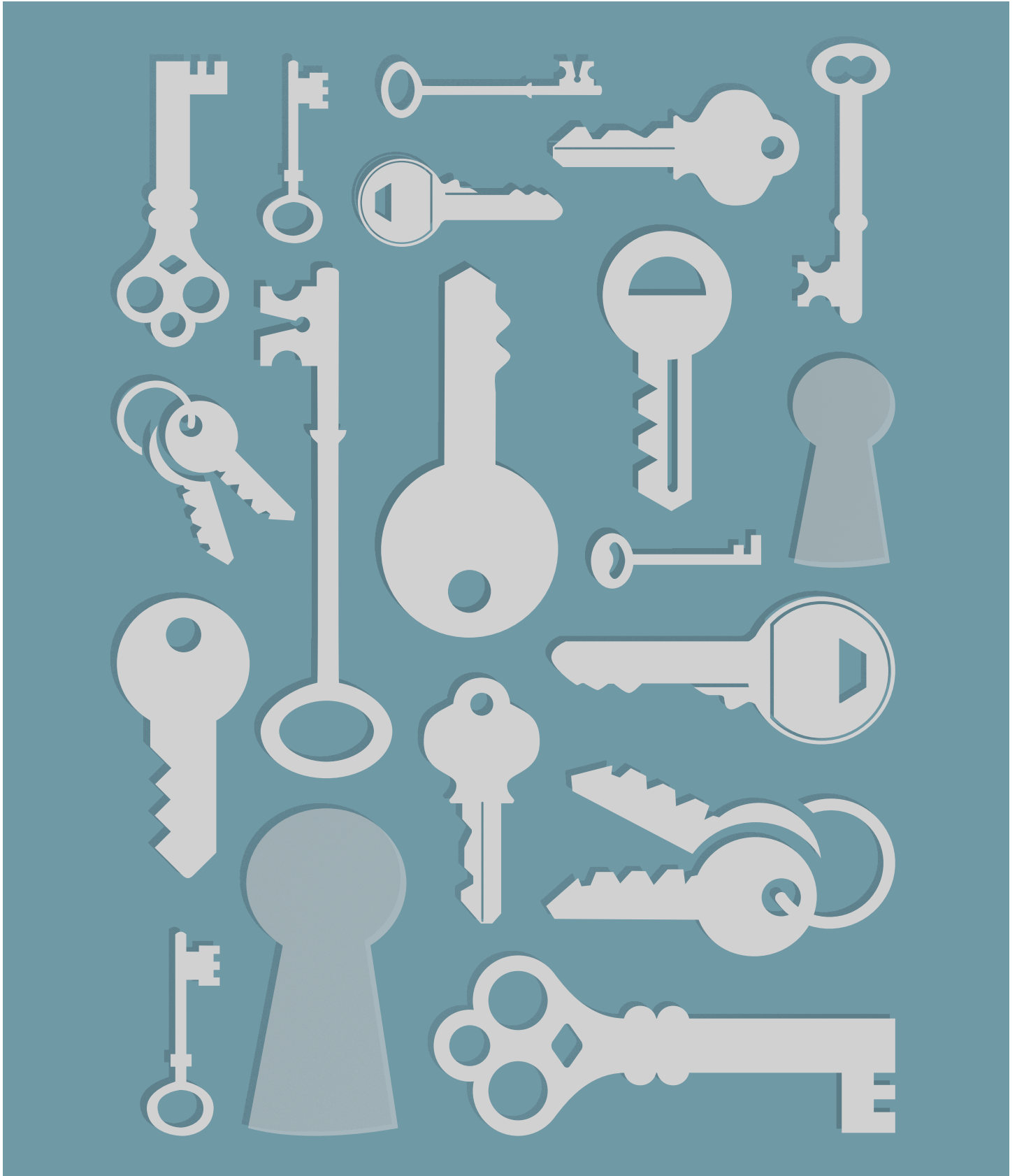![mutualmobile]

MOBILE SALES ENABLEMENT
HOW TABLETS UNLOCK SALES OPPORTUNITIES

WHY MOBILE SALES ENABLEMENT IS IMPORTANT

The rapid adoption of mobile devices has sales and marketing leaders reinventing how they go-to-market. Tablets, in particular, have demonstrated the potential to drive new revenue growth, differentiate the buying experience and solve some very big sales productivity problems.

Leading sales organizations are starting to use tablets to create engaging mobile experiences that deliver transformational business results. In fact, more than 90% of sales organizations plan to invest more in tablets in the coming year.[2] Over the next four years, businesses will spend an estimated $26 billion on mobile application development and mobile process reinvention.[3]

70% of sales organizations using tablets are realizing a positive ROI.[1]

SIX REASONS SALES EFFECTIVENESS IS A TOP CHALLENGE

- Salespeople consider up to 90% of materials created by marketing useless [4]

- Over 80% of training efforts are not retained by sales after 90 days [5]

- 71% of sales reps' time is spent not selling [6]

- 25% of CSOs say their reps use their sales methodology less than half of the time [7]

- 46% of CSOs say their CRM tool adoption rate is low [8]

- 60% of B2B purchasing decision-making is independently completed by the customer before the first sales call [9]

Salespeople consider up to 90% of collateral materials useless. [4]
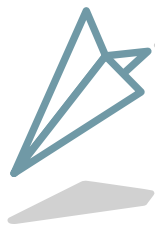
HOW TABLETS ARE TRANSFORMING SALES

Gartner predicted that in 2012 alone, 118.9 million tablets would be sold worldwide.[10] The rapid adoption of tablets is redefining sales, because they offer unique capabilities and a growing number of innovations that better meet the needs of salespeople than PCs. Sales teams are clamoring to adopt tablets because they make work simple, intuitive and easy.

- Navigate content quickly with multi-touch tablet interface and advanced search tools

- Share rich video, 3D animations, graphic images and visual ordering tools with clients

- Gather and record more client information during sales interactions using image and voice capture, interactive survey tools and location-based services

- Collaborate with clients face-to-face because several people can see the same content at once

- Communicate with ready, remote access to e-mail, videoconferencing and social media

- Execute sales transactions with on-site quotes, digital signatures, expedited order entry and live tracking

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THE ADVANTAGES OF
MOBILE SALES ENABLEMENT

Combining the unique capabilities of tablets with the power of social, analytics and cloud computing can yield sales productivity improvements not achievable with personal computers.

This powerful combination is driving the rapid adoption of tablets by sales organizations. In a survey of 1,500 companies, over 90 percent of firms started actively using or starting to use tablets in their sales organization.[12] Currently, 40% of salespeople are equipped with tablets, according to recent research by the Sales Management Association.[11]

40%

of salespeople are equipped with tablets.[11]

Always-On Connectivity

Reduced Fulfillment Errors

Visual Configuration and Ordering

Language and Content Localization

Live Tracking

Machine-to-Mobile

On-Site Quotes

E-Signature

Voice Recognition and Capture

3D Modeling and Animation

Data-Driven Decision Support

Real-Time Content Access

Improve Communication

Advanced Search

Expedite Order Entry

Real-Time Inventory

HOW MOBILE SALES ENABLEMENT SOLUTIONS CAN SOLVE SALES PROBLEMS

To harness the potential of tablets many sales organizations have developed mobile applications, or mobile sales enablement solutions.

Armed with mobile sales enablement solutions, sales reps can collaborate better with their team and clients to:

Win more deals. Tablets deliver a distinctive client experience and real-time access to the right information to advance the sale. For example, a study by CSO Insight found sales organizations that used mobile CRM and social sales tools won 7% more deals than their peer firms who did not use mobile tools.[13] Mobile sales enablement solutions offer:

» Rich interactive experiences that instantly captivate customers by leveraging graphics, video, animations and 3D assets in a consumer-grade user interface

» Improved time to market by making it faster and easier to deploy, update and adapt sales programs in the field

» Collaborative client interactions that use the intuitive, multi-touch, touch-screen coupled with strategic content to invite engagement and promote a more consultative selling approach

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Improve productivity. A study by CDW IT Monitor found 74% of IT decision-makers indicated that using tablets and smartphones has led to an increase in productivity in their organization.[14] Mobile sales enablement solutions can help you boost sales performace by:

» Allowing salespeople to complete work any place, any time — with or without an internet connection

» Helping people to spend more time selling by eliminating or automating steps of the sales process and administrative sales follow-up tasks

» Eliminating the costs of printing, storing and distributing paper-based sales collateral and pitch books

» Providing fast and flexible access to product catalogs, workflow management and CRM systems from one central "hub"

» Simplifying the input of information captured in face-to-face customer interactions — from verbal commentary to needs assessments and project requirements

» Helping sales reps get up-to-speed faster with sales guides, coaching tools and playbooks that reinforce training and coaching investment in real selling situations

74% of IT decision-makers indicated that using tablets led to an increase in productivity in their organization.[14]

Sell smarter. Now you can unlock the power of analytics to quickly interpret and optimize the sales approach. Mobile sales enablement empowers sales teams through:

» Uncovering previously unseen data trends on performance, customer insights and market trends

» Providing data-driven decision support in the field to support better cross-selling recommendations, consultative selling and advice

» Capturing, identifying and sharing best practices of top performers

» Tracking and understanding sales asset usage, efficacy and waste

WHY A CUSTOMIZED APPROACH MAKES SENSE

We suggest you consider these success factors as you think about using tablets to support sales.

- **Control** The low cost of sales and marketing technology has led to a proliferation of "one-off" sales applications that impatient salespeople will experience. This creates management issues for sales, marketing and IT. These range from brand consistency to single sign-on access.

- **Sales process alignment** Third-party point solutions and independent development efforts may not deliver end-to-end benefits if they do not support the entire selling process. In general, the ROI of a sales enablement application is proportional to how well it supports your unique selling approach and buyer needs.

- **User experience** A well-crafted user experience is ultimately a core driver of ROI, because it directly impacts salesperson adoption, revenue lift and differentiation in the eyes of the customer. Creating a proprietary, rich and immersive user experience is very important to generating the most value from the unique capabilities of a tablet.

- **Lifecycle management** Once an application is deployed, it must be supported, enhanced and "future proofed" to ensure it will work with an ever-changing array of devices, operating systems and formats.

- **Business impact** Breakthrough results are hard to achieve without an overarching vision and business case agreed to by a cross-functional set of stakeholders — including sales, marketing and IT leadership.

- **Time to market** Working with an expert in mobile engineering and design can be the fastest way to deploy a solution across the enterprise, especially with the scarcity of in-house mobile development resources and the headaches of customizing out-of-the-box solutions.

WHAT TO LOOK FOR IN A MOBILE PARTNER

Developing, deploying and supporting an enterprise mobile application requires a partner with different capabilities. Mobile devices are not a mere extension of the desktop or CRM, they represent a unique opportunity to completely re-imagine the way software is made and used. Consider these criteria when looking for a partner:

World class design and engineering

IT services can fail to grasp well-crafted user experiences while design agencies can lack the required technical competency. Look for integrated design and engineering teams that deliver a consumer grade mobile experience.

End-to-end support

Seek a complete solution, from concept and design to development and support. Choose a company that's capable of overseeing the entire lifecycle — research, design, development, QA, testing and launch.

Mobile DNA

Select an organization that specializes in mobility as its primary line of business. This will provide you deep domain expertise to stay ahead of industry innovation and mobile best practices. An exclusive focus on mobile will help ensure superior, cutting-edge solutions and mobile experiences across Android, iOS and mobile web.

Integration

Require a demonstrated ability to integrate mobile applications with major legacy systems that support sales, including CRM, CMS, ERP and Order Management. Find a firm that can use best practices from prior engagements and leverage reusable frameworks, so less time is needed to address recurring challenges.

A GOOD WAY TO GET STARTED

Deploying a customized mobile sales enablement solution at a large enterprise is a relatively new discipline. It requires vision, a business case and a clear roadmap for success. If you're interested in exploring the potential of customized mobile sales enablement, we recommend:

Get educated

Educate your team on best practices in mobile sales enablement and provide examples of experiences created in your industry.

Create a prototype

Given the ways tablets can create value, a good idea is to create a prototype of what a sales enablement solution might look like in your unique selling approach.

Create your own vision

Conduct a strategy workshop to explore the opportunities, transform your go-to-market process and create a business case for the coming year.

Define your roadmap

When you're ready to deploy a custom mobile sales enablement application, conduct a discovery exercise with the goal of defining a plan for success.

NEED HELP WITH IT ALL?
TALK TO ONE OF OUR FOUNDERS TODAY.

To set up a free consultation, call Sam Gaddis at (512) 695 6294 or email him at sam@mutualmobile.com.

ABOUT MUTUAL MOBILE

Mutual Mobile has delivered hundreds of mobile experiences across iOS, Android and mobile web. Our end-to-end solutions have delighted major clients including Google, Audi, Cisco and Xerox — and have led to major business transformations. We've quadrupled the productivity of one client's mobile fleet and connected a quarter of a million engineers via a massive global support system for another.

We've also received numerous awards and accolades, including recognition as a Forbes Most Promising Company, a 2012 Webby Nomination in the Retail/Tablet category and a 2011 ADDY Award from the AAF. Mutual Mobile is experienced at crafting mobile strategy that addresses enterprise-sized concerns and challenges to create efficiency, engagement and measurable value for users — whether those users are employees or consumers.

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