

HOW WILL MOBILITY SOLUTIONS BOOST YOUR SALES?



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MOBILITY SOLUTIONS AND IMPACT ON SALES

CHAPTER

HOW TO EFFECT MOBILE SOLUTIONS TO REVOLUTIONIZE YOUR BUSINESS

Today, enterprises are expanding support to keep pace with the changing

mobility needs of both information workers and customers. With mobility, business units can achieve increased employee responsiveness, accelerated decision-making, increased productivity and greater customer benefits.

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HOW TO USE MOBILE SOLUTIONS TO GROW YOUR BUSINESS

The evolution of online product purchase has certainly created a sense of insecurity among physically located dealer networks. Hence, enterprises indulging in online sales channel, must do all they can to help dealers with potential channel conflict to attract and retain the most reliable and growing partners' interest on top.

By providing tools such as videos and live chat, as well as products

quotes' generation apps on their mobile devices, dealers/distributors or intermediary firms can connect with potential customers on the go, recognize their needs better and tailor the products accordingly. Further, a self-service portal for dealers/distributors accessed via mobile device can slice costs and process intricacy. Enterprises have to make sure that their relationship with partners (distributors or dealers) and various channels work cohesively to deliver effective and seamless



USING ENTERPRISE MOBILITY APPLICATIONS TO BOOST SALES

By providing an interactive visual on a mobile platform, businesses can provide their clients an improved user experience. A visible representation of sales material yields more relevant conversation and improves client perception of a company's organizational abilities. A cooperative viewing of these visual demonstrates trust and creates a more unified business-to-prospect experience. Providing

business operations, potentially serving to impress prospective clients. Imagine the usefulness of an application that could determine product pricing by analyzing relevant business statistics in real-time. Combining relevant back-end information with the mobile platform is the essence of enterprise mobile.

Logistical inefficiencies often result in frustrated prospect and a lost sale. Enterprise mobile creates real-time interaction for prospects and removes "I'll get back to you"



the ability to access via other mobile platforms as smart phones means the client can obtain the discussed information at any later time. It completely changes the sales experience.

Enterprise mobile technology has the capability to improve internal busi-

ness moments, resulting in instant satisfaction for buyers and business alike.

These enterprise applications do not need to be flashy and complicated. On the contrary, they should provide their promised function in the simplest, easy-to-navigate inter-

face possible. A complicated layout is counter-intuitive and only serves to confuse and frustrate users.

Sales staff members need to be instructed on the proper time to use enterprise mobile applications with prospects. The timing of when to use these applications is just as important as their functions. Using enterprise mobility applications effectively at an irrelevant time will not produce desired results. In order to have the desired impact, enterprise mobile applications need to be used both properly and at the ideal moment.

MOBILE SALES FORCE AUTOMATION

How businesses amplify their Sales Volume Through Wireless Technology

Mobile professional are roaming far from their corporate campuses with laptops and cellular phones in tow. The increasing ubiquity of Wi-Fi hotspots and high-speed cellular networks, in part, has made these road warriors depends on real-time access to e-mail, calendars, and other cooperate information systems.

Similarly, sales force workers equipped with mobile devices such as tablets PCs and ruggedized handhelds can be found in retail stores, on constructions sites, in manufacturing plants, on service calls and everywhere else business is being done. Mobility gives them the tool they need



for order-entry, shipment tracking, and business intelligence reports. The use of mobile devices increases accuracy and eliminates redundancy, so there is no need to carry around a stack of manuals.

Firms that have mobile sales force face a lot of obstacles in terms of having to keep realigning as the market changes. Earlier, SFA apps served the basic needs of field workers such as access to emails, contact management, calendaring and scheduling. These needs still remain the dominants in FSA, though the portfolio of capabilities expands and a firm has to adjust the pace of rebuilding the mobile force to match expected obstacles. The common anticipated obstacles are:

Focus – Wasting time, money and resources on uninterested prospects. Instead of focusing on best prospects, sales force spends time on all the prospects.

Access – The sales person often are not able to satisfy customer needs as they do not have access to the information that are sitting elsewhere in a database back at the office.

These results in expansion of mobile sales force automation.

facts and figures on the field that help them to close a deal. By providing them with quick access and communicate information to and from the field allow them to get the most from the time they spend with the customer.

- **Shortened Sales Cycle** – Sales people can access current product information, check inventory and quote prices during a customer meeting



Development in Portfolio of Capabilities

- **Quick Access to Information** – Imagine having outdated and inadequate information when you are in a sales call!!! Sales people should have critical

which gives an outlook that they are very responsive. During the sales call, the customer can be informed about their account receivable status and credit standing with the push of a button. With these sales cycles

shortened, accurate information is gathered, customer is satisfied and revenue is increased.

- **Sync Capabilities** - Synchronizing provides a simple method of sharing data and merging new and updated information between offline users and the mobile server. When one comes online, they should be able to retrieve the updated information from backend server. This ensures timeliness and accuracy of the information.
- **Security** - While the growing functionalities in today's SFA security plays a very important role. The primary security requirement is that all users should authenticate themselves as a verified user into the corporate systems. This ensures

the sales professionals accessing into critical information is an authorized user. And also an insecure connection or a lost device can cause a loss to company's proprietary data, in turn lowers competitive advantage.

Mobility devices should have strong encryption capabilities for application data as it is transmitted over a network using a standard communication. A strong encryption system such as Triple AES (Advanced Encryption Standard) or EDS (Data Encryption Standards) is necessary in ensuring the application data on the device is protected. In case of any lost or stolen devices, they should have the ability to remotely disable it.



Emerging Trends in Mobile Capabilities

Today, an assortment of technology is used by sales professionals, ranging from laptop computers to consumer grade personal digital assistants (PDAs) to beepers and cell phones. These top features provide a solution for everything a sales professional may need while out of the office.

Integration - Ability to integrate with enterprise-level business application.

Operating System - Defining a standardized OS environment has greatly eased deployment of devices. Much like the PC desktop, the ability to deploy a single platform to all users means allowing a uniform distribution of SA, and a consolidated support requirement.

Deployment Platform - Companies ultimately deploy applications on one of two major platforms. Microsoft.Net or Java. However, many organizations will deploy both.

Third Party Application Availability - Many application vendors now offer mobile extensions to their application suites, providing a convenient means of extending application to a mobile sales professional, however, not all vendors provide such capabilities. Third party middleware extensions provide needed functionality when not available within the application.

Asset Management - Deploying devices to the users is only part of

the challenges. The greater part of the challenge is managing the deployed assets. Devices deployed in enterprise settings provide the appropriate tools to manage the devices adequately, even when used with a third party asset management application.

Connectivity - Companies are relying on the notion of “real time enterprise” which requires up-to-date data acquisition of business activity information, as well as empowering employees with the data necessary to make the proper decisions. Mobile devices offer connectivity, even if not immediately used with the expansion of WiFi deployments within enterprises, as well as public places. Can also allow a choice of radio connectivity options.

Data Captures - Data capture options provide linear and two dimensional scanning or imaging.

Voice telephony - Voice telephony for push-to-talk (PTT), peer-to-peer (P2P), private branch exchange (PBX), one-to-one or one-to-many communications.

Reasons to make SFA Mobile

- Company conducts business in a national or global market.
- Sales professional spend more than 25% of the time out of office.
- Business depends on quick and informed decisions from people who are frequently on the road.
- Sales professionals need to have quick access to information and

provide quick answers to the customers when they are on the call.

- Nimbleness is a competitive advantage for the sales professional.

MOBILE TECHNOLOGY FOR INCREASED PRODUCTIVITY & PROFITABILITY

The demand for access to business information and applications through mobile technologies is surging as consumer's preferences and behavior spill over into the business workforce. The immense growth of adoption of these technologies around the world has many entrepreneurs wondering how to effectively position their firms to benefit from the trend. The drive for mobility is part of the business technology plan for most companies today.

Everyday businesses are learning more about the ways mobile technology can be used to increase their productivity and lead to increased profitability. Below are some of the key areas in which mobile technology can be useful:

Networking/Communication

Mobile technology allows companies to have an unprecedented level of connectivity between employees, vendors, and/or customers. Firms can use native or web based applications to enable direct communication with these audiences in a variety of ways.

Instantaneous communication with the office can be important in delivering business benefits, such as efficient use of staff time, improved customer service and a greater range of products and services delivered. Examples include;



- Making presentations to customers, and being able to download product information to their network during the visit.
- Quotation and interactive order processing
- Checking stock levels via office network.
- Interacting with colleagues while travelling – sending and receiving emails, collaborating on responses to tenders, delivering trip reports in a timely manner.

Development

Because of the interactive nature of mobile technology, sharing information through this medium allows business to get immediate feedback on products and services from customers. This speed and accessibility

have lead to faster research and development for enterprises, an important part of staying ahead of the competition. It has also lead to product upgrades moving at a faster rate. In addition, customers and clients feel as if they have a more direct role in an enterprise's development.

Marketing

Mobile technology has introduced a new dimension into advertising and marketing for businesses globally. Potential customers now see business advertisement on mobile phones through a wide variety of mobile marketing technologies including : SMS (text) messaging, mobile website, mobile application, banner ads, QR codes, IVR messaging and more.

These advertisements can be customized to reach a more specific, tar-



geted audience thanks to software that reads the website or information individuals are seeking on their mobile device and displaying advertisement that relates to that information. Marketing is made more effectively by this customization, and because most customers always have a mobile device handy, their exposure to advertisement is increased.

Benefits

Mobile technology can improve the services you offer your customers. For example, when meeting with customers you can access your firm's customer relationship management system – over the internet – allowing you to updated customer details while away from the office. Alternatively you can enable customers to pay for services and goods without having to write a check or swipe a credit or use cash. More powerful solutions can link you directly into the office network while working off-site to access such as your database or accounting systems. For example, you could

- Set up a new customer's account
- Check prices and stock availability
- Place an order online

Mobile technology leads to great flexibility in working – for example, enabling home working, or working while travelling. The growth of **cloud computing** has also impacted positively on the use of mobile devices, supporting more flexible working

practices by providing services over the internet.

INFLUENCE OF MOBILE COMPUTING ON OPERATIONAL EFFICIENCY

Mobile computing is a recent and versatile technology that helps the management of a business makes effective improvements in information quality and accessibility, operational efficiency and staff productivity. Organizations are able to connect securely with field staff, increased sales and provide faster customer service with the use of various field mobility solutions.

Mobile computing involves the use of mobile computing devices that interact with a central information system when the user is away from the normal fixed workplace. Extremely powerful and small computing devices enable the mobile staff to create, access, process and store information without being constrained to a single location. One of the major benefits of using mobile computing system is that they eliminate paperwork, as data is collected and transferred electronically. Data transfer through mobile computers is fast, accurate and evades repetitive data entry which is prone to transcription and interpretation errors.

To demonstrate how mobile computing improves the operational efficiency of an organization, we will look at mobile apps for different fields;



Mobile Apps for Sales

Sales professional needs continual access to customer and company data to optimize their efficiency. Mobile apps can immensely power sales team by providing all key information such as CRM, client information, lead data and analytics right on their fingertips. Real-time access to all these would help on-the-go sales professionals optimize time, spread reach, accelerate decisions and most importantly, seal deals on-the-spot. Mobile applications for sales can help you in:

- Leads management by providing you real-time new lead notification as updated in your CRM.
- Allows your vendors and channel partners to view price, requirements, stock etc.
- Retailers and salesman at shops can get the latest price list of products, stock availability,

booking orders and payment processing etc., on their device.

- Enable product demonstration and other selling activities.
- Get easy access to your ERP system and get stock of the inventory track orders and delivery.
- View and create reports, update and analyze your sales and revenue data.

Furthermore, you can also customize the functionality of your application by adding other value-added features like map, languages etc., to empower your sales team.

Challenges and Mobility Solutions

Challenges

- Consumer awareness
- Pricing
- Stock management
- Payment Processing
- Promotion/Pre-sales
- Booking

Mobility Solutions

- Facility for virtual product demonstrations on handheld devices.
- Price list, product price comparison tool on smartphones and tablets.
- Mobile access to inventory management system, EPR etc.
- Mobile based bar code reader and credit card processing add-on devices.

- Virtual tours, interactive apps, videos, maps, Augmented Reality apps etc. on the device.
- Mobile apps featuring Tickets/ Hotel Search, reservations, tour planners.

Mobile Apps for Supply Chain

Mobile applications can be an excellent tool for people managing supply chain of an enterprise. So far organizations that embrace mobility have mostly limited themselves to using smartphones in their interactions and sending alerts. However mobile apps can bring much more to the process in terms of real-time control, monitoring, management and timekeeping which can speed-up the process, make operations leaner and resolve production problems quickly.

A supply chain app will make it easy for:

- Inventory management by providing information on stock, raw materials, procurement etc.
- Truck movement of goods, orders and supply.
- Update inventory information through barcode scanning.
- Enable common warehouse and shop floor transactions.
- Analytics, reports and other documentations.

Challenges and Mobility Solutions

Challenges

- Inventory Management
- Process efficiency

- Stakeholder collaboration
- Monitoring

Mobility Solutions

- Mobile access to Inventory Management System, EPR etc. Mobile data capture validation, mobile barcode readers, mobile scanners etc.
- Mobile Apps with Dashboards, employee details, order booking, assignment, approvals, work orders, equipment and materials etc.
- Quick mobile voice and text based communication tools. Need based access to required information on devices.
- Mobile barcode scanning, Mobile delivery tracking, system record updates and status alerts on mobile devices.

Mobile Apps for Production

Information on orders, inventory management, work force etc., on their device will allow managers and supervisors to make better decisions on the floor leading to effective utilization of resources and reducing wastage. Mobile Apps for production will offer:-

- Process management by giving access to various information and data for work hours, approvals, raw materials, manpower, finished products etc.
- Access to supply chain management.
- Performance overview and information sharing through reports and analytics.

- Manager and supervisors can view and review product design.
- Deep insight for delivery heads and other decision makers.
- Interface between suppliers, vendors and other stakeholders.

The production applications can further make use of cameras, gyroscope/accelerometer etc. to customize the apps to meet their individual requirements. The production department can improve the coordination within the department by maintaining a lean and faster information flow and boosts its productivity by embracing mobile applications into its work culture.

Challenges and Mobility solutions

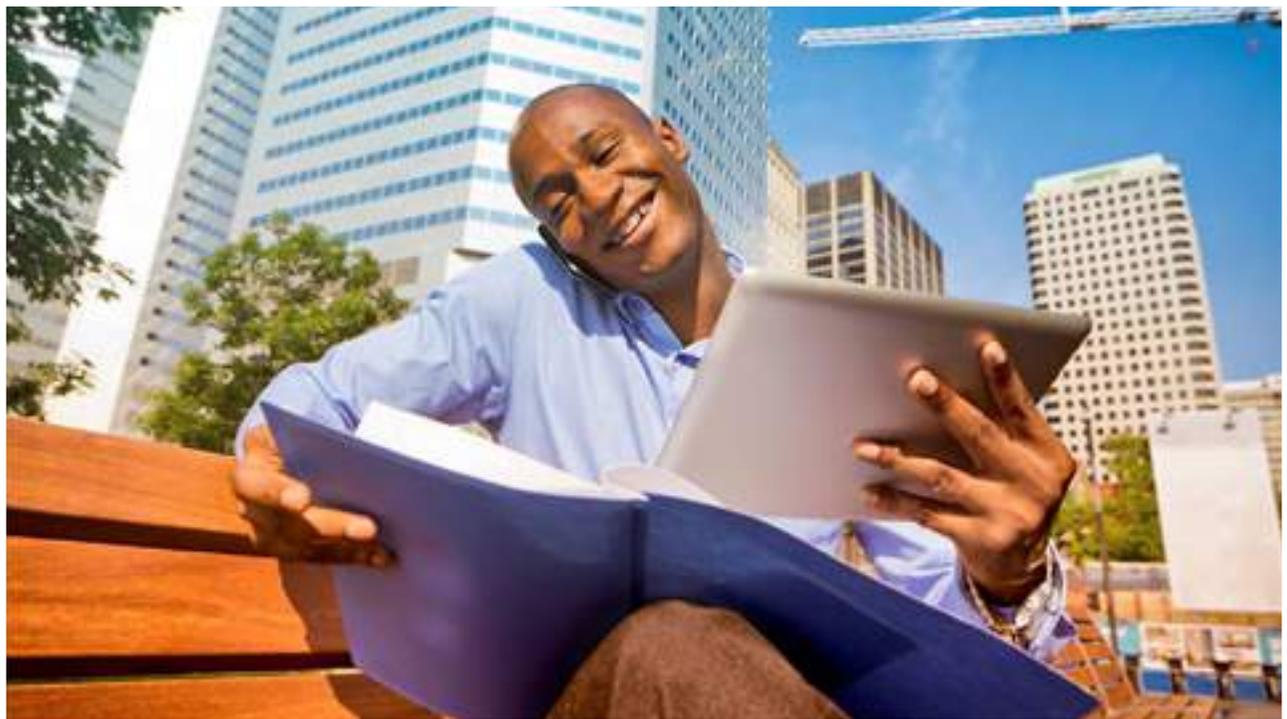
Challenges

- Efficiency
- Co-ordination

- Production cycle time
- Employee management

Mobility Solutions

- Mobile based platforms integrating operations and information. Mobile apps with dashboards providing employee details, work hours, assignments, time sheets, scheduling and approvals.
- Voice, texts and chat based services on mobile. Mobile access to Inventory Management System, ERP and other corporate systems. Mobile based record updating.
- Mobile based real-time tracking of production activities. Recording inventory data on mobile for up-to-date status.
- Mobile app featuring employee records, time sheets, assignments, floor requirements, approval and notices etc.



MOBILE APPS FOR MANAGEMENT

People at the top hierarchy needs to constantly take decisions and resolve issues on-the-spot to accelerate downstream productivity. Accuracy and timing is highly important. Business decisions are based on sound logic which requires constant business workflow.

Mobile apps for management offers:

- Dash board providing information on various corporation metrics on sales, production and other business functions.
- Top executives will have real-time access to sales, project status, revenue and margins etc.
- Advance decision support system and analytics.
- Reports, charts, and other company information.
- Information sharing with other executives and unit heads.

Challenges and Mobility solutions

Challenges

- Real-time information
- Communication
- On-the-move decision making

Mobility Solutions

- Mobile dash boards providing information on business functions, Mobile apps featuring reports on various corporate metrics.

- Voice, text and chat based communication tools for mobile.
- Mobile integration with sales force automation, CRM, Advanced decision support system and analytics.

MOBILE APPLICATIONS FOR SERVICE AND SUPPORT

This another key function in an organization that is constantly on the move and requires anytime, anywhere access to corporate data, service and support. Enterprise mobility apps can streamline your service operations, provide easy access to your clients and bring quicker trouble-shooting processes thereby enhancing your post-sales services.

In addition, mobile enterprise apps for services and support can help you in:

- Providing comprehensive view of client complaints, problems and history.
- Enable systematic workflow information between various participants in the process.
- Plan your travel, visit, and other work activities with a calendar and scheduling app.
- Enables your customers to log complaints and get real-time solutions as they do on your website.
- Minimize the role of customer support centre and reduce costs.
- Analytics and reports.



The mobile apps can further be empowered to use device features like mapping, languages, camera etc. to add more tools and resources to your customer support team.

Challenges and Solutions

Challenges

- Policy management
- Consumer Awareness
- Portfolio Management
- Customer Support

Mobility Solutions

- Access to policy details on consumer's mobile premium payment reminders, policy change notifications etc. can be sent to customer's devices.

- Market updates, mobile compatible newsletters.
- Forms, brochures, investment management, Switches, Liquidity processes on mobile.

The potential with enterprise mobility is everywhere, from HR to sales and across all industry verticals. We have only seen the major areas in which mobile apps can be leveraged, and there are many industry-specific, business-specific function which can also adopt mobility to capacitate its operation and step up its efficiency and productivity. Also there are multiple interwoven utilities of mobility across various business functions in the organization. As enterprises grow in



their mobility experience, we will see more innovative and comprehensive deployment of mobile application.

Mobile devices, mobile apps, mobile work force and mobilized processes will be the drivers of enterprise in the days ahead. While embracing mobility whole heartedly will fetch huge dividends, indecisiveness can push you behind your competitors. Act now and deploy mobile applications in your enterprise and reap the benefits.

DIRECT SALES MOBILITY

The constantly changing technology advancement has affected how businesses run today. For the direct selling business, this advancement also presents many advantages that would mean boost in sales and growth if properly utilized. The direct selling mobility can be used to keep abreast with the demands of sales mobility.

Embracing mobility in the direct selling business needs to be planned well. The company should analyze first if it is ready to jump into a mobile system before committing to anything. Here is a checklist of the important things the company should work on before proceeding with its decision to go mobile:

1. Identify your company's goals and purposes for implementing a mobile platform. The top reason why your company should consider using mobile-based technology are increasing

site traffic, increasing customer acquisition, and increasing marketing RIO.

2. Know if your company has an IT and marketing infrastructure that can support the real-time readiness required for these platform. Check if your website is mobile enabled and if your marketing campaigns is mobile ready. Know also if you are ready for massive growth and activity.
3. For a typical mobile platform, you will need; content management system that offers centralized management to deliver various media and content through different channels like mobile, personal websites, corporate sites, regional sites, and sales rep business portals.
4. Establishment on how you will identify success. Determine how your mobile platform adds to your revenues. Understand how to measure and how to act on the business based on measurements. Properly penetrate the market and monitor consumer growth rate. Learn how to analyze your numbers and make strategic decisions founded on true audience behavior and purchasing patterns.

After looking into and analyzing all these things, determine whether your company has the technology and the personnel to build up and maintain the mobile platform and keep it going efficient as it should.



The increasing mobile usage will result to growth in e-commerce. If your company is ready and equipped for these technology, robust increase in sales is very feasible. The next step you should take is to develop a solid roll out to your sales force. Every member of the team should have a steady access and proper training of the platform lest a sales activity might get lost. Give the sales force proper and extensive training on how to maximize the platform especially during a sales call.

Another crucial thing is for the sales force to be able to pass to their clients the purpose and use of the mobile platform for easier ordering and payment. You can just imagine how these busy people will be so grateful to have done so many things including purchasing their favorite products from you with just a few clicks on their mobile devices. This is how dynamic direct selling mobile software can be.



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