

FIELD GUIDE TO SALESPEOPLE

(And how to help them succeed)

ELOQUA

Salespeople are a colourful bunch

They have to be.

Sales professionals are coping with longer sales cycles, more informed buyers and intense levels of competition. They need every competitive advantage to help them make connections, uncover opportunities and sell.

What if you could take their pain away?

Or at least, make it better.

We spotlight some of the most common sales personalities and the things they worry about most.

Recognise some or all of these personality types?

If you do... then start looking into how to anticipate their needs, get marketing and sales on the same page, and use sales-enablement tools to help solve it.



The Cowboy

The Cowboy is a loner. The field is his range. He's got a quota in his sights and needs no-one's help.

Ready for action and always on the prowl, the Cowboy is full of initiative but prone to go off message. It will take some convincing that he needs Marketing as a partner.

- **The Good:** Moves Fast, Understands Buyers' Needs
- **The Bad:** Tends to Go Off Message
- **Needs:** Help Delivering a Consistent, Effective Pitch

Keep your reps on-topic and on track:

<http://eloquaforsales.eloqua.com/>



**“Ain’t nobody stands
between me and
my number.”**

The Chronic Complainer

This is possibly the most difficult sales rep to please. If the Chronic Complainer doesn't make her number, it's not her fault.

She constantly feels under equipped. Marketing doesn't supply enough timely, yet organised information. She lacks content – or maybe she has too much content. Whatever the case, Marketing is underperforming. Not her.

- **The Good:** Knows the Market, Customer Pain Points
- **The Bad:** Underestimates the Value of Marketing
- **Needs:** An Easy Place to Find Organised Resources

**Eliminate hours spent by reps creating
or searching for content**

<http://eloquaforsales.eloqua.com/>

**“What’s
marketing
doing?”**



The Sales King

Like The Cowboy, the Sales King is all about action. He loves the attention success brings – and he's very successful.

The Sales King knows what works in the field. He can tell Marketing what programmes are resonating with leads. But check your ego at the door. The Sales King doesn't like to share credit.

- **The Good:** Customers Rave, Knows How to Use Assets
- **The Bad:** Ego-Driven
- **Needs:** Marketing's Intelligence on Prospects (even though he won't admit it)

Provide sales a level of prospect visibility fit for a King

<http://eloquaforsales.eloqua.com/actnow>



“Let them eat my quota!”

The Accountant

The Accountant measures deals with the formulaic analysis that a Ph.D. of Statistics would envy.

She knows what's working and what isn't. And she's got the numbers to prove it. This kind of mathematical analysis is invaluable to Marketing. But you need to parse the narrative from all the spreadsheets she'll hand you.

- **The Good:** Analytical Thinker, Process-Oriented
- **The Bad:** Gets Lost in the Details
- **Needs:** Prioritisation toward What's Important

Punt the pivot tables

<http://eloquaforsales.eloqua.com/actnow>

“And if you pivot this value, you’ll see what I think of marketing.”



The Chicken Little

The Chicken Little is the salesperson most likely to whisper in your ear that you'll never make this year's targets.

Trouble is constantly befalling this person's field, company, even industry. He may actually be a talented salesperson, but always feels out gunned by the competition. Marketing's goal is to combat their natural pessimism by calling out bright spots.

- **The Good:** Adaptable to Market Changes
- **The Bad:** Overly Focused on Tactics, Not Strategy
- **Needs:** To Be Guided toward What's Promising

Give reps a leg up over the competition

<http://eloquaforsales.eloqua.com/actnow>



“The competition just did something! Quick! Do something!”

13 Questions Marketing Should Ask Sales Reps

The first step toward developing a marketing function that really pushes sales enablement is to *actually* talk to the sales reps out in the field.

Understanding what your different sales reps need – no matter how big or colourful the personalities are – requires asking the right questions

1. “What are the top three things that you’ll need to make your number this quarter/year?” Focus on the big umbrella content and resources your sales reps need. Force them to think about what they *need* versus what they *want*.

2. “If there were only three things that marketing can do for you this quarter/year, what would they be?” Show that marketing cares about delivering the big needs by asking the reps to make a shortlist rather than a long list of missing pieces.

3. “If there were only three reports/dashboards that marketing could provide to get your job done and make your number, what would they be?” Sales reps are results-oriented. Ask them what kind of data they need to see from marketing to achieve results, and what’s just filler.

4. “What markets/verticals/types of organisations would you like to sell more into? What’s holding you back from doing so now?” Out in the field, reps might be seeing open opportunities that marketing isn’t prepared to sell into. Asking helps identify new revenue opportunities.

5. “What are your thoughts on the sales tools available to you now? Is there too much, too little?” This question will help you discover whether marketing is delivering the right assets, or if sales just doesn’t know where to find them.

6. “How is marketing’s overall communication to the sales team? Do you have a good sense of what’s coming up from a marketing programme’s perspective?” Similar to question five, sometimes you have rich resources for sales but your communication between teams is poor.

- 7. “What are the top two or three things that we do well from a product release and marketing perspective?”** At the end of the day, sales reps need to sell your products and services...not just your brand image. Find out what you’re delivering around specific products that are working.
- 8. “What are the two to three things that you’d like to see marketing do more of?”** Focusing first on what’s working, rather than what’s not, is a great way to change attitudes and plan ahead strategically.
- 9. “What are the two or three things that marketing should stop doing?”**
If a certain tactic isn’t delivering the goods, why keep doing it? Have the reps name underperforming programmes so you can cut the chord and move on.
- 10. “What are the top three things that keep you up at night in terms of your competition?”** Sometimes reps can get spooked and reactive when a competitor makes a move. Instead of focusing on short-term reactions, ask your reps to focus on the big strategies competitors employ time and time again.
- 11. “What can we do to improve your access to and use of contact data?”**
Sales reps need data. They need to know leads’ prospects needs, buying actions... their **digital body language**. Find out how you can improve the flow of this information between teams.
- 12. “What are the top two to three areas where our current messaging works really well for you?”** Marketing is the messaging apparatus for the entire organisation. Salespeople can usually tell you what messages are actually resonating and what’s falling flat.
- 13. “What are the top three things that marketing can do to leverage our alliances and partnerships in order to sell more?”** Many times your organisation will have great partnerships in place that aren’t being tapped into. By asking sales, you can identify opportunities to drive more value out these alliances.

Become Sales' Hero with Eloqua

Eloqua for Sales gives your sales reps easy-to-use intelligence and productivity tools. Your sales reps will have a leg up on the competition with the ability to identify, understand, track and engage their hottest leads.



The Cowboy can now deliver consistent, effective messages – and finally stay on topic

Eloqua Engage is the quick – yet effective – way to customise, send and track email messages from the Web, iPad and CRM using templates built by marketing. Which means the Cowboy can roam free and sell effectively – all while maintaining messaging and brand consistency.



The Chronic Complainer can now easily find the right resources needed to sell effectively

Eloqua Engage also alleviates the need to constantly re-create emails that are frequently used throughout the sales process – all the while enabling Sales to personalise and track each email template sent.



The Sales King can now access valuable marketing intelligence on prospects – without constantly having to go the Marketing team for it

Eloqua Prospect Profiler gives sales teams fast access to their prospects' online activities and behaviours. It gives Sales keen insight into buyer interests and intent previously only accessible by Marketing. And with Eloqua's real-time email alerts, reps get notification when a hot prospect visits the website or submits a form. In essence, Eloqua provides your sales team a level of visibility and personalised service fit for a King!



The Accountant can now avoid analysis-paralysis

Eloqua Prospect Profiler allows salespeople to interpret prospect needs without sorting through lines of data. This easy to-use tool lives right within the contact record in your CRM system, or it can be accessed on a stand-alone basis from any web browser. It provides seamless drill down for additional details on any activity, and shows you exactly what campaign, form, or webpage your prospect visited. Which means the Accountant can now ditch the spreadsheets and focus on the most lucrative prospects.



The Chicken Little can now focus on what's promising and stop worrying

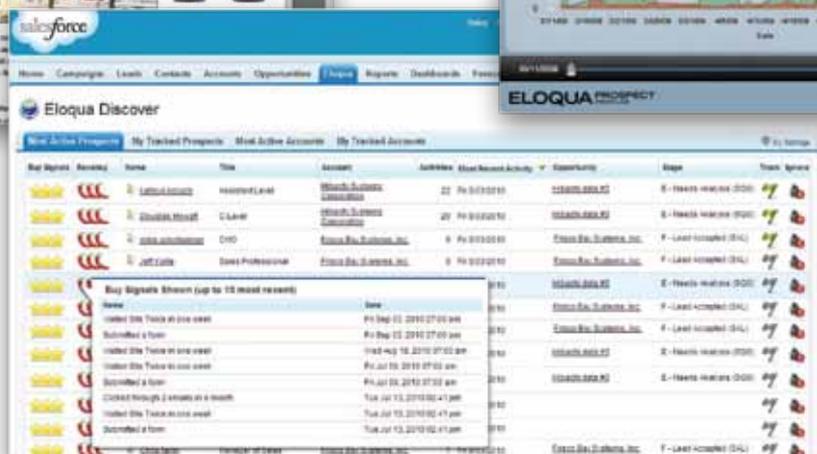
Eloqua Discover for Salesforce.com maximises sales efficiency by providing a prioritised view of the hottest, most engaged buyers and helps sales closely monitor and track key buying signals like website visits, collateral downloads and email opens and clicks. And armed with the insight into which accounts deserve their immediate attention, sales professionals can quickly zero in on buyer interests and activities. Which allows The Chicken Little to respond effectively well before the competition does.



Eloqua Engage



Eloqua Prospect Profiler



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