

Small Business

Growth Kit



Tips and tools from the experts to chart your path to growth



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Welcome to the Small Business Growth Kit

Astro and friends will be your guides as we share the insights, tools and tips to help you on your trail to business growth.

Introduction

The trail to growth can have lots of twists and turns. But there are three things you can think about to make the trek easier: your plan, your preparation, and the tools and solutions you'll need to bring your vision to life. This kit offers guidance in all three areas. So whether you're just starting to define your destination, or you're already on your way, you'll find some helpful insights here.



Charting your path to growth

Growing your business is an uphill climb – especially without a clear understanding of where you want to go. So how do you map out your path?

As a market leader in sales tools and insights, Salesforce has experienced tremendous growth. But that growth is a product of more than what we do and sell. It comes from a plan defined by our V2MOM process. V2MOM stands for vision, values, methods, obstacles, and measures.

Those words represent the five most important questions you can ask yourself as you strive to grow:

Vision: What do you want?

Values: What's important about it?

Methods: How do you get it?

Obstacles: What might stand in the way of getting it?

Metrics: How will you know when you have it?



Vision



Values



Methods



Obstacles



Metrics

Chart your path in 4 steps:



Map your V2MOM



Socialise it and get buy-in from your team.



Have each team create its own, and then each employee.

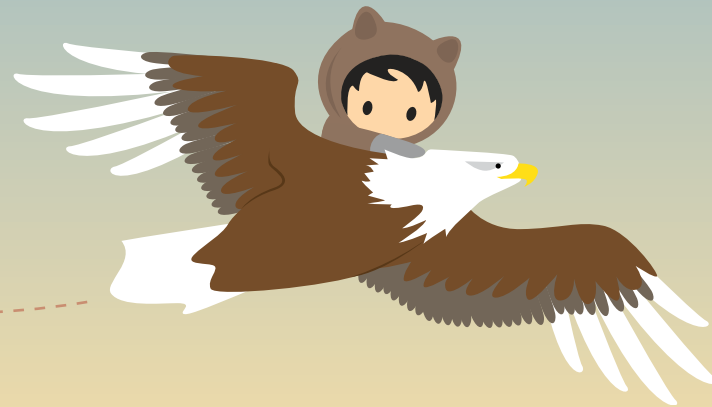


Revisit throughout the year to evaluate progress.

But there's more to the process than answering the questions. The transformative power of the process lies in sharing your answers with your team and asking your team to answer the questions, too, in the context of your answers. (*For instance, if your vision is X, their vision should complement X.*)

Then as they use their answers to perform the same process with their own teams (and so on), everyone in the company becomes aligned. That alignment is not only the key to growth, but the key to achieving just about anything.

[Learn more about V2MOMs here.](#)





“While a company is growing fast, there’s nothing more important than constant communication and complete alignment.”

– **Marc Benioff**
Chairman & CEO, [salesforce.com](https://www.salesforce.com)

Preparing for your journey

A successful sales expedition requires an effective pitch.

But a good pitch is not simply about what you have to offer. It's a framework for give and take – an adaptive model driven by the changing needs of your buyers and the challenges you can help them meet. With that in mind, here are a few tips to get your pitch on track.

1. Do your due diligence

82% of sales people are not aligned with the needs of their buyers. Set yourself apart by doing your research. Knowing your prospect's company, industry, and competitors allows you to ask the right questions and tailor your message to their specific challenges.

2. Talk to the right person

All the research and customer information in the world won't help you if you aren't in touch with the person who can approve the purchase. Leveraging sales intelligence tools or social media resources like LinkedIn can help you identify the best contacts to pursue.



3. Prepare for objections

As you're reviewing your pitch, be sure it can accommodate potential sales objections. The most common objections fall into four buckets:

Budget: "We just don't have the budget."

Authority: "I need to consult with X."

Need: "I'm happy with my current solution."

Time: "We're too busy right now."

Be prepared to discuss each objection, ideally framing it in terms of how that objection reveals a need for your product or service. (*ie: If your product can save the customer money, that's a great counter to the lack of budget objection.*)

4. Think on your feet

Once your pitch is polished, don't cling to the script. Talk less and listen more, sharing only what appeals most to the customer. Pitches with real potential feel less like a business presentation and more like a healthy conversation about business needs.

5. Always end with agreed next steps

Every sales pitch should end with a call to action (CTA) that makes sense. Even if the customer isn't ready to complete the sale yet, be sure to keep the prospect on the journey and move forward with a follow-up meeting or a trial period.



Evaluating and optimising your tools

Many small business owners have no structured system for tracking their sales prospects and customer information. Of those that do, most rely on outdated tools, such as email (44%) and spreadsheets (41%). But fast-growing companies do things differently. While they owe their growth to everything from product innovation to improved internal processes to innovative apps, one of the things that makes the biggest difference is a CRM system, which stands for “Customer Relationship Management.”

Companies adding a CRM system have increased sales by as much as 29% and revenues by as much as 41%. While the results are extraordinary, there’s no magic in how it works. CRM simply puts all of your critical customer information in one place and allows you to view contact info, follow up via email or social media, manage tasks, track performance, and more – all within a single application. In short, finding the right CRM can translate to closing more deals, boosting sales, and improving forecast accuracy.

35%
of small business owners say that not having enough time in the day keeps them up at night.

Salesforce can help you reach your next peak, with smart sales and service automation that gives you back the time you’ve been losing.



Is it time for you to invest in CRM?

We've found six leading indicators that can help you answer that question, based on cases in which CRM has had the greatest impact.

1. There's no single source for information

You store your customer and order information in more than one location, such as a spreadsheet or notes stuck to your computer. This puts your sales team at a disadvantage. They lack a single view of every customer's contact info, orders, and interactions.

2. There's little or no visibility of your pipeline

You have no system that lets you see what your salespeople are doing or how your customers are connecting with employees. This makes it difficult to help your sales team succeed – and keep them accountable.

3. You create reports manually or not at all

You're not using an automated resource to produce reports and/or analytics that map your sales team's monthly progress against its quota. Because doing this by hand is tedious and painful, you're likely not doing it as much as you should, if you're doing it at all. This deprives you of invaluable insights.

4. Sales notes aren't automatically shared

You lack a shared, mobile-friendly system in which all sales people keep their notes. This means reps on the road can't share notes immediately and may forget to do so when they get home. That slows the flow of information and increases the likelihood it will be lost – especially if an employee leaves the company.

5. Every customer is treated the same

You're not able to distinguish which offers and messages are going to which targets. So the same information is going to customers and prospects in very different stages of the buying process, as well as in different industries or geographies. That means your messages are not resonating with specific needs.

6. You lack a plan to scale fast while maintaining productivity

You're not confident your current processes will accommodate that growth you're striving to achieve. So you may not be able to keep productivity high while scaling up.

How CRM improves productivity

You probably know the old saying, “there never seem to be enough hours in the day.” This is especially true in the sales world, where time is truly money. According to a study by Mavenlink, two out of five small business owners rank time as their most valuable asset, and a quarter of those would pay ~£400 for just one extra hour in the day.

Unfortunately, you can't buy more time. But you can use it more effectively and efficiently – with CRM. A CRM system optimises your sales process, which means more time to generate new prospects. A CRM system arms your sales reps with the information they need when they need it, which means it takes less time to close sales. A CRM system allows you to sell smarter and better, which means you grow your business faster.

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– Mavenlink

See how it worked for Perkbox

Chieu Cao and his team at Perkbox have built a business around helping SMEs to attract and retain talent with incentives designed to give employees the same perks they could receive at larger companies. “We’ve disrupted white-collar office culture by bringing people a brand that they can relate to – and it’s been a huge success.” explains Cao, Co-Founder and Chief Marketing Officer.

It’s been so successful, in fact, that the company’s headcount has doubled to 120 employees in just 12 months. The company works on a complex B2B2C model, with customers that include marketing managers who want to offer loyal customers something extra, as well as HR managers who want to reward their employees.

With two business streams and both businesses and consumers to engage with, Perkbox needed a systematic and segmented approach.

In early 2015, Perkbox discovered Salesforce and transformed its approach to sales and marketing. “Salesforce compliments our ethos, our focus on innovation, and our Software-as-a-Service model,” said Gautam Sahgal, Chief Operating Officer at Perkbox. “It also offers an integrated ecosystem across different business functions, giving us greater transparency and a joined up user experience.” Perkbox uses Sales Cloud, Marketing Cloud, Pardot and App Cloud solutions to manage the customer journey through from initial interest to long-term relationship.

Sahgal and his team can see how every opportunity is progressing, analyse conversion rates, and track communication touches. They can also see that sales are soaring. “Thanks to Salesforce, we’ve more than doubled monthly sales in less than a year,” said Sahgal. “And that’s from almost the same number of leads – we’re just handling them better.

As the company continues to innovate and grow, it now has a platform as big as its ambitions. “Without Salesforce, we wouldn’t be where we are today,” said Sahgal. “We can treat every one of our customers with the attention they deserve, we can maximise productivity and profitability, and we can scale easily. And that means we can help more businesses reward their hardworking employees and loyal customers.”



[Read the Perkbox Story to learn more](#)

“Without Salesforce, we wouldn’t be where we are today.”

– Chieu Cao
Co-Founder and Chief Marketing Officer, Perkbox



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Your partner in growth

Salesforce helps you find customers, win their business, and keep them happy so you can grow faster than ever. With Salesforce's out-of-the-box solutions, small businesses can easily implement cutting-edge technology and connect everything they use to run their businesses. On average, customers using Salesforce have seen a 38% increase in faster decision making, a 25% increase in revenue, and a 35% jump in customer satisfaction.

To learn more about how Salesforce can help your business, visit: salesforce.com/uk/smb
To see how easy it is to learn Salesforce, join your guide, Astro at: trailhead.salesforce.com

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