

HOW WILL MOBILITY SOLUTIONS BOOST YOUR SALES?



by
Karen New

INTRODUCTION

As consumer behaviors and preferences dictate enterprise technology trends in unprecedented fashion, companies of all shapes and sizes are struggling with how to effectively enable their sales teams with mobile solutions. The challenges that must be overcome by sales leaders and CIOs alike are threefold: defining a proac-

tive strategy before it is defined by sales representative behavior, continuously innovating by exploiting the newest capabilities of mobile technology, and committing to developing a distinctive sales representative and customer experience. The key to addressing these challenges lies in taking a disciplined approach to mobility.





The explosion of mobile devices, the increasingly improving wireless network capabilities, and the adoption of cloud technologies in the enterprise have resulted in easy-to-provision and easy-to-use mobile sales tools. In organizations everywhere, sales professionals are writing the mobile strategy, by self-selecting sales tools onto their company-owned and personal mobile devices. Fueling the behavior is the rate at which mobile and cloud-based CRM technologies are evolving. With smart phones getting smarter, tablets becoming ubiquitous and CRM vendors releasing quarterly enhancements, there is an insatiable demand for new and improved capabilities. The 'shiny object syndrome' of mobility is here to stay, at least for the foreseeable future.

High performing organizations will need to show sales representatives a committed path to mobility improvements to quell the demand—and they will need to keep their promise. At the same time, these organizations will need to create a deliberate and well-planned approach that exploits the newest innovations in mobility to solve pressing business challenges.



Perhaps the most important challenge to overcome with mobile sales solutions is the development of a distinctive experience for both the sales representative and the customer that can be proven by measurable business value. Simply transitioning standard sales force automation functionality to mobile devices under utilizes

the technology and by-passes the real potential of mobility. For every basic sales automation capability—account management, contact management, pipeline management, activity management and forecasting—successful mobile solutions can help improve the workflow of the sales professional. The opportunity for the organizations that effectively capitalize on this growing trend is important. High performing

organizations will use mobility to increase deal size, decrease sales cycle timelines and profitably improve sales activity. Additional benefits will include sales representative satisfaction and reduced attrition, improved customer experience, and unprecedented transparency, traceability and predictability for company executives.

HOW WILL MOBILITY SOLUTIONS BOOST YOUR SALES?

Copyright © 2014 by Karen New

All Rights Reserved.

No part of this publication may be reproduced in any form or by any means, including photocopying, scanning, recording, or otherwise without prior written permission of the copyright holder.