

# HOW BUSINESS MOBILE SOLUTIONS HELP SALES TEAMS

Road warriors, probably more so than any other group, are always looking for an edge to help them nurture existing customers and find and win over new ones. With the emergence of devices like smartphones and tablets, and technologies like unified communications, sales people are quickly adopting them to achieve greater agility, efficiency and productivity.



**40%** of polled sales people currently use a tablet

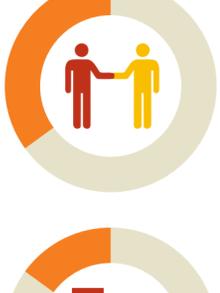


**90%** of sales firms are on track to implement mobile technology



**70%** of sales team executives are using mobile solutions with a positive ROI

## Mobile CRM has been shown to give a:



**25%** increase in sales



**35%** increase in prospect visits



**15%** lowering of sales costs

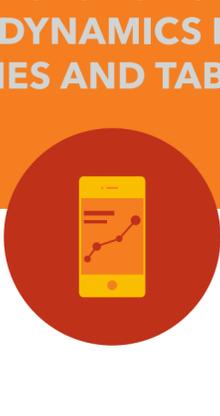


**30%** reduction in billing lag time

## LET'S SEE SOME SPECIFIC WAYS MOBILE HELPS SALES TEAMS:

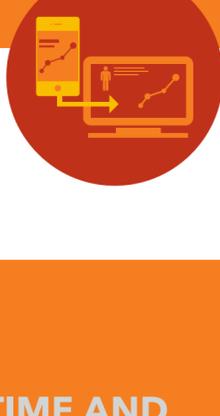
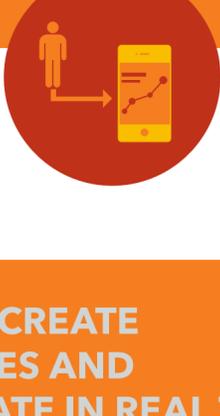
### BENEFIT 1

ALLOWS SALES PEOPLE TO OPERATE INDEPENDENTLY DAY OR NIGHT.



### BENEFIT 2

ENABLES ACCESS TO PRODUCTIVITY APPLICATIONS SUCH AS SALESFORCE.COM AND MICROSOFT DYNAMICS FROM SMARTPHONES AND TABLETS.



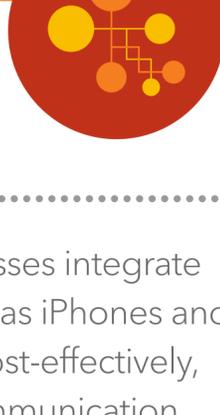
### BENEFIT 3

OFFERS SEAMLESS INTEGRATION OF DATA COLLECTED IN THE FIELD WITH DATA ALREADY GATHERED AND STORED WITHIN THE ORGANIZATION, INCLUDING CUSTOMER ACCOUNT DATA.



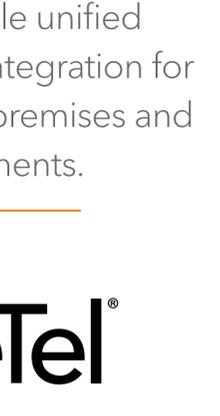
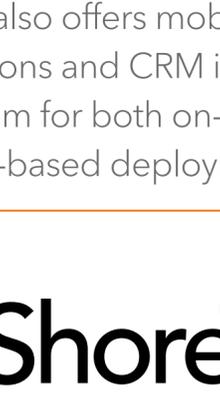
### BENEFIT 4

LETS TEAMS CREATE CONFERENCES AND COMMUNICATE IN REAL TIME AND SHARE DOCUMENTS AS IF THEY WERE SITTING IN THE SAME ROOM.



### BENEFIT 5

DEVELOPS TEAM CONNECTEDNESS LEADING TO MORE INFORMED, TARGETED SALES AND INCREASED VISIBILITY OF NEW OPPORTUNITIES.



### BENEFIT 6

ALLOWS SYNCHRONIZATION OF CALENDARS, CONTACTS, EVENTS AND TASKS.



ShoreTel Mobility lets businesses integrate smartphones and tablets, such as iPhones and iPads, securely, simply and cost-effectively, with existing enterprise communication applications and infrastructure. Combined with ShoreTel Dock, workers can go mobile but still have a home base. The ShoreTel Dock merges the benefits of a desk phone with the power of the ShoreTel Mobility app. Users can click in their iOS device (iPad or iPhone) into ShoreTel Dock and they're ready to work.

ShoreTel also offers mobile unified communications and CRM integration for Salesforce.com for both on-premises and cloud-based deployments.



#### SOURCES

[shoretel.com/about/newsroom/industry\\_news/How\\_business\\_mobile\\_solutions\\_help\\_sales\\_teams.html](http://shoretel.com/about/newsroom/industry_news/How_business_mobile_solutions_help_sales_teams.html)  
[blog.shoretel.com/2013/06/road-warriors-ready-to-embrace-tablets/](http://blog.shoretel.com/2013/06/road-warriors-ready-to-embrace-tablets/)  
[blog.shoretel.com/2013/05/byod-challenges-businesses-to-examine-best-practices-for-employees/](http://blog.shoretel.com/2013/05/byod-challenges-businesses-to-examine-best-practices-for-employees/)  
[iquotexpress.net/articles/cloud/mobility-byod-could-improve-business-agility/](http://iquotexpress.net/articles/cloud/mobility-byod-could-improve-business-agility/)  
[cmssoftwareblog.com/white-papers/white-paper-why-go-mobile---six-strategic-objectives-you-can-conquer-with-mobile-crm-30/](http://cmssoftwareblog.com/white-papers/white-paper-why-go-mobile---six-strategic-objectives-you-can-conquer-with-mobile-crm-30/)