

**ADIGO™**


**UNDERSTANDING THE IT NEEDS OF  
SALES MANAGERS**

**DIAL 844- WEB ADIGO**  
**(844-932-2344) NO ID NEEDED**

**START TIME: 5 MINUTES AFTER THE HOUR**  
WE'LL GO FOR 20 MINUTES UNTIL 25 PAST



**A Conferencing Tips Webinar  
with Pam Watson Korbel,  
Sales Management  
Consultant**  
8/19/2015



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**AGENDA**

- Intros
- Personality traits and how to work with each other – Sales and IT
- Metrics for Sales Managers
- Technology tools for the Sales team

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## INTRODUCTIONS

- Sales Management Consultant, SmartGrowth, Inc.
  - Ally of Adigo
- Experience at Public and Private companies
- Experience in small and large companies
  - As few as 1 or 2 sales people
  - As large as 50 sales people


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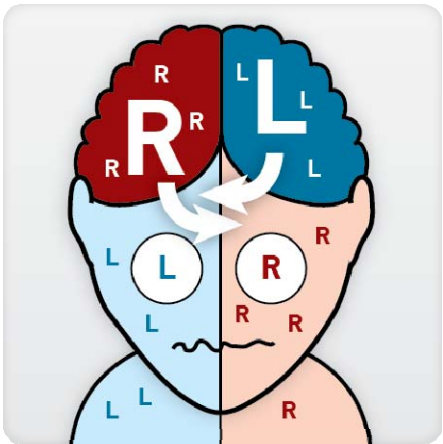
## NEEDS OF SALES

- Simple
  - No setup needed so adhoc calls are easy
- Remove the burden of the tool
  - Fixed url's that run in the browser
- Easy
  - NO ID needed so callers drop right in
- Professional
  - Branded greeting


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## THE SALES PERSONALITY



- Right brained or left brained
- People/feelings vs. facts
- Intuition vs. logic
- Extravert vs. introvert
- Spontaneous vs. organized





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## SALES MANAGER VS. SALES REP

- True Sales Managers function more like other managers in the company
- Many Sales Reps don't move up because they can make more money and avoid the hassles of managing
- Sometimes, the Sales Manager was promoted for being a good sales person – not necessarily a good idea





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### GUIDELINES FOR BUILDING A RELATIONSHIP

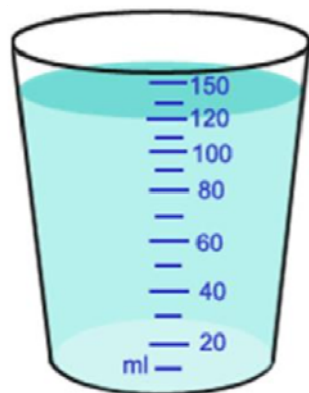
- Sales Managers and IT Managers both have hobbies, kids, pressure at work
- Both have weight on their shoulders for running the business
  - Sales – top line revenue
  - It – operations and efficiency
- Both hear “no” a lot
  - Sales person might make 100 calls in a day and talk to one person
  - Everyone always has an IT wish list outside of this year’s budget



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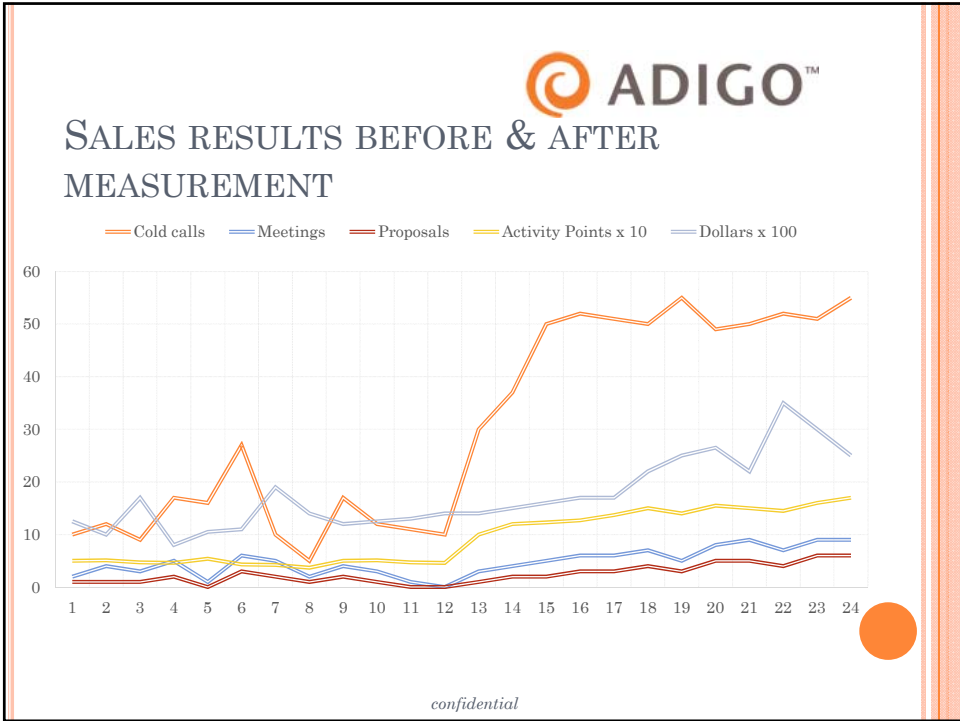


### SALES METRICS



Whatever  
you  
measure  
will  
improve.

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- 
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- ### HOW CAN IT HELP?
- CRM
    - Salesforce.com
  - Reports
    - From CRM or with a report writer
  - Integration with other programs
    - MS Office
  - Marketing Automation
- 
- confidential*



### TECHNOLOGY TOOLS TO HELP WITH ...

- Getting reps to enter data into CRM
  - Mobile apps
  
- Keeping “flow” going for the sales reps



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### APPRECIATE THE ITERATIVE PROCESS



- Assess needs
  
- Do development
  
- Get feedback
  - Talk to Sales reps
  
- Repeat



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## CONCLUSION

- Activity
- Stay in the flow
- Metrics
- Reports



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## ADDITIONAL RESOURCES

- *CRM Tools*
  - *SalesForce.com*
  - *Microsoft Dynamics*
  - *Etc*
- *Marketing Automation Tools*
  - *Hubspot*
  - *Pardot*
  - *Marketo*

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## CONNECT



For more information about collaboration tools:

Brad Volin, Adigo, 888-552-3446, [bvolin@adigo.com](mailto:bvolin@adigo.com)

- VIP Accounts, where no ID is needed
- Branded greetings
- Simple and professional entry
- No setup required

For more information about sales management:

Pam Watson Korbel, SmartGrowth, Inc. – 303-906-4144,  
[pam@smartgrowth.com](mailto:pam@smartgrowth.com)

**How helpful was this? 1 (not much) – 5 (super)**

