

Executive Brief

The changing business landscape

The market dynamics are changing and world has now become smaller and inter-connected place. Disruptive technological innovations have transformed traditional sales cycle affecting your customer buying behavior and as you look again, your customer has **changed**.

Customers today are empowered, having access to more information due to explosive growth in data and information freely available on web and social platforms. Recognizing the impact of today's empowered customer is the key to sustaining and growing your business.

94% of B2B buyers report conducting some degree of research online before making a business purchase, including 55% who do so for at least half of their purchases, finds the latest annual State of B2B Procurement study.

Mobility impact on B2B Decision making

86% of B2B buyers' access business-related content on mobile devices. There has been an increase in use of mobile devices as an efficient channel to conduct business. Most enterprises have brought rich, digital product catalogues to the fingertips of their customers using mobile technology.

31% top business decision makers, who are aged over 45 years use tablets for product research. Advent of technologies provides customer the opportunity to virtually experience a product before actually purchasing it.

To help your business grow in today's modern sales environment, it's important that your sales team engages the customer interactively through digital product catalogues. It's imperative to empower your sales team with mobility sales tools & applications.

70% of executives in sales organizations using tablets are already realizing ROI and more than 90% of sales organizations plan to invest more in tablets in the coming year*. Mobility sales applications enable your sales team on field to become more customer-focused adding competitive advantage to CRM data, advanced segmentation and data analytics Anywhere, Any time.

Challenges faced by Field Sales teams.

Field Sales Representative

How can I better tailor my approach for each customer?

How can I track progress to my quota?

What tools are there to help me stay productive when on the road?

How can I increase close rates?

How to make most your precious movements in front of the customer count?

Chief Sales Officer

How to “get the job done” with changing business landscape?

How can I better capitalize on market trends?

How do I increase up sell/customer retention?

How can I improve visibility into the field sales team meetings and performance metrics?

How do I gain better visibility into sales pipeline?

Field Sales Acceleration / Mobility tools

In an environment where closing deals matter the most, A productive sales team is one that delivers high performance while keeping costs in check enabling the business to grow. The more you empower your sales team on field with information to make the right decisions, the better results you will achieve. Empower your sales team with the right mobility tools to maximize their productivity and drive business value to develop stronger customer relationships.

As per a Research on Value of Mobile and Social for CRM*. An impressive 3 in 10 mobile CRM users said that productivity improved by more than 20%, with a further 46% citing gains of 10-20%, meaning that three-quarters of mobile CRM users saw productivity improvements of at least 10%. By contrast, just 2% said they saw no measurable benefits from mobile access to CRM.

FieldSalesPro

A simple tool, to get more meetings with prospects and make your first impressions count.

Access your product catalogs from anywhere, anytime. Include real time feature updates, offers, price and tag them to your relevant prospects and opportunities.

Your preparation in advance could also serve as the outline for your initial call and improve your meeting effectiveness enabling your sales team to 7x likely to Qualify Opportunity.

FieldSalespro helps field sales reps stay productive when on the road, better tailor my approach for each customer by tagging relevant product catalogs, documents & presentations and Schedule online & on-field meetings from anywhere & anytime.

Increase close rates by Capture and minute meeting attendees and Email your quotes direct to the customer online/offline meanwhile Synchronize your meetings with CRM integration improve Chief Sales Officers visibility into the field sales team meetings and performance metrics.

FieldSalesPro unique features,

- Catalog synchronization - Catalog available on/off line.
- Sales meeting preparedness – Anywhere, Any Time.
- Quote management - Generate quote any time.
- Analytics - Measure your meeting impact.

FieldSalesPro is built sync with your CRM to work seamlessly with your existing android and IOS devices.

References

**Latest annual State of B2B Procurement study from Acquity Group, part of Accenture Interactive*

** Data from Nucleus Research's "The Value of Mobile and Social for CRM"*

**The Sales Management Association*

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