

## 7 Tips for Communicating with Sales Teams

- 1) Know your audience
- 2) Repeat communications via multiple channels
- 3) Ensure communication channels are accessible to remote salespeople
- 4) Use visual communication tools
- 5) Use channels with high cut-through for important updates
- 6) Use two-way communication
- 7) Allow salespeople to collaborate

Effective sales team communication is not just about pushing out product updates and pricing information to salespeople. It is also a way to keep your sales team motivated, engaged and aligned to company values.

Salespeople are notoriously busy and have short attention spans, so a creative approach to sales team communication is important.

Here are some tips for communicating effectively with sales teams:

### Tip 1: Know your audience

**Be clear and concise, and use visuals wherever possible.** Salespeople typically live in the moment and have high workloads. They tend to ignore information that is not relevant to their needs at that point in time. They typically don't enjoy slow, laborious marketing presentations (they will probably be checking their email on their mobile device anyway). So be clear and concise, and use visuals to communicate wherever possible.

**Use short summaries or teasers.** Salespeople tend to scan information, not read it in detail. They rarely visit the company's internal intranet just to see what's new, and they don't read mass email updates. You will need to be creative with your communications to get their attention. Use short summaries or teasers to get the main messages across and embed hyperlinks to further in-depth information.

Consider using communication channels such as interactive screensaver messages, scrolling headlines or desktop alerts on the salesperson's desktop. Put short summaries or "tweets" into an internal newsletter and provide links to further information.

**Sales team communication tools: Screensaver Messages, Desktop Newsfeeds and Pop-up Alerts, Internal Newsletter**



### Tip 2: Repeat communications via multiple channels

**Most people need to hear things three to five times before those things sink in.** For salespeople, this is especially true.

To ensure that messages are heard by sales teams, you need to reinforce these communications through multiple channels. Thus, if a salesperson misses a message in one place, he or she will see it in another.

**Monitor readership and repeat messages until they are read.** Recurrence options for unread messages via desktop alerts and scrolling news headlines can help ensure that messages are eventually read.

Salespeople have the opportunity to use SnapComms content if they are busy or out of the office presenting a proposal or giving a demonstration; therefore, messages **will** eventually reach everyone.

Sales team communication tools: Message Scheduling, Message Recurrence, Interactive Screensaver Messaging, Desktop Newsfeeds and Desktop Alerts

### Tip 3: Ensure communication channels are accessible to remote salespeople

**Consider using secure communication channels that do not require access via a VPN.**



Salespeople often work remotely, and remote network access may not always be easy or fast. In addition, they may be using workarounds to avoid logging onto the network often, which means they may miss important communications on the intranet.

**Software as a service or cloud communication solutions can help.** For example, SnapComms messages can be delivered wherever Internet access is available. The SnapComms software polls a data center and checks for new information for the salesperson. Messages are then downloaded and displayed as defined by the administrator. These messages are secure and can only be viewed by employees who have been targeted with specific message view rights for communication through a unique software applet.

#### Tip 4: Use visual communication tools

Visual representations of information work really well for sales teams. Consider using Infographics to tell stories through a series of screensaver messages.

#### Examples of information suited to screensaver messaging:

- Success quotes
- Motivational thoughts
- Recognition of high achievers
- Customer testimonials
- Products and offerings in the pipeline
- Available training programs
- Available support systems
- Incentive programs
- Product and service updates
- Sales tips and advice
- Reinforcement of policies (such as appropriate use of customer data)
- Reminders of deadlines
- Frequently asked questions



Where appropriate, use the screensaver message for teasers that can be clicked for further information.

Sales team communication tool: Interactive Screensaver Messaging

## Tip 5: Use channels with high cut-through for important updates

Some types of messages need to reach sales people fast. In these cases, use channels that deliver fast and effective message cut-through.

Information appropriate for desktop messaging (e.g., alerts and tickers):

- Deadline reminders
- Competitor activity updates
- Product launch countdowns and updates
- New features and resources
- Status updates on systems outages
- Warnings (e.g., fraud alerts, security breaches)



Sales team communication tools: Targeted Desktop Newsfeeds and Desktop Alerts with Message Recurrence Options

## Tip 6: Use two-way communication

**Understand what is important to both sales teams and customers.** Desktop polls/surveys and online forums are effective tools for gathering this type of information.

**Traditional product training is usually not enough.** Reinforce key messages on screensavers and use desktop surveys and quizzes (with recurrence options to drive participation) to reinforce and measure important product and process knowledge.



Sales team communication tools: Targeted Desktop Surveys with Message Recurrence Options, Internal Social Media

## Tip 7: Allow salespeople to collaborate

Remember that salespeople tend to want information *only* when they absolutely need it.

Provide secure social media to allow salespeople to share best practices and success stories. Create an ever-evolving, searchable FAQ for key products and processes.

Sales team communication tools: Internal Social Media

## Related resources

Visit our White Papers page for additional resources:

