



Mobile Sales Enablement Simplified





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What Is This E-Book About?

Tablets are becoming increasingly important in the business world. Working in Sales or Marketing, you want to find out how tablets can make sales reps **more efficient** and how using tablets can **bridge the gap between Sales and Marketing**. If there is a place for tablets in the enterprise world, they need to earn their keep. And that is where **mobile sales enablement technology** comes into play, allowing you to turn tablets into efficient tools.

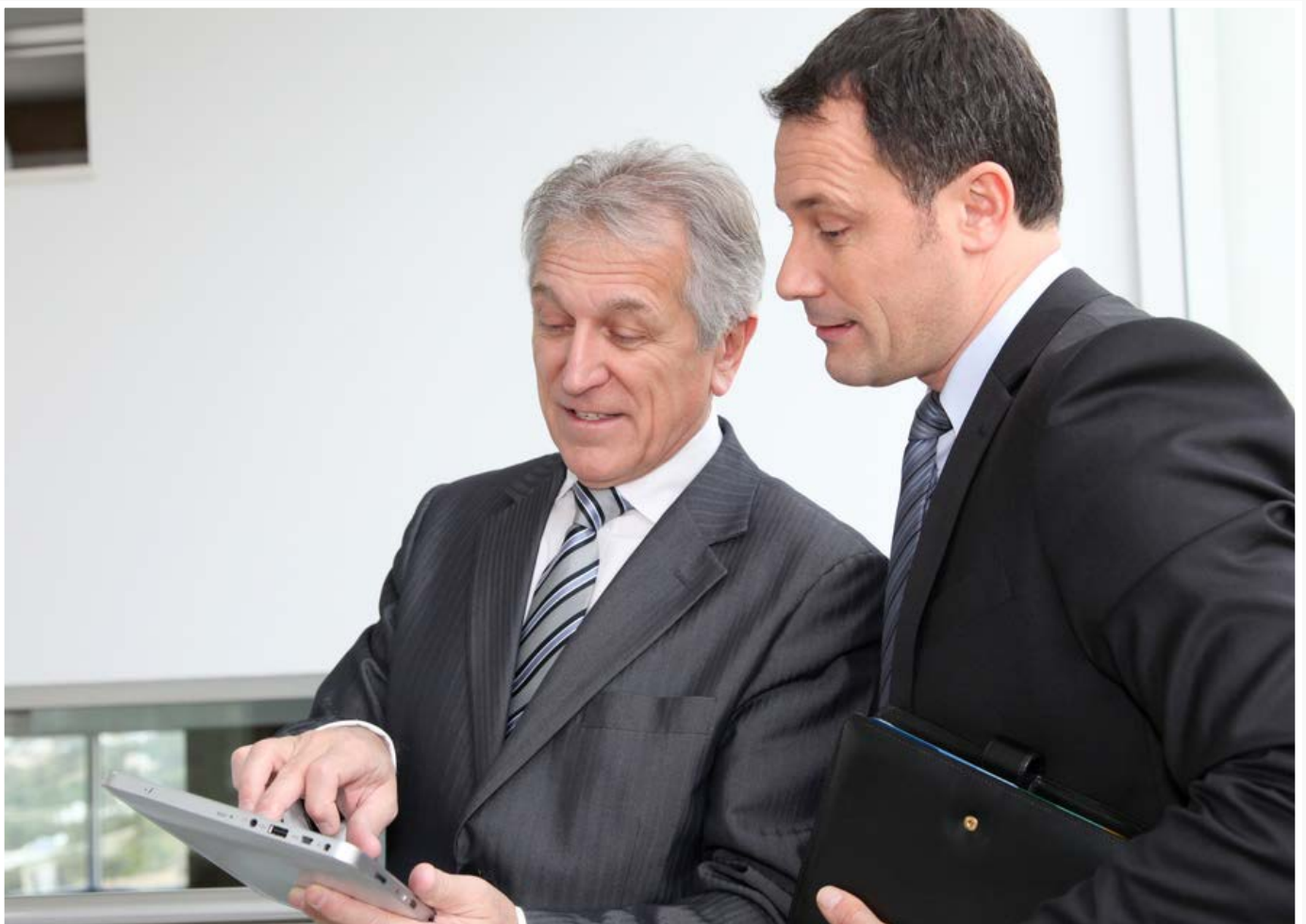
This e-book guides you through **the benefits of tablets** and **mobile sales enablement technology** in 9 chapters:

1	Why Use Tablets in Sales & Marketing?	4
2	Do We Need an App?	6
3	What Is Mobile Sales Enablement Technology?	8
4	Why Use Sales Enablement Technology for Tablets?	10
5	How Mobile Sales Enablement Technology Makes Managing and Distributing Sales Material Easier.	12
6	The Role Tablets, Equipped With Sales Enablement Technology, Play in Aligning Sales and Marketing.	15
7	Sales and Marketing Team Communication Through Tablets	17
8	How Tablets and Sales Enablement Technology Reduce the Administrative Burden.	19
9	Discover Patterns In Performance With Tablets and Mobile Sales Enablement Technology.	21

Chapter 1

Why Use Tablets in Sales & Marketing?

How **improving engagement** with customers leads to **better sales**, and how sharing the **right material** and the **right time** leads to **better conversion rates**.



Why Use Tablets in Sales & Marketing?

The obvious benefit of tablets is that they are light, mobile, have a long-lasting battery and can be switched on instantly. Using tablets enhances the customer experience, and provides an opportunity to bring marketing material to life:

- ✓ Up-to-date sales support material can be accessed and shared by the whole team **anywhere, anytime**.
- ✓ Sales conversations flow naturally, as tablets encourage **engagement**.
- ✓ Depending on the context, additional resources can be accessed, creating **up- and cross-sell** opportunities and making **best use of marketing material**.
- ✓ **Usage statistics** of sales support material allow for a measurable ROI on the marketing effort.
- ✓ Contact data can be immediately captured, to further **reduce administration**.



70% of executives, in sales organizations using tablets, are already reporting increased sales.

Source: Sales Management Association (1)

Having the **right content at the **right time**, increases sales and marketing efficiency.**

Chapter 2

Do We Need an App?

How to transform a tablet from a shiny gadget to a workhorse.



Do We Need an App?

When you consider tablets, you want to make sure Sales and Marketing use them in the most effective way.

There are 3 basic questions to ask:

- **Do we need a special application (app) or can we get by with free tools?**

There are free or inexpensive tools available to simply access files on a tablet and perform some basic functions. However, the possibilities tablets offer go far beyond enabling your team to present and share content from a mobile device. To unlock the real benefits of tablets that are highlighted in this e-book, you will probably want to look into using a mobile sales enablement solution of which the mobile app is a very important part. The next dilemma is build or buy...

- **Should we get a custom app built for our company?**

Custom apps are expensive, take a long time to build and involve many risks. Deciding to go down this path drains valuable time and resources from your company. The initial cost might seem reasonable, but if you take the work for updates and maintenance into account, the cost becomes exorbitant. Just as it works out better to subscribe to Salesforce.com than to build your own CRM system, subscribing to a mobile sales tool will, in most cases, be your best option. You need to look for proven solutions with high adoption rates among users.

- **When is subscribing to mobile sales enablement technology a better option?**

A mobile sales enablement application that you can subscribe to usually consists of an online platform - accessible through a web browser - and a mobile application. The work that goes into developing and updating the platform and the app benefits all the subscribers. Your monthly fee should cover all future updates and new versions. The app that the team will use on the road will be customizable to your needs, so unless you want to reinvent the wheel, it usually makes sense to look for a good mobile sales enablement platform.

**Tablets are great sales and marketing tools, but not straight from the box.
You need the right technology to transform a fun gadget
into a revenue-driving workhorse.**

Chapter 3

What Is Mobile Sales Enablement Technology?

Relevant information at the right time, in the right place.



What Is Mobile Sales Enablement Technology?

Mobile sales enablement helps sales organisations to focus - through mobile technology - on what matters: selling!

Mobile Sales Enablement Technology is about:

- Making sure that **relevant information** is pushed to the **right person** at the **right time** and in the right place, thereby moving a specific sales opportunity forward.
- Enabling sales professionals to have **better and more effective sales conversations**.

Benefits of mobile sales enablement from a Marketing point of view:

- Sales reps always use **up-to-date** sales material.
- All content is uploaded to a **central platform**, updates only need to be done once, and the content is immediately pushed to all tablets.
- The technology allows marketers to get **insights** in how sales reps interact with sales material: what they are viewing, sharing...
- The technology enables **communication and collaboration**.

“**The use of tablets in businesses will more than triple by 2016.**”

Source: Gartner, April 2012 (2)

Chapter 4

Why Use Sales Enablement Technology for Tablets?

Five ways in which tablets make your life in Sales and Marketing easier.



Why Use Sales Enablement Technology for Tablets?

Five areas in which tablets and a good mobile sales enablement solution make your life in Sales and Marketing easier:

- **Content**

When using a mobile sales enablement platform, you need to decide what material you want your reps to use on their tablets. Once the set of approved material is in place, any updates are executed simultaneously on all tablets, and you have a system for controlled content distribution. On top of that, a good mobile application makes it possible to access sales material anywhere, anytime, even without an internet connection.

Read more about “How tablets combined with mobile sales enablement technology make **managing and distributing sales material** easier” on **page 12**.

- **Feedback**

Your sales reps can easily provide feedback from the tablet on the sales material they use, and when the marketing department can learn from usage statistics which material is most used on the tablets, both sides win.

Read more about “The role tablets and mobile sales enablement technology play in **aligning sales and marketing**” on **page 15**.

- **Communication and Collaboration**

Sales professionals are usually very busy communicating with current and potential customers and closing deals. This can lead to important internal communication being overlooked. Push notifications on a mobile device never go unnoticed. When a pop-up message appears on the screen, you can be sure the owner of the tablet reads it – which is more than can be said of emails!

Read more about “**Direct communication** with your team through tablets” on **page 17**.

- **Administration**

Showing presentations, documents and videos from a tablet is nice, but customers will want to look at the material later on. Presenting material from a tablet to potential customers at a trade show is cool, but your marketing team is going to want to see their names appear in the contact database. Mobile sales enablement technology lets you share sales material and collect CRM data straight from the tablet, saving your reps a lot of time.

Read more about “How tablets and sales enablement software **reduce the administrative burden**” on **page 19**.

- **Insights**

A sales enablement platform will give you insights into the use of sales material, allowing you to discover previously unseen patterns in performance and to capture, identify, and share best practices of top performers.

Read more about “Discovering **patterns in sales performance** with tablets and mobile sales enablement technology” on **page 21**.

Sales reps love how tablets make them mobile, but the biggest benefits of tablets might actually be reaped by directors at the office.

Chapter 5

How Mobile Sales Enablement Technology and Tablets Make Managing and Distributing Sales Material Easier.

How to make sales less of a mess.



How Mobile Sales Enablement Technology and Tablets Make Managing and Distributing Sales Material Easier.

Product sheets, informative videos, brochures, catalogs, pricelists, presentations... Your team needs them, your company provides them, but who finds - and most importantly - uses them?

The top 4 questions sales reps have about sales support material:

- 1 Where is it?**
A presentation might reside in an email attachment or on a shared drive, or it can be printed and stored somewhere...
- 2 Can I use it?**
Sales material such as presentations, catalogs, pricelists, photographs etc. have to be up-to-date and company-approved, but who controls this?
- 3 How do I access it?**
Sales reps' magic happens when they engage with a customer. Not when they are trying to grab a specs sheet from your intranet through a customer's slow connection.
- 4 When and how can my potential customer have it?**
After a meeting, your sales rep wants to share what was discussed. He doesn't want to carry around a heavy briefcase packed with print-outs, but he doesn't want to land in email attachment hell either.

A sales and presentation tool for tablets groups all sales material in one place. Sales reps have instant access to company-approved, up-to-date material, which can be easily shared.

How Mobile Sales Enablement Technology and Tablets Make Managing and Distributing Sales Material Easier.

Tablets make sales less of a mess by helping with content management and distribution:

- ✓ Working with digital material is **easy, cost efficient** and **environmentally friendly** compared to print.
- ✓ Providing sales reps with the latest, **up-to-date** sales material increases the use of that material.
- ✓ Making sure the sales material is **centrally stored** gives sales reps the answer to where to find the sales material.
- ✓ Grouping sales material creates a **central source of truth**, making sure only company-approved material is used and unifying the message and communication of your company.
- ✓ Opting to make the sales material **available on the tablet offline** makes the sales experience much more mobile.
- ✓ Allowing material to be **shared directly** from the tablet gives the sales conversation a longer life.

“Salespeople spend 30 hours a month searching for and creating their own sales material.”

Source: Jeff Ernst, The New Rules of Sales Enablement (3)

Chapter 6

The Role Tablets Play, Combined With Mobile Sales Enablement Technology, in Aligning Sales and Marketing.

Can tablets bridge the gap?




The Role Tablets Play, Combined With Mobile Sales Enablement Technology, in Aligning Sales and Marketing.

An important part of any marketing department's tasks is creating marketing deliverables and support material for the sales department. Quite often, lack of feedback on this material results in misunderstandings and disturbs the optimal cooperation which both departments need to function at their best.

Mobile sales enablement technology offers numerous benefits:

- It allows sales reps to give **immediate feedback**.
- It gives the marketing department the opportunity to gather input in an organized and structured way, thus **improving the quality** of the sales collateral.
- If **usage statistics** reveal that a document, video or product sheet is never used, you can look into why it's not used. Maybe the sales reps just need a reminder to work with it. If the material simply isn't useful, the decision can be made to spend money on creating more efficient sales material in the future.

 **90% of marketing deliverables are not used by sales.**

Source: Jeff Ernst, The New Rules of Sales Enablement (4)

If you want busy sales reps to give feedback on support materials, make it convenient for them by providing a sales tool where they can add comments straight away.

Chapter 7

Direct Communication With Your Team Through Tablets.

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Can push notifications do the trick?



Direct Communication With Your Team Through Tablets.

Wouldn't it be nice if you had a way to immediately grab the attention of your whole team at once?

With a sales and presentation tool for tablets you can send **push notifications** to your whole team, or specifically to reps responsible for a certain region or product.

“Hey team, the pricelist has been updated”

“The launch of the promotion has been postponed by one week”

“Team meeting tomorrow at 9 a.m. – breakfast provided!”

The advantages of delivering pop-up messages on a tablet:

- ✓ Great visibility.
- ✓ More direct than email.
- ✓ Less time-consuming than phoning.

Chapter 8

How Tablets and Sales Enablement Technology Reduce the Administrative Burden.

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You're in sales, not administration.



How Tablets and Sales Enablement Technology Reduce the Administrative Burden.



As a Sales or Marketing professional, you don't need research to tell you that 100% of good sales reps:

- **Don't like administration**
- **Need to spend their time selling**

However, it is important to send follow-up emails and update the contact database after a sales conversation.

A mobile sales enablement app for your sales team gives them an intuitive and straightforward way to:

- ✓ Quickly **capture contact data** at a trade show or meeting.
- ✓ Easily **import** this information into your company's contact database or **CRM**.
- ✓ Immediately send a **follow-up email** with an overview of what was discussed at the meeting.

With a sales app, sales reps walk away from a meeting with the administration already done.

Chapter 9

Discover Patterns in Sales Performance With Tablets and Mobile Sales Enablement Technology.

How deploying tablets can give you insights into what is happening in the field.



Discovering Patterns in Sales Performance With Tablets and Mobile Sales Enablement Technology.

Knowing what makes sales reps successful when they are on the road is not easy. To a Sales or Marketing Director, insights into what is happening in the field are like nuggets of gold.

Why do some reps have incredible sales skills while others never reach their target?

Many books have been written on the subject and a lot of research has been done. Part of the answer can be found in how sales reps use and interact with sales material. Does your top performer spend 30 minutes on a presentation, or just 10? Is your junior rep remembering to talk about your new product, or is he only showing videos of the products he is most familiar with?

A mobile sales enablement application gives you data about sales material usage, which leads to:

- ✓ **Insights** into what makes your top sales rep special.
- ✓ **Best practices** to be captured, identified and shared with the team.
- ✓ Discovery of previously unseen **patterns** in performance



If knowledge is power, shared knowledge is the key to unlocking group wisdom.



Turn any tablet into a Sales & Marketing tool.

Watch this **2 minute video** to see how you can start working with Showpad in no time at all.



Or, start your free 30-day trial today, no credit card required.

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