



The Five Drivers of the Successful Modern Sales Force

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DRIVER #5: SELL FASTER AND MORE EASILY

“44% of individuals involved in a CRM project reported user adoption as a key reason for the failure of CRM initiatives”

Forrester, **How To Succeed With CRM: The Critical Success Factors, Part Three, 2013**

Why is This Happening?

For sales teams to be successful in the age of the customer, they need tools that help them close more deals, faster. Some CRM tools are underused because they're not geared to helping reps sell in the modern era. This may be because they're complicated to use; because they're isolated from the apps your reps use every day; or because they don't give reps the information they need.

Today, sales automation is not (just) about managing accounts, contacts and activities. It's about gaining insight that provides a competitive edge, having access to predictive information, being able to collaborate in real time, creating quotes in front of the customer, updating forecasts. All at any time, from any place, using mobile devices – all helping to drive sales and pipeline. This satisfies the “what's in it for me” dilemma other solutions have not solved.

Look to the Cloud for Modern, Success-Enhancing Sales Tools

Smart sales leaders are equipping their teams with the latest cloud-based tools for fast and successful selling. The advantages of a modern, cloud-based sales system are huge.

Quick to get going: cloud-based tools can be up and running in a fraction of the time of old-style systems that your IT department has to buy and install.

Latest marketing automation features: sales reps can see prospects' latest online activity and digital body language, so they're better prepared for every call and meeting.

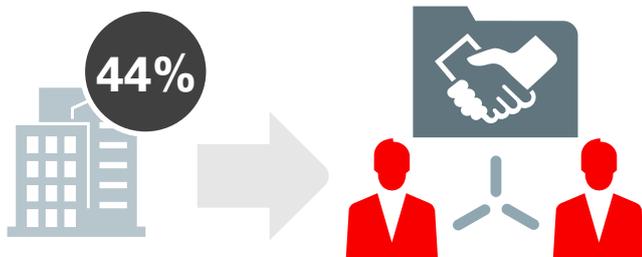
Easy collaboration: the best tools make it effortless to bring experts from around the organisation into the conversation, in real time, to help close the deal.

Mobile-first: when reps are out on the road, the last thing you want is for them to head home at 3pm to update the CRM system. With full mobile access, they can spend more time selling.

Powerful analytics: reps can update pipeline information and forecasts as they go, giving sales managers and VPs unprecedented, real-time insight into progress against targets.

When your reps can collaborate with co-workers, build pipeline, and access useful customer data – from wherever they are – you'll instantly see your team selling more, and selling faster.

Find out More



44 per cent of organisations reported user adoption as a key reason for the failure of CRM initiatives

How To Succeed With CRM: The Critical Success Factors, Part 3 2013