-growing small businesses in the world. Ditch the card file.

Customize your system with trusted third-party apps to better meet your business needs.

If you're not sure where to start or how to put it all together, check out this [Salesforce.com demo](#) to learn how to connect with customers, partners, and employees in entirely new ways. You can also [request a Salesforce.com expert contact you directly](#) to provide advice and services to help you achieve lasting success and sustainable growth of your business.

## About Salesforce.com



Salesforce.com is the world's #1 customer relationship management (CRM) company. We help businesses transform how they connect with their customers across sales, service, and marketing. Our platform allows companies to run and grow their business seamlessly from the cloud. For more information about salesforce.com (NYSE: CRM), visit [www.salesforce.com](http://www.salesforce.com) or call 1-800-NOSOFTWARE.