





Today, buyers are more sophisticated than ever before, leading sales executives to search for ways to differentiate their company's sales process to stay competitive. Meanwhile, inefficiencies continue to plague the sales process. Despite "miracle" tools like CRM and salesforce automation that we've hyped as gamechangers, 71% of a sales representative's time is still spent not selling.<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.

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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.



Sales executives striving to more effectively grow healthier sales pipelines, manage sales teams, and help teams hit revenue targets more easily, have taken note of the benefits of mobile sales enablement:

- **Differentiate the prospect experience for more sales success.** Win rates are higher for firms that leverage mobile sales solutions (55% win rate) than for those who don't (48% win rate).<sup>[3]</sup> For example, J. Hilburn launched a Style Advisor mobile sales enablement application that in the first month drove a 67% increase in sales.<sup>[4]</sup> Rich, interactive tablet experiences instantly captivate customers with beautifully designed presentations, video, animations and 3D assets in a consumer-grade user interface. The intuitive, multi-touch touchscreen coupled with strategic content invites engagement and promotes a more consultative selling approach.
- **Streamline the sales process for productivity gains.** In a study by CDW IT Monitor, 74% of IT decision-makers indicated that using tablets and smartphones has led to an increase in productivity in their organization.<sup>[5]</sup> Simplify the input of information captured in face-to-face customer interactions — from verbal commentary to needs assessments to project requirements. Eliminate or automate steps of the sales process and administrative sales follow-up tasks. Allow salespeople to complete work any place, any time — with or without an internet connection.
- **Discover and target the best opportunities for organic growth.** Mobile sales enablement cannot only drive broad adoption of the sales process, it can also drive transparency and accountability within it, thanks to data gathering. Analytics allow salespeople and managers to easily see strengths and weaknesses, and to adapt. Capture, identify and share best practices of top performers to improve the lowest common denominator of more junior sales team members.

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- **Drive stronger return on training investment and get new sales people up-to-speed faster.** Traditional approaches to training and sharing best practices are inefficient. Furthermore, research indicates that without systemic, ongoing learning and reinforcement, 84% of what was initially learned is lost within 90 days.<sup>[6]</sup> Mobile sales enablement solutions provide support and tools for coaching sessions. They also provide a training portal for easy, ongoing access to sales guides, coaching tools, and playbooks that reinforce your training and coaching investment in real selling situations.
- **Arm salespeople with subject matter expert support.** Salespeople with access to product gurus, industry specialists, and client service managers within mobile sales enablement apps can quickly access information during a call — in context — to answer client objections and move the sales meeting along. Delivering education, advice, and solutions at the right time and place will help position salespeople as trusted advisors.

Only **29%** of a sales person's time is spent on customer-facing selling.<sup>(1)</sup>

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



# MOBILE SALES ENABLEMENT FOR SALES EXECs

AT A GLANCE

## 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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