

# MOBILE SALES ENABLEMENT FOR MARKETING

AT A GLANCE





Marketers face many challenges while striving to build brand equity, drive qualified sales leads, and prove a strong return on investment. In a rapidly changing and hyper competitive market, one such challenge is putting the right materials at the right time in the hands of salespeople. Marketing invests heavily in creating materials. But salespeople experience difficulties in finding and using these materials to help move the sales opportunity forward. According to the American Marketing Association, 90% of marketing materials are deemed not useful by sales.<sup>[1]</sup>

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## 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. The Sales Management Association found that 70% of sales organizations using tablets are already realizing a positive return on their investment<sup>[2]</sup>. These early adopters are building customized mobile sales enablement solutions that help marketing teams and sales reps to:

- Win more deals with real-time access to the right sales assets and information to advance the sale;
- Streamline and simplify the sales process and drive productivity, and shrink the sales cycle;
- Differentiate the client experience with consumer-grade design and highly customized content;
- Unlock the power of analytics to measure and optimize the sales approach.

**70% of sales organizations using tablets are realizing a positive ROI.<sup>(2)</sup>**

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## WHAT IS MOBILE SALES ENABLEMENT?

Mobile Sales Enablement solutions are applications that help your field salespeople use tablets and mobile devices to better engage clients, grow sales, differentiate the client experience, and improve sales productivity. They ensure every seller has the required knowledge, skills, processes, and behaviors to optimize every interaction with buyers.



## MOBILE SALES ENABLEMENT SOLUTIONS CAN HELP MARKETERS:

**Differentiate the client experience.** Fully 60% of B2B purchasing decision-making is independently completed by the customer before the first sales call.<sup>[3]</sup> Rich, tablet experiences instantly captivate customers with beautifully designed presentations, video, animations, and 3D assets in a consumer-grade user interface. More collaborative client interactions that use the intuitive, multi-touch touchscreen coupled with strategic content invite engagement and promote a more consultative selling approach.

**Provide the right materials at the right time.** Salespeople spend 30 to 50 hours per month searching for information and re-creating content.<sup>[4]</sup> Custom mobile sales enablement solutions offer salespeople real-time access to the right sales and marketing assets at the right time to advance the sale. With seamless CMS integration, salespeople can easily navigate to the latest marketing-approved materials. As new materials are launched by marketing, collateral libraries are automatically updated.

**Improve brand and messaging control.** Content and media stored in existing CRM/CMS/DAM, or implemented during app creation, are integrated with custom mobile sales enablement solutions. Seamlessly manage the lifecycle of marketing collateral and ensure salespeople are utilizing marketing-approved materials.

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**Easily customize materials on-the-go.** Only 29% of a sales person's time is spent customer-facing selling.<sup>[5]</sup> Regardless of an internet connection, a sales enablement solution's collateral library coupled with tools to customize presentations on-the-go provides salespeople with the ability to build presentations whenever, wherever. Workflow automation and easy-to-use presentation tools also reduce the burn and churn of ad hoc customization requests to marketing.

**Improve ROI with real-time data.** Assess field data on sales process and collateral effectiveness. In 2012, 41% of CMOs cite improving marketing ROI as a top marketing objective.<sup>[6]</sup> Sales enablement solutions provide an easy-to-use, consolidated hub for salespeople to access CRM and asset libraries. Coupled with analytics, marketers obtain real-time insights into which presentations and tactics are working (or not) to inform timely adjustments to marketing strategies.

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For a free consultation on how mobile sales enablement can help marketers make a greater impact, contact Mutual Mobile, today.



### 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.

### CITATIONS

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