

MOBILE SALES ENABLEMENT FOR SALES OPS

AT A GLANCE





Liberating stranded enterprise data is increasingly a priority for companies looking to make efficiency gains for business impact. In addition, in a world of increasingly educated buyers, consultative selling is evermore important — as is finding sales tools that will help automate it. Finally, as the pace of business change continues to accelerate, and with it the frequency of mergers and acquisitions, companies are seeking out ways to train new employees consistently and cost-effectively.

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.

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.⁽¹⁾ 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.⁽¹⁾



Mobile sales enablement solutions can help sales operations teams:

- **Improve productivity.** On average salespeople spend 7 hours per week looking for relevant information for sales calls, and find only ten percent of materials are in a useful format.^[2] Presentation tools coupled with simplified access to marketing-approved collateral provide salespeople the ability to create customer-facing presentations any time, any where — with or without internet access. Automating the steps of the sales process help salespeople spend less time on busywork and more time selling.
- **Drive stronger adoption of existing CRM solution.** Fully 46% of CSOs say their CRM tool adoption rate is low.^[3] As CRM integration is a core mobile sales enablement solution, salespeople are more apt to access it and input timely data from the field. Improved utilization of CRM can result in more thorough data for better business insights.
- **Streamline training with tools to teach to.** Research indicates that without systemic, ongoing learning and reinforcement, 84% of what was initially learned is lost within 90 days.^[4] Traditional approaches to training and sharing best practices are very inefficient. Mobile sales enablement solutions provide managers with tools to coach more effectively, as well as reinforcement materials including training videos, guides, and decision support tools.

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- **Improve return on previous investments.** Mobile sales enablement solutions provide the convenience of a consolidated “hub,” where sales teams can easily navigate to materials and data that previously required logging on to several systems. Improved utilization of tools, systems, collateral, and best practices provide management with a more accurate and real-time picture to inform time-sensitive decision-making.
- **Align unique processes and needs.** Third-party, single-point solutions and independent development efforts may not provide end-to-end benefits if they do not support the entire selling process. In general, the return on an investment with a sales enablement application is proportional to how well it aligns with and supports your unique selling approach and buyer needs.

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



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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

1. Sales Management Association. What's on Your iPad?. Retrieved from <http://salesmanagement.org/webcasts/single-article/whats-on-your-ipad>
2. SEC Solutions B2B Sales Index.
3. CSO Insights Survey (2012). Selling More with Mobile Solutions.
4. Sales Performance Optimization study (2010). Via : Sales Performance International. The Future of Sales Training: Why Sales Training Often Fails, 3.