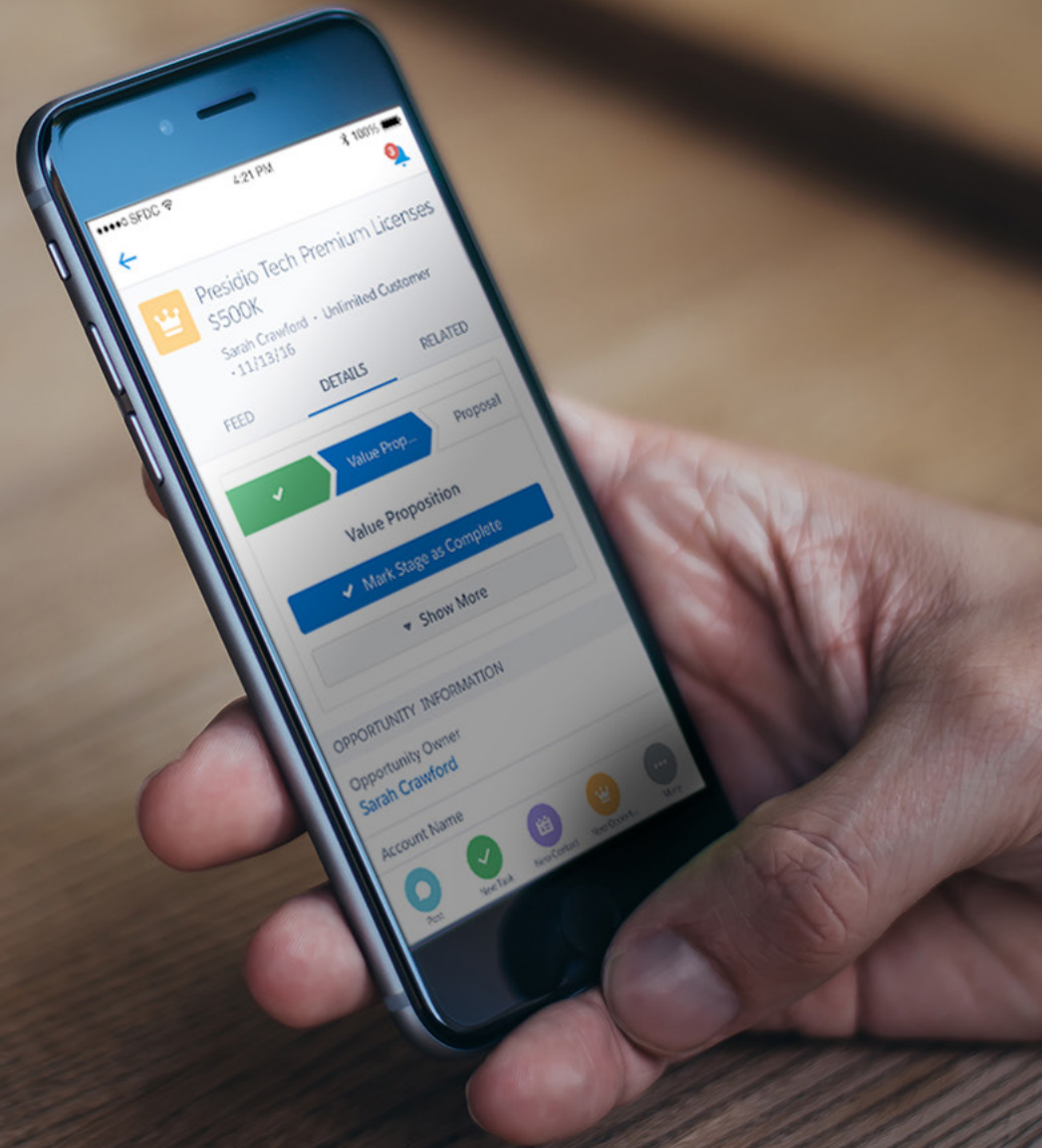


Spend More Time Selling with the Salesforce1 Mobile App



Introduction

There is no doubt that the sales profession is undergoing a massive evolution. The tactics and strategies that may have worked in the past are now immediate turn-offs for the more informed and savvy consumers of today. Building relationships is now the most effective way to bring in and close new business. Sales professionals need to focus on understanding their customer's problems, framing the value of their product or service, and spending time building trust and rapport.

Unfortunately, 68% of a sales rep's time is spent not selling.

Salespeople are struggling to close deals because too much time is spent behind desks, bogged down in manual processes, responding to emails, and a million other tasks that, although essential, take time away from selling. This is because many sales organizations don't have the right sales tool in place. The Salesforce1 Mobile App – the flagship mobile app in the Salesforce mobile app portfolio – can help sales reps get out from behind their desk to where they can be most effective: in front of the customer.

Equipping your sales team with the Salesforce1 Mobile App not only offers a degree of flexibility and efficiency for individual sales reps, but is also a proven way to boost sales, improve productivity, and increase company revenue. This e-book will show you exactly how the Salesforce1 Mobile App allows your sales team to spend more time selling and closing new business.

“The most dangerous place to make a decision is in the office. You need to make the decision where the customer is.”

–Ulrik Nehammer,
CEO, Coca-Cola Germany

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Chapter 1

Stay up to Speed

Sales is not an easy job. It takes skills to juggle dozens of accounts, manage countless meetings, and respond to dozens of follow-up emails and tasks every day.

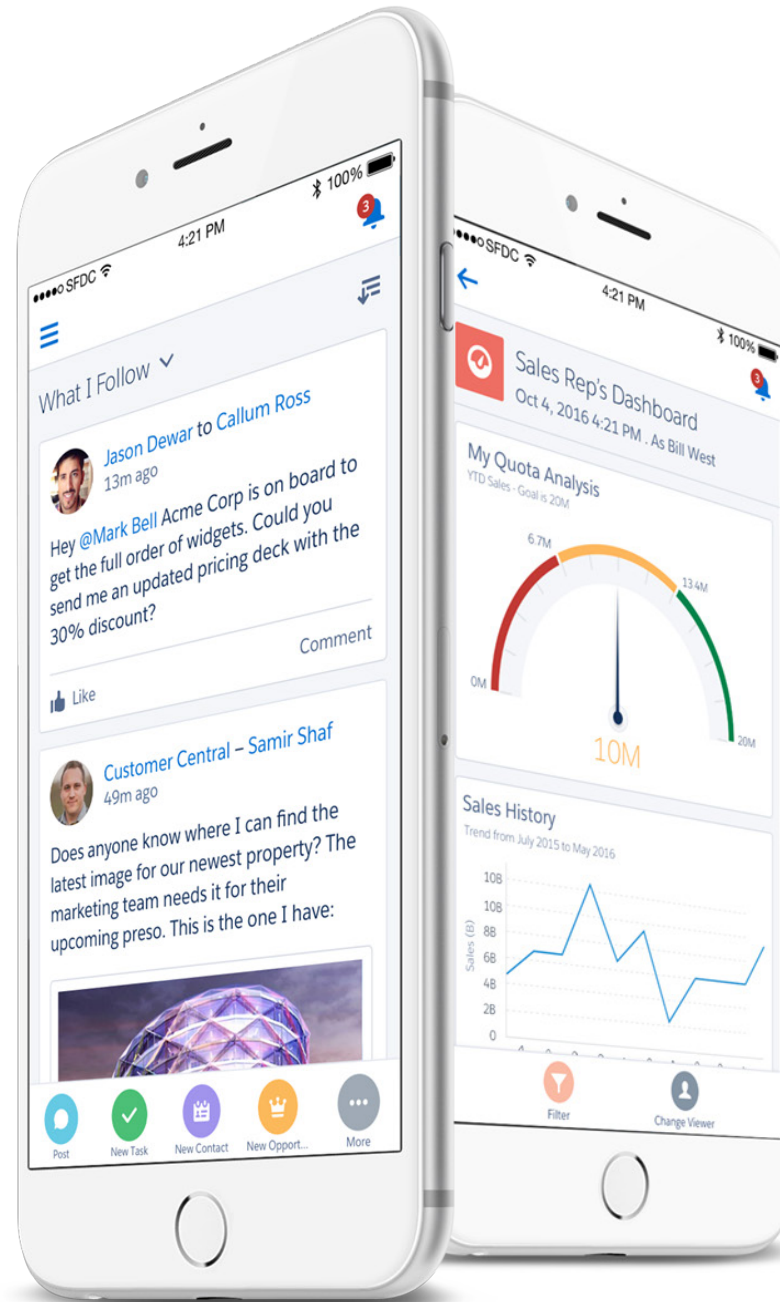
With so many appointments and responsibilities to handle, sales professionals need a way to keep everything organized so they can focus on what they were hired to do: sell.

That's where the Salesforce1 Mobile App comes in. Designed for maximum productivity, it helps you organize your days, automate repetitive tasks, and move at the speed of business. Now you can focus on what matters most: your customers.



Get the Latest Info, Instantly

The Salesforce1 Mobile App is designed feed first. This means that when you open the app, you see everything that's important to you, front and center. You see a personalized feed of posts, news items, files uploaded by your team, and real-time updates on opportunities, contacts, and accounts. Know what's happening with your people and pipeline, directly from your phone.



Pull Up Your Sales Figures

With the Salesforce1 Mobile App, get the full picture of your sales data from the palm of your hand, anywhere you need it. Drive quicker decisions with real-time dashboards for sales, service, marketing, and business performance. Or find out what the bigger story is by tapping on the dashboards and exploring the full underlying reports, records, and data. Everything is available on the go from your mobile device, wherever business takes you.



[See Salesforce1 in action ›](#)

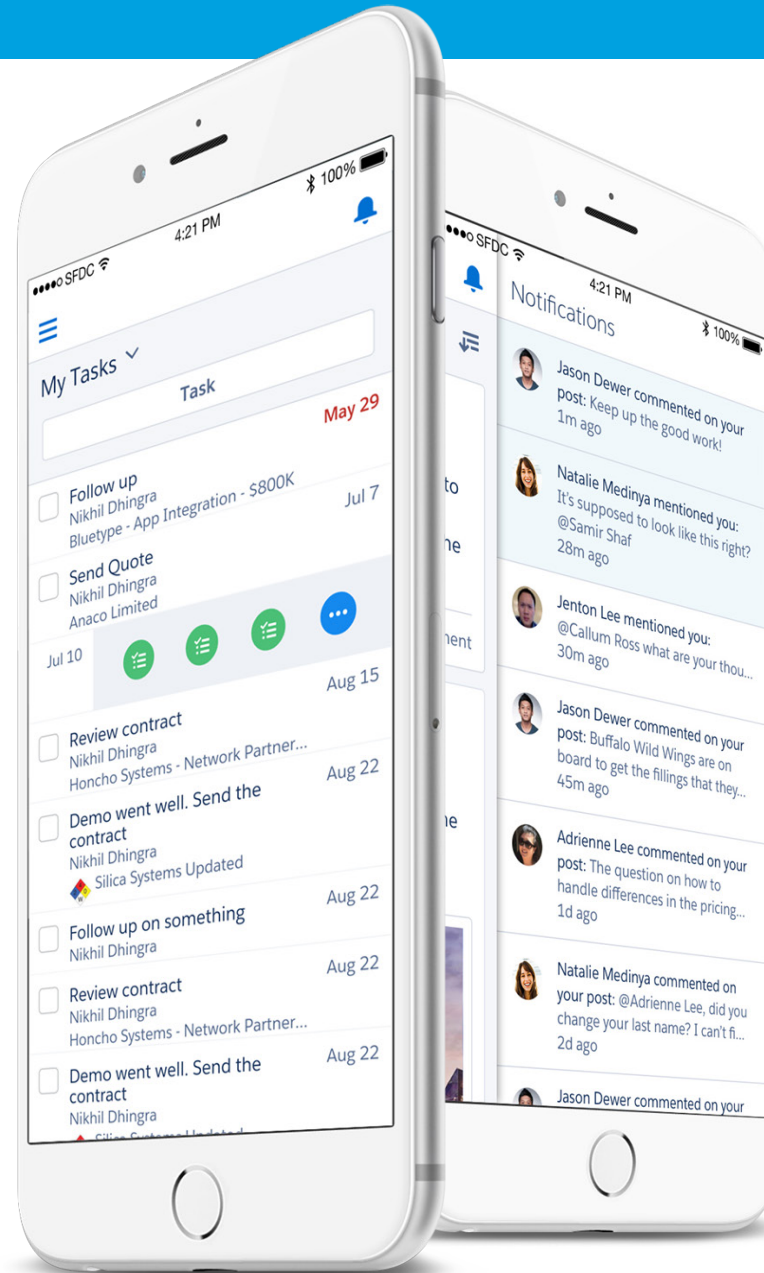
“Salesforce1 Mobile App users saw, on average, a 35% increase in sales productivity.”

Salesforce Customer Relationship Survey, 2015

Salesforce1 Mobile App users see an average 24% faster response time

Your Day Is Organized For You

The Today App in Salesforce1 provides everything you need for a productive day. It brings all relevant information into one location so you can get a complete briefing with one glance at your mobile device. From an update on your daily progress on quota to recent news alerts related to your accounts, the Today App organizes your day for you, no matter where you are. Save time with busy work so you can get back to the real work.

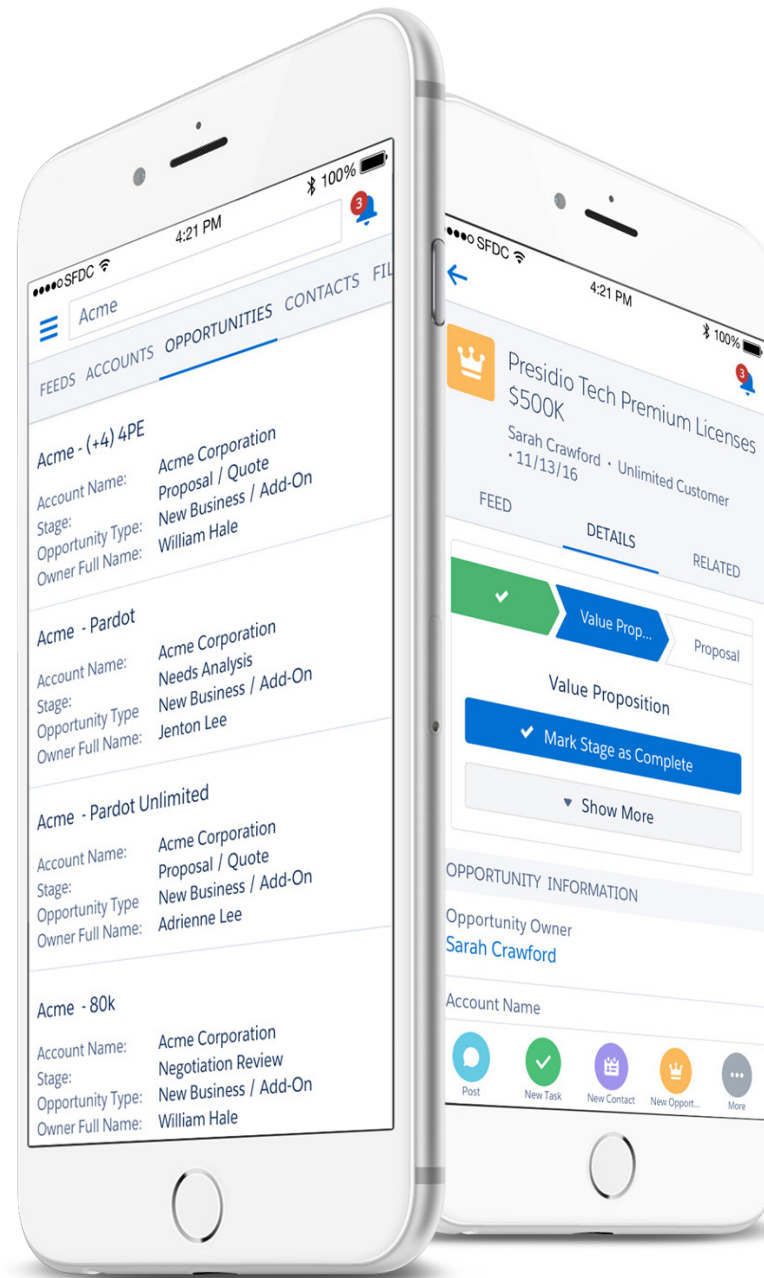


Never Miss a Message

The modern sales rep is under serious pressure to stay connected. To move deals forward, reps must be on call to receive alerts about accounts instantly. And to keep leads and customers happy, reps need to respond in minutes, not days. Salesforce1 allows you to view the most urgent posts and approval requests in one convenient location. You can view approval requests from your team, see alerts when someone mentions you, and tap directly into a record requiring your attention.

Find Everything Faster

According to recent research from IDC, 36% of the average workday is spent looking for files. Yet Salesforce1 Mobile App customers see a 29% faster time to information, yielding a major time savings. Find the data you need in seconds – even on your mobile device – when you store files in Salesforce and sources like Microsoft Office 365, SharePoint, Box, and Google Drive. Search by recently accessed or searched-for records, perform global queries across your organization, and even pin objects. Being away from your computer won't hold you back.



Close Deals Faster

Moving a deal forward is the most important part of any sales activity, but it can be hard to identify next steps. Keep your deals moving fast by quickly seeing where deals are in the sales process, understanding what's important at each stage, and getting suggestions for actions you need to take. Each stage of the buying process requires a slightly different approach.

Chapter 2

Take Action From Anywhere

To help close a deal, sales reps have many tools at the ready. CRM systems track contacts, accounts, and opportunities. To-do lists and activities help organize the million tasks a sales rep must perform. Social tools enable collaboration between teammates and departments. Software and online tools are necessary to edit pitch decks, spreadsheets, and reports. All of these tools are invaluable components of the modern sales reps arsenal.

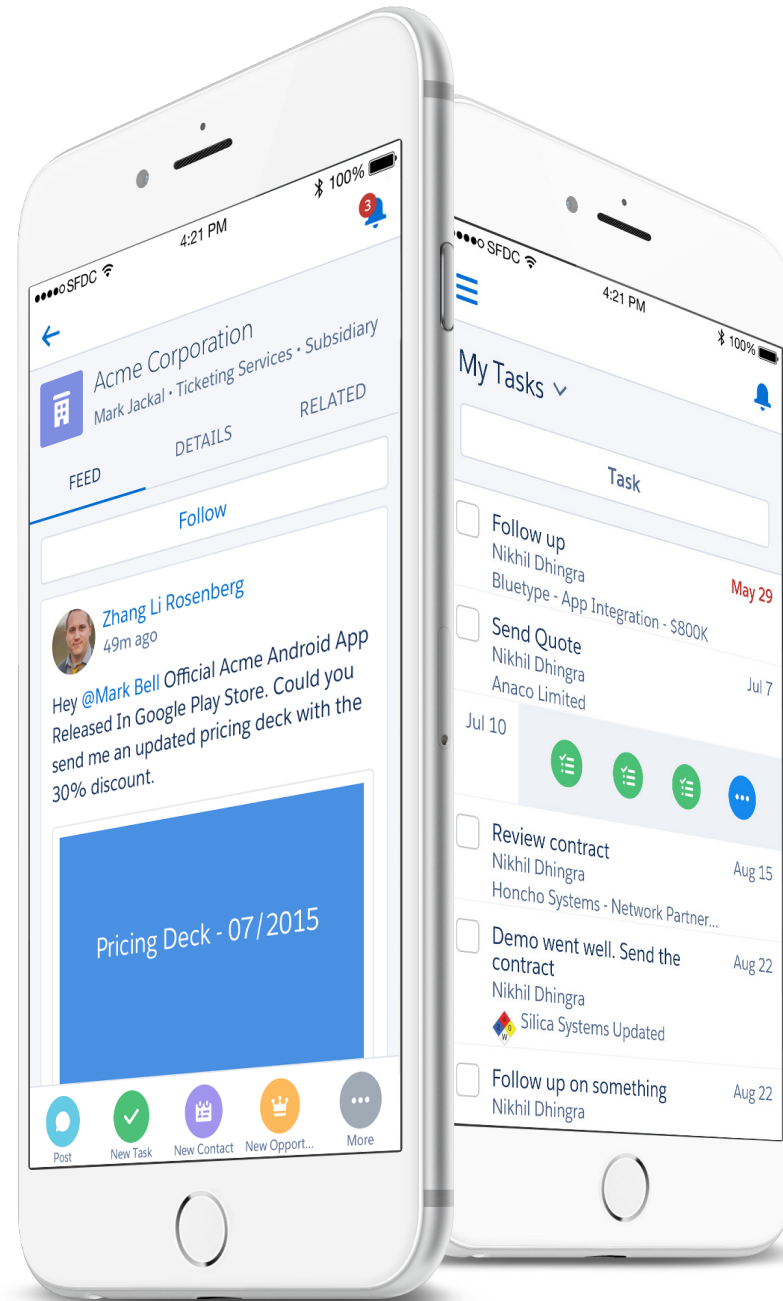
But using many different tools means that information is often stored in multiple places. In fact, according to recent IDC research, 61% of employees typically access four or more systems to get the information they need to do their jobs. And plenty of these common tools and functionalities aren't accessible via mobile, which harms productivity and can take time away from important out-of-office activities – like visiting customers – that move deals forward.

The Salesforce1 Mobile App takes care of these problems by putting all of your tools in one place. You don't need separate apps for your CRM, team collaboration, file storage, email, and more. Instead, you have it all in one place, saving you time, no matter where you are. The end result: You stay productive in every moment and close more business.



Manage Opportunities and Contacts Faster

Put your CRM to work for you. Now you can add new contacts, update opportunities, and keep customer accounts up to date, directly from your phone. No more waiting to get back to the office or scribbling down notes you'll never remember later. Update and review customer data, including contacts, opportunities, and accounts. You can even add new contacts to accounts and create new opportunities. It's your CRM tool, live and in real time, right when you need it.

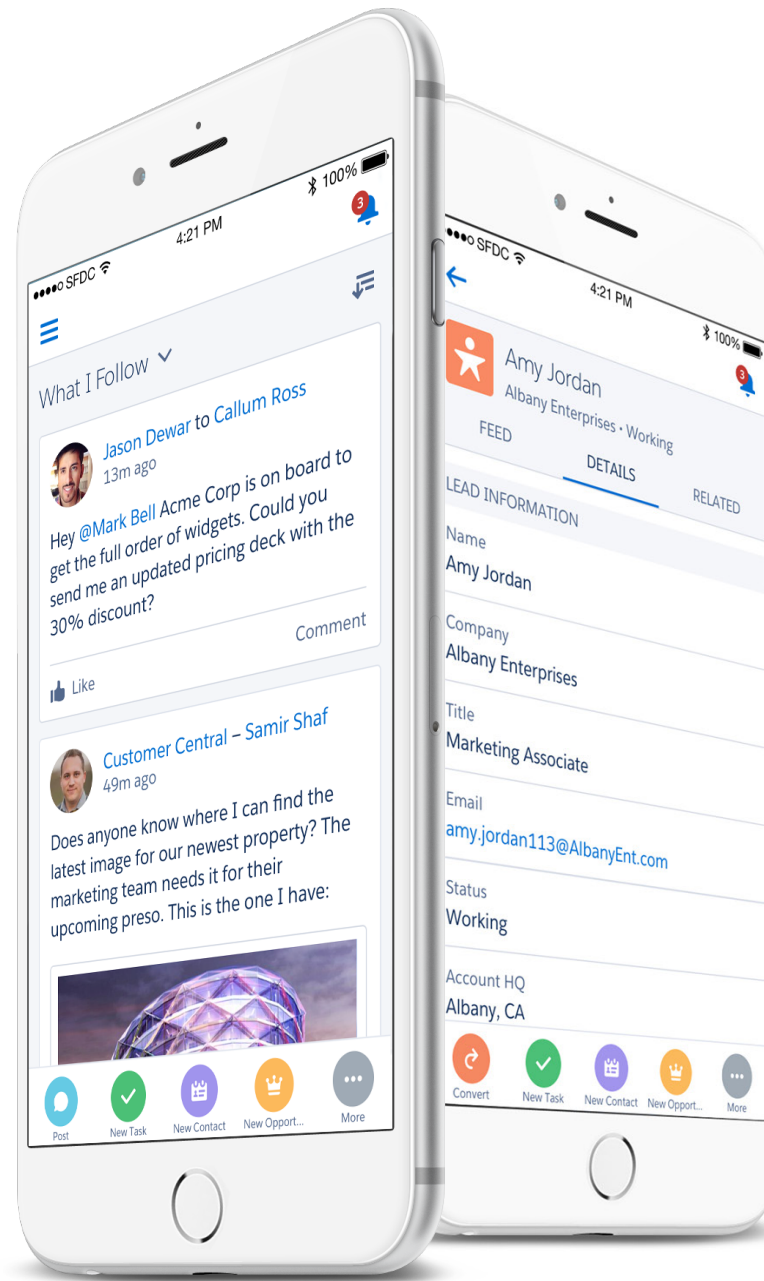


Fly Through Your To-Do List

Create, sort, review, and check off your tasks, all in one location. Prioritize and complete your tasks more easily, take action on your tasks directly from your task list, sort your task list by status, and view task details and related lists all from within the app. Never miss a thing, and never drop the ball. You'll no longer be a slave to your to-do list. You'll be an organized, highly motivated, highly effective selling machine.

Improve Success: Sell as a Team

The days of the solo sales rep are over. Team selling means more information, better decisions, and more success. The Salesforce1 Mobile App makes team selling a reality from the moment you launch the app. Access all the powerful information in Chatter – including groups, people, and files – to collaborate with colleagues and customers from within a single app. And you can do it all on the go, together like never before.



Take Control of Your Leads

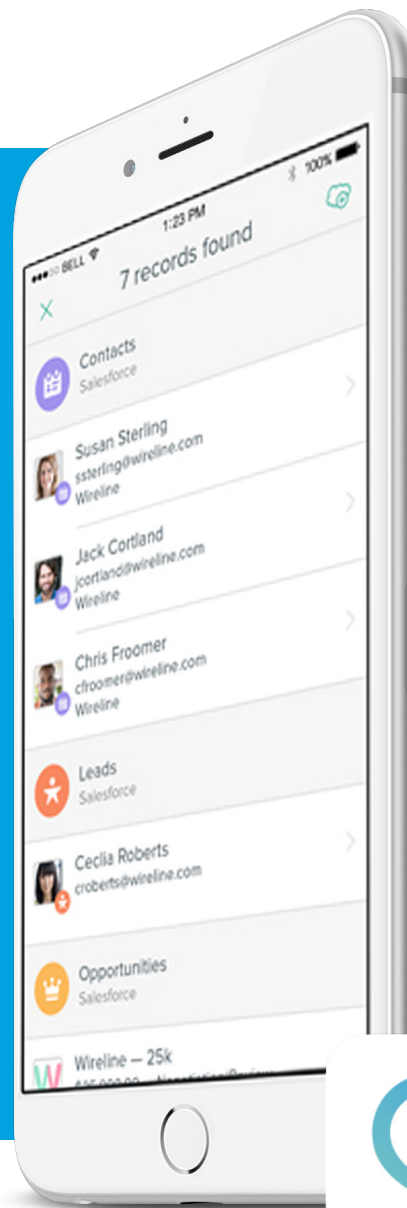
The Salesforce1 Mobile App gives you the power to manage all of your leads right from your phone. Without leaving the app, you can call a lead, add that lead to a marketing campaign, and convert leads on the fly. Your pipeline is no longer a nebulous spreadsheet you check once a month. It's a real-time and highly actionable map of your deals and where they are in the sales process. And your productivity doesn't end when there's no connectivity. You can enable caching and Offline Edit to keep working in airplane mode or on the subway.

Revolutionize Your Inbox

Here's one time-consuming activity we're all familiar with: email. The average salesperson spends almost 30 hours per week just answering emails. To close a deal, a rep needs to access her calendar, tasks, CRM data and more. Toggling between different apps and tools takes time and causes data loss.

[Salesforce Inbox](#) is the productive salesperson's solution to the inbox problem. It brings the data salespeople need right to their inbox – no more switching between apps, allowing them to close more deals with less busy work.

Since Salesforce Inbox makes it easier to log activities and track pipeline, managers have better visibility and reporting. The tool is also predictive, offering data-backed suggestions for whom sales reps should contact first, helping them stay on top of every deal.




Chapter 3

Make the App Your Own

Mobile sales tools need to make the daily functions of the sales team 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, removes any barriers and allows your sales team to fully tap into everything your CRM has to offer.

The Salesforce1 Mobile App is completely customizable, which means the App molds itself to the way you work, and not the other way around. Nearly everything about the app is customizable, from the look and feel, to the apps and actions you can take. This means your sales team can launch the mobile app and instantly feel comfortable. The app will look familiar. The actions and verbiage will be consistent with their desktop versions of their CRM. Everything about the Salesforce1 Mobile App feels like a natural extension of your existing sales process.

Let's take a closer look at the way the Salesforce1 Mobile App is designed to perfectly match your company and workflow.

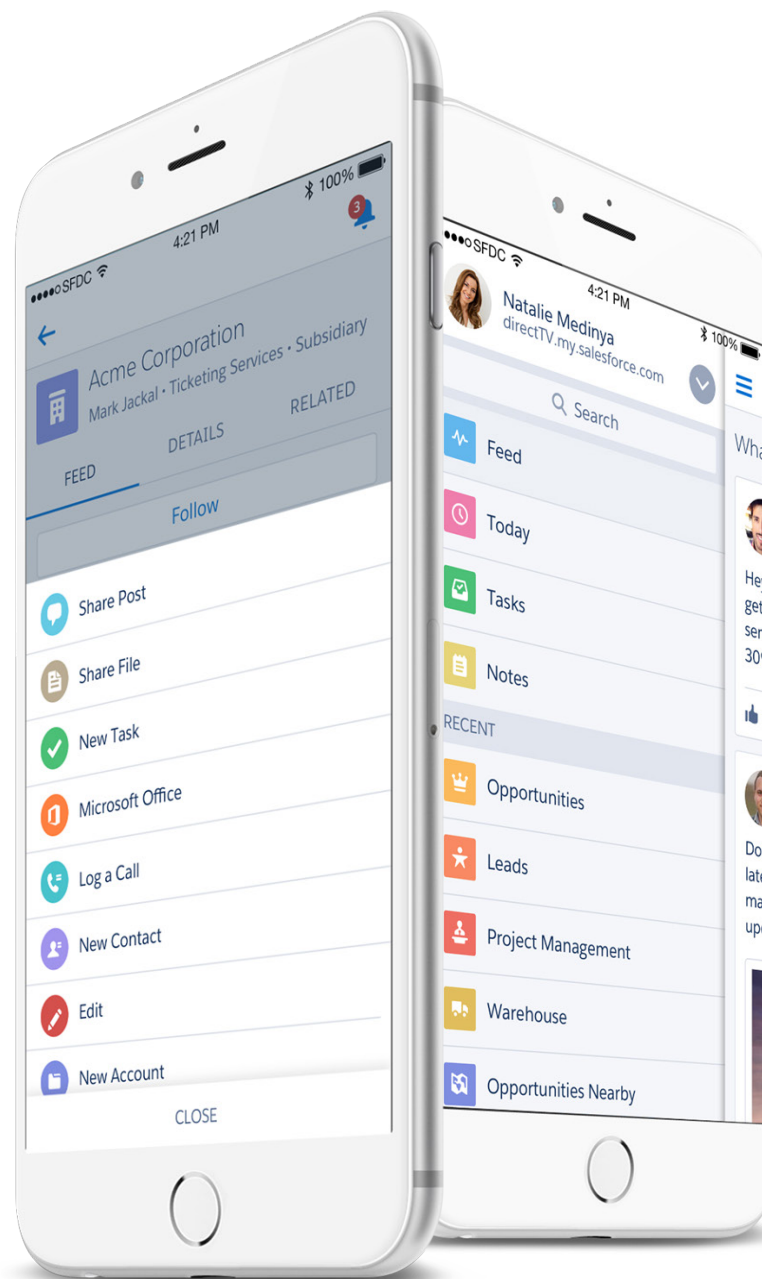
A photograph of a young man with short dark hair, wearing a dark blue sweater over a white collared shirt. He is smiling broadly and looking down at a smartphone he is holding with both hands. The background is a bright, out-of-focus office or meeting room with blue walls and a whiteboard.

*Top sales teams are
3.5x more likely than
underperforming
sales teams to have
outstanding or very
good capabilities
in mobile sales.*

**“2nd Annual State of Sales”
report, October 2016,
Salesforce Research**

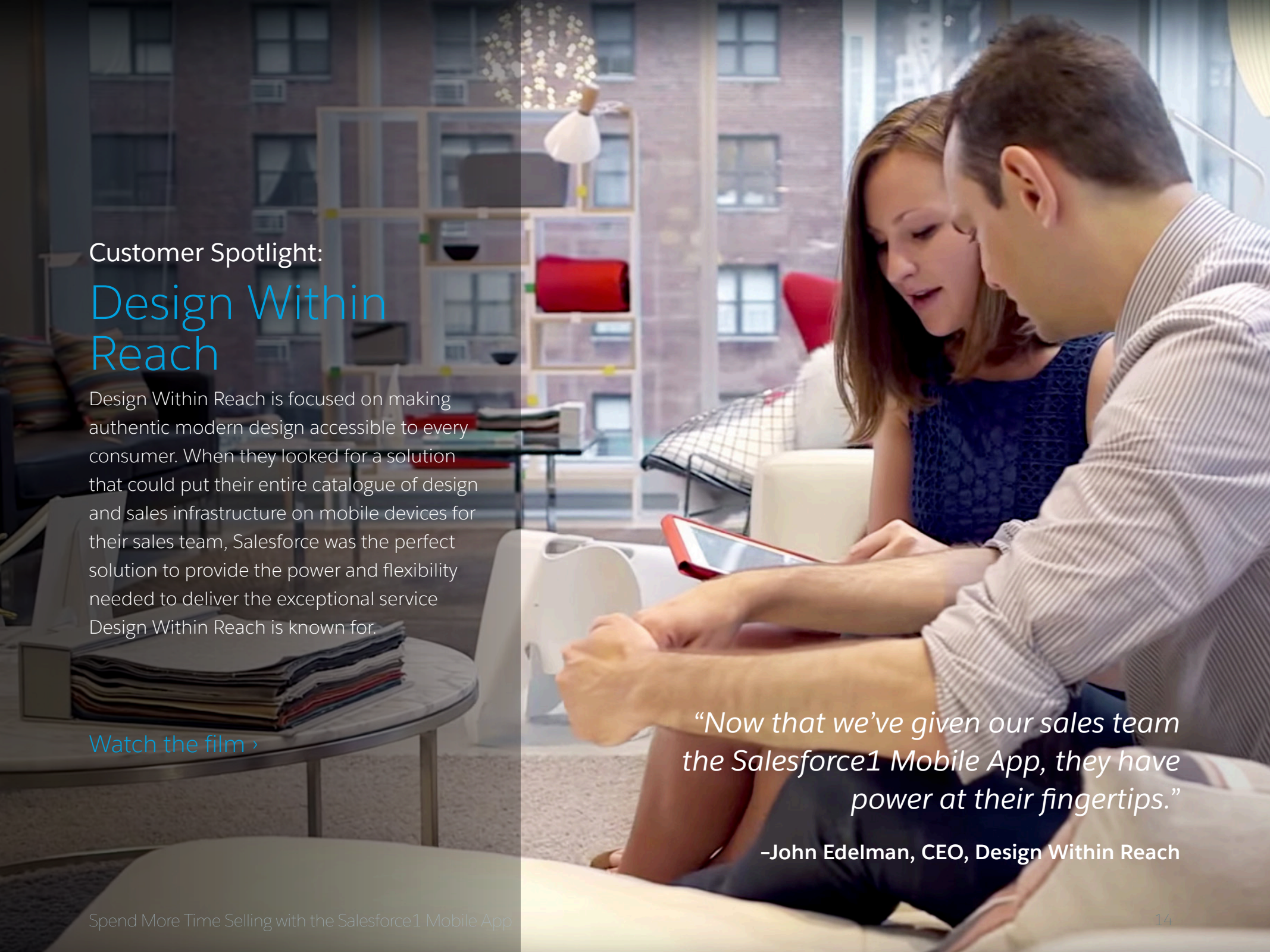
Set Up Custom Actions in a Flash

Many of the actions a sales rep takes each day can be very repetitive. That's why custom actions, shortcuts that automate many repetitive actions, have always been a tremendously popular Salesforce feature. Now you can have all the power of custom actions, directly on your phone. You can easily create custom actions based on the activities you or your users need to perform most often. Create time-saving actions in no time. Choose from a library of popular custom actions or build your own. Tailor relevant actions for different roles. Keep your most important custom actions at the top.



Create Custom Apps and Deploy Instantly

Custom actions not enough for you? How about building entire custom apps you can use directly in the Salesforce1 Mobile App? Simple drag-and-drop app builders make developing a custom app the work of minutes, not months. For example, the Salesforce IT team built and deployed a new internal app called Concierge to increase efficiency and streamline employees' experiences when it comes to IT tickets. What problems could a custom mobile app solve in your organization? Quickly automate key processes and make your sales team more efficient and more powerful, using clicks, not code.

A man and a woman are sitting on a white sofa in a modern office or living space. The man, wearing a light-colored striped shirt, is pointing at a tablet held by the woman, who is wearing a blue patterned top. They are both looking intently at the device. In the background, there is a white shelving unit with various items, a red chair, and a window with a view of a brick building. The lighting is warm and ambient.

Customer Spotlight:

Design Within Reach

Design Within Reach is focused on making authentic modern design accessible to every consumer. When they looked for a solution that could put their entire catalogue of design and sales infrastructure on mobile devices for their sales team, Salesforce was the perfect solution to provide the power and flexibility needed to deliver the exceptional service Design Within Reach is known for.

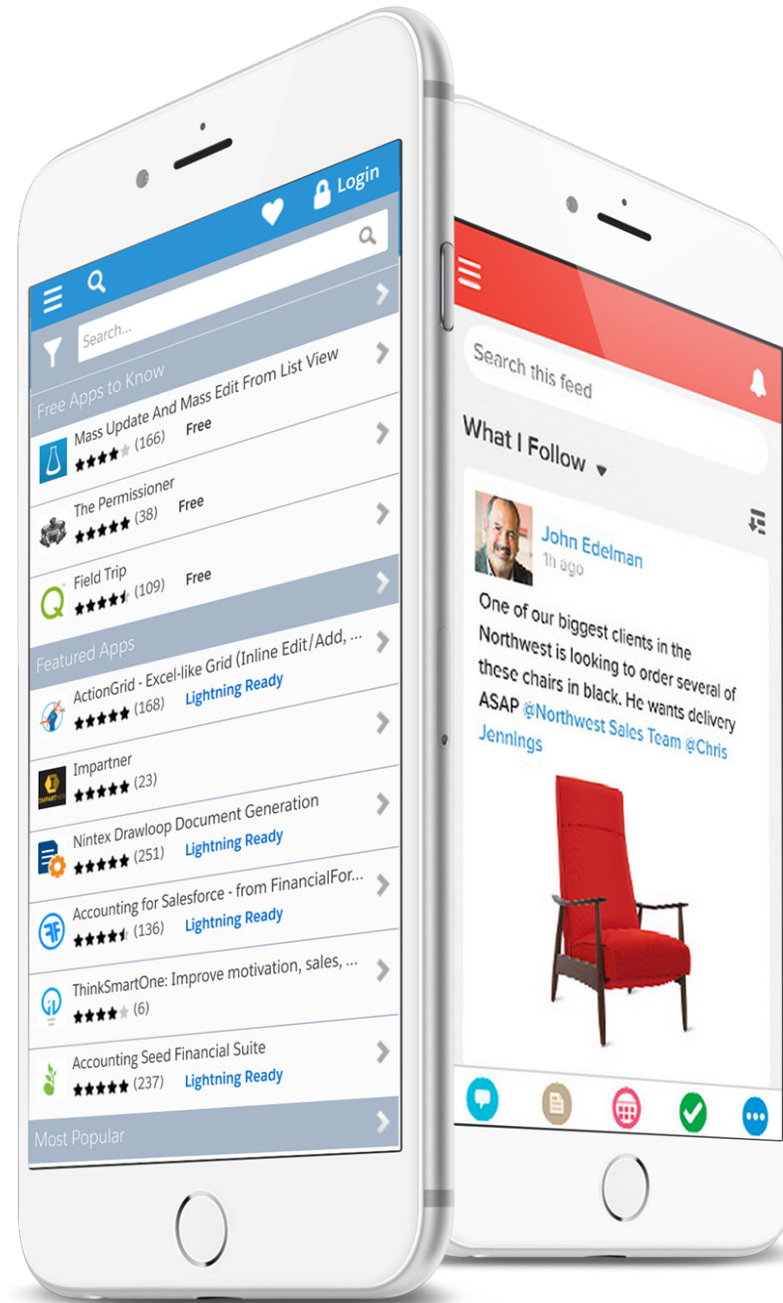
[Watch the film >](#)

“Now that we’ve given our sales team the Salesforce1 Mobile App, they have power at their fingertips.”

-John Edelman, CEO, Design Within Reach

Find the Perfect Business App

One thing that sets Salesforce apart is the Salesforce AppExchange. You can implement thousands of third-party apps with the click of a button, making the functionality and customization of Salesforce limitless. But did you know that the best of the AppExchange is available on the Salesforce1 Mobile App? Choose from hundreds of mobile apps designed to help sales reps close more deals and increase productivity – making the Salesforce1 Mobile App the ultimate sales tool.



Brand the App for Your Company

It's your app. Your company's branding. Add your brand color to the loading page, header, buttons, and search bar. The Salesforce1 Mobile App isn't just a Salesforce tool. It's your tool, and it should feel that way from the moment you launch the app.

Conclusion

Sales professionals were never meant to be hidden away behind a desk all day. For too long, sales teams have been forced to adapt their work style to the tools they use, and not the other way around. Reliance on email, social media, and other technology tools has caused a slow, but steady decline in the time sales reps actually spend selling. But not anymore.

With the Salesforce1 Mobile App, sales teams have all the tools they need to be successful, right in the palm of their hand. From updating their accounts to viewing performance dashboards, the Salesforce1 Mobile App enables sales reps to take the office with them and work the way they want. This means less time spent on administrative work and more time doing what really matters: selling.



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.

LEARN MORE

37% Improvement in win rate.

44% Increased sales productivity.

37% Increase in sales revenue.



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