

Leverage Enterprise Mobility as Part of your Field Sales Strategy

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Field Sales Strategy

Your field sales strategy will give you direction for adding enterprise mobility to your organization. Sales is changing today, like everything else moving online:

- Prospecting for leads using telephones and email is harder. Social media is a great way to listen to potential customers and see what their needs are before making contact with them.
- Sales used to be about pitching, forcing yourself onto the customer. Now customers can select who they listen to, so sales has become more about education.
- Rather than just an information source such as specifications and features, sales now provides insight and analysis.

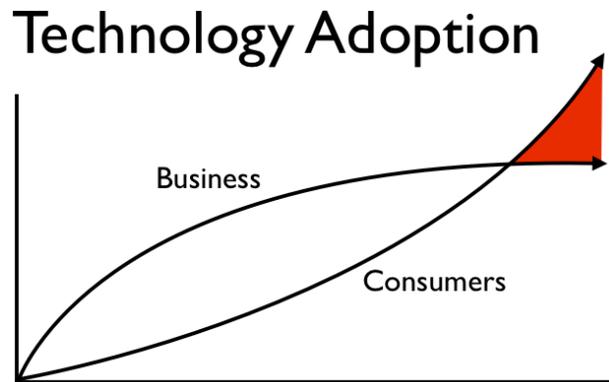
Take these into account as you design your own sales strategy.



Why Go Mobile?

Sales is joining the rush to mobile for a variety of reasons:

- Improving internal business processes.
- Allowing staff to collaborate and work together remotely
- Making decisions faster through a combination of better business processes and collaboration among employees
- Faster & cheaper as businesses are more spread out around the world and people work remotely
- Technology adoption is increasing by consumers. Often they have better technology than the businesses they work for.



Four Areas to Focus

Here are four areas to focus on as you add mobility to your field sales force.

Paperwork

This includes all the routine forms and processes that run the business including time sheets, expense reports, holiday requests, PO approvals and payment approvals. Giving staff the ability to process these from anywhere is a good start because:

- These are relatively easy, many can be provided through outside online services.
- Staff will see this as a significant improvement on bothersome paperwork.

Documents, Videos, Presentations

Placing this material online can be helpful as the latest versions will be readily available to staff and, if permitted, to outside customers and prospects. Remember to prepare these to educate, not pitch.

Productivity

Adding mobile capability to improve productivity can provide significant improvements, but at this stage there are issues which must be addressed including:

- Integration so that mobile devices can access company systems and data
- Security for both data and the devices
- Ownership. Many companies are encouraging BYOD, Bring Your Own Device, where employees use their own mobile devices to access company information. A good company policy on ownership and control is needed.

Customer Facing

This is the hardest area to improve mobility because internal and external interfaces as well as additional functionality, are needed. You will probably need to start a formal project with an external service provider to develop this.

Mobility Checklist

- Business objectives come first.
- Start small to get quick wins and encourage staff.
- Use partners and external service providers as your mobility grows.

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