M-Powering Your Sales force

Tim Rochford

Chief Technology Officer

iConverse Inc.

71 Second Ave., 3rd Floor

Waltham, MA 02451

Tel: (781) 622-5050

Fax: (781) 622-5060

www.iconverse.com

Trochford@iconverse.om

Wayne Sula

Director of Business Development

Salesnet Inc.

580 Harrison Ave., 2nd Floor

Boston, MA

Tel: (617) 350-0160

Fax: (617) 350-8988

www.salesnet.com

Wsula@salesnet.com

Agenda

- Introduction: Automated Sales Process Management
- Why Wireless?
- Turning an ASP into a WASP – Wireless Pitfalls
- Steps to M-Powering Your Road Warriors

Automated Sales Process Management

The Goal of Process Automation …

To develop a sustainable competitive advantage through the consistent implementation of effective sales processes.

The Outcome …

… A Predictable Path to Consistent Profits

Controlled Activities = Predictable Results

Well-Managed Activities Yield Few Surprises

Three Essential Processes

1) Finding and Identifying Opportunities
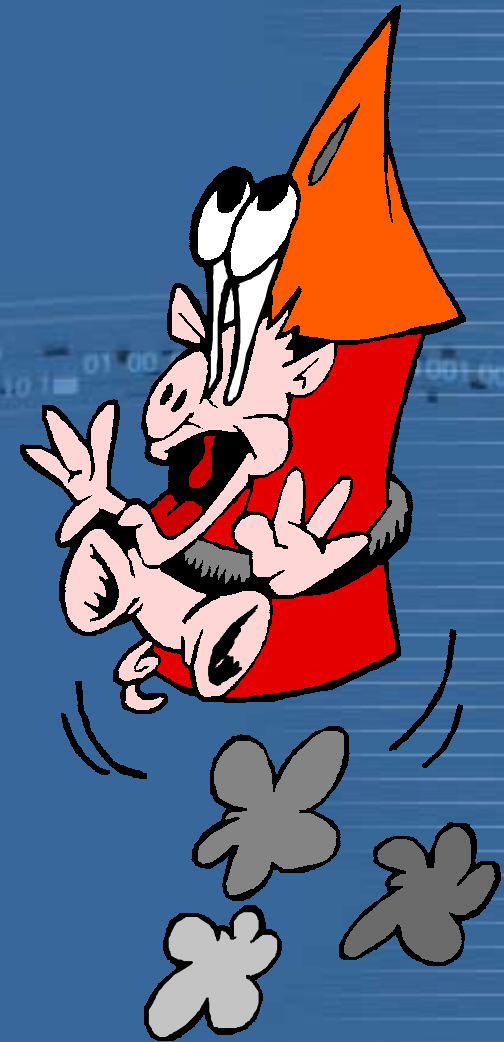2) Acquiring New Customers
3) Retaining Customers

Question:

> **What would happen were you able to compete for all opportunities, in all of your markets, all of the time?**

Answer

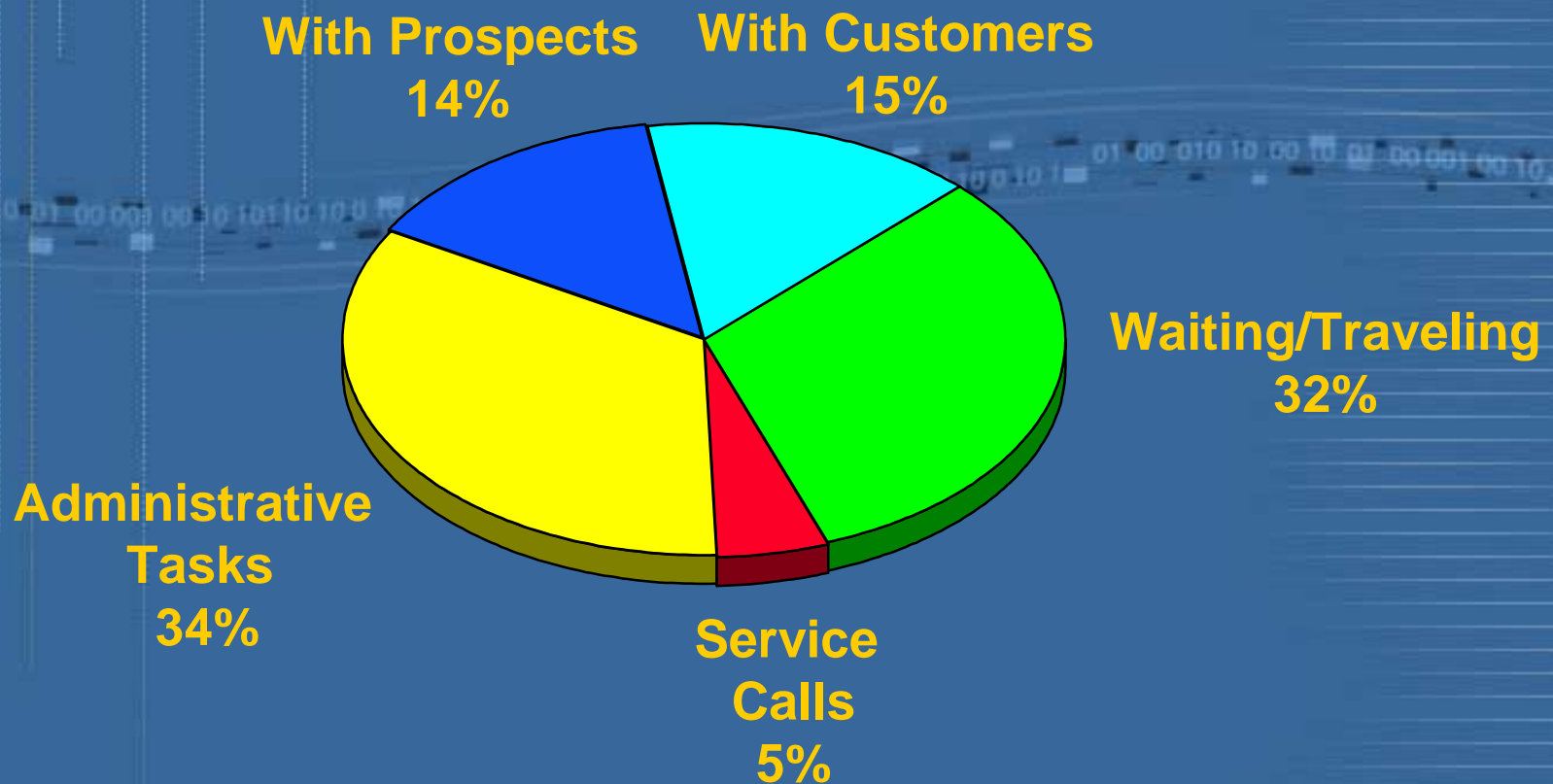**Sales, Revenues and Profits Sky Rocket!**

Sales Manager's Instrument Panel

- Clone sales best practices
- Sell more with less effort
- Manage exceptions only
- Produce consistent, predictable results
- Enhance existing technology
- Produce immediate results
- Improve morale

Why a Wireless Sales Staff?

- *GartnerGroup*: "Organizations that fail to develop a dedicated mobile computing infrastructure will compromise mobile worker productivity by 20% or more."

- Wireless technology is now being referred to in the industry as "The Fifth Wave of Computing"
  - Mainframes, PCs, laptops, PDAs, now wireless
  - Every wave has had growing pains and early doubters
  - Fact: each wave has introduced tremendous productivity gains for the business world
  - Don't let customers dismiss the gains that can be delivered by a wireless application

Where the Average Salesperson Spends His/Her Time

With Prospects
14%

With Customers
15%

Waiting/Traveling
32%

Administrative Tasks
34%

Service Calls
5%

Enhance Biz Development Initiatives

- Track and manage real-time information
- More effectively anticipate customer needs
- Immediate access to time-sensitive data
  - Create a sales force entirely in tune with customer's needs
- More productive face-to-face meetings
  - Increase the amount of customer specific information increases the likelihood of closing the sale
- Timely reporting to management
  - Keep your sales force out in the field and in front of customers, not in the office producing reports
    - Receive and transmit crucial sales information to and from management, in real time, anytime

Enhance Biz Development Initiatives

- Productivity gains
  - Effective salespeople should spend majority of their time in front of customers instead of in the office updating pipeline data
  - Reduction of inefficient "windshield time"
- Reinforce best practices
  - Define and customize selling processes that match products, territories or vertical markets
  - "Clone" selling practices of your top performers: Effective salespeople spend only 5% of their time behind a desk
- Transition sales training to the field
  - Remotely view/edit most up-to-date sales, marketing & training
  - It's the sales team coach in the field!

Steps to M-Powering Your Sales Force

A Technology Wish List:

- Leverage existing equipment – don't want to purchase new hardware

- Needed to provide users with the ability to interact, real-time with data – mot simply view it

- Data must be easy to read and not truncated

- New technology should easily interface with all wireless devices

Wireless Pitfalls

- Usability and performance challenges
- WAP phones: Ergonomically inconvenient for anything other than simple text commands
- Network performance
  - Low data rates (9600 baud typical)
    - Palm.net service is an example
  - Unpredictable network latency (more important)
    - Latency = the time required for the network to respond to data and commands that have been transferred
- Most wireless apps use "screen scraping"
  - Fast to implement, but it truncates data: list might say "New Englan…..": Automotive? Brewery? Patriots?
  - Typically only allows view data access, not manipulate

Mitigating the Pitfalls

- Form factors vary
  - Design should conform/leverage the form factor
  - Behavior should be consistent across designs
  - *Need an easy way to vary the interaction for different devices!*
  - *Sales personnel are good talkers – speech is a natural!*

- Network performance
  - Devices must be "spoon fed" the right amount of info
  - Must recover from network drops
  - Must be able to continue work when not in coverage
  - *Requires management of content delivery, session management and offline support*

Mitigating the Pitfalls
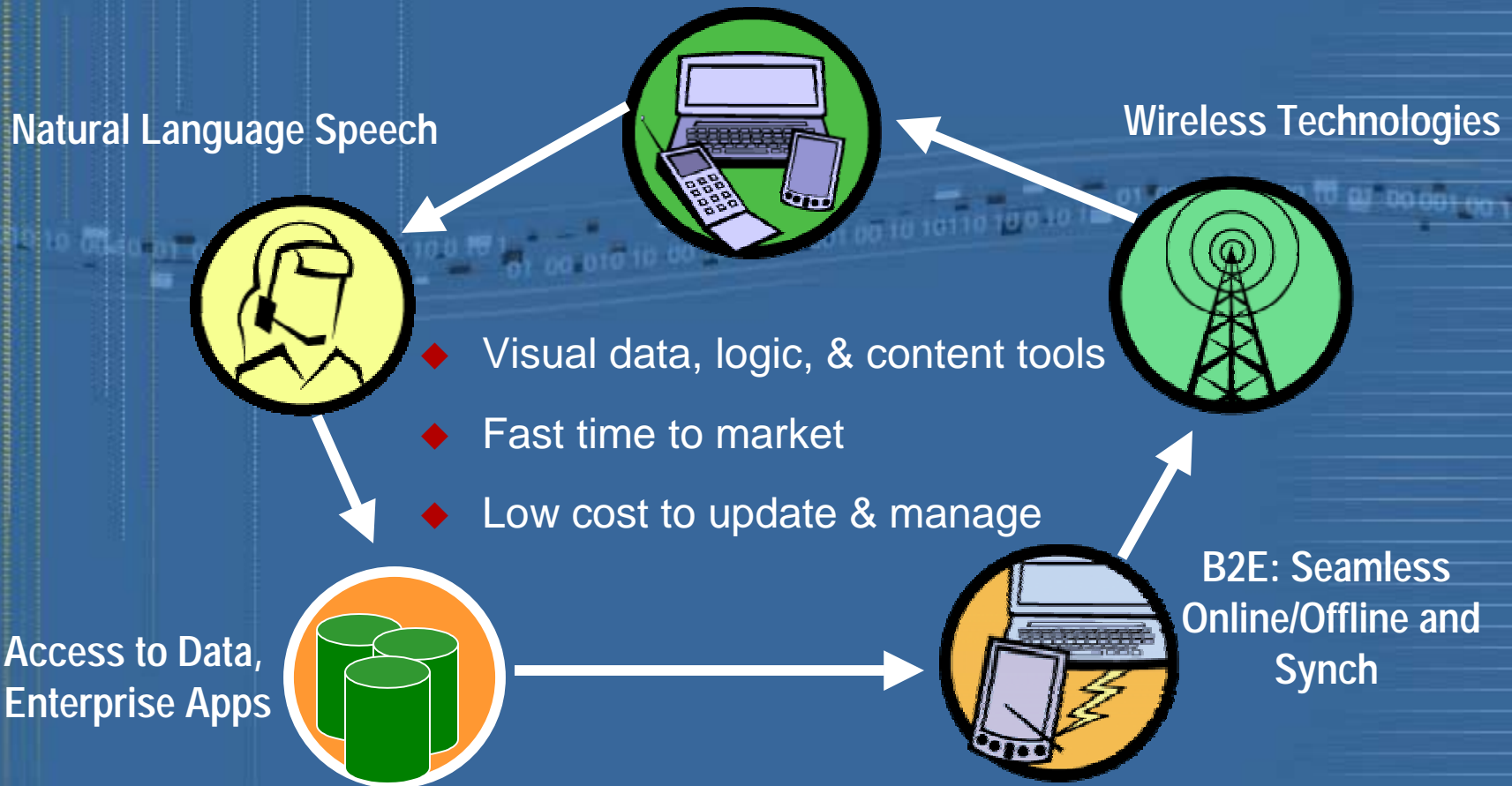
Access to enterprise information systems

- Need to connect to all different kinds of information systems
- Access must be robust, reliable and secure
- Need to be able to read and change information
- Need connections families of connectors and adaptor:
    - To SQL databases
    - To business logic components
    - To XML/HTML servers
    - To message queues
    - To directories
    - To instant messaging, email and alerts

Technical Challenges
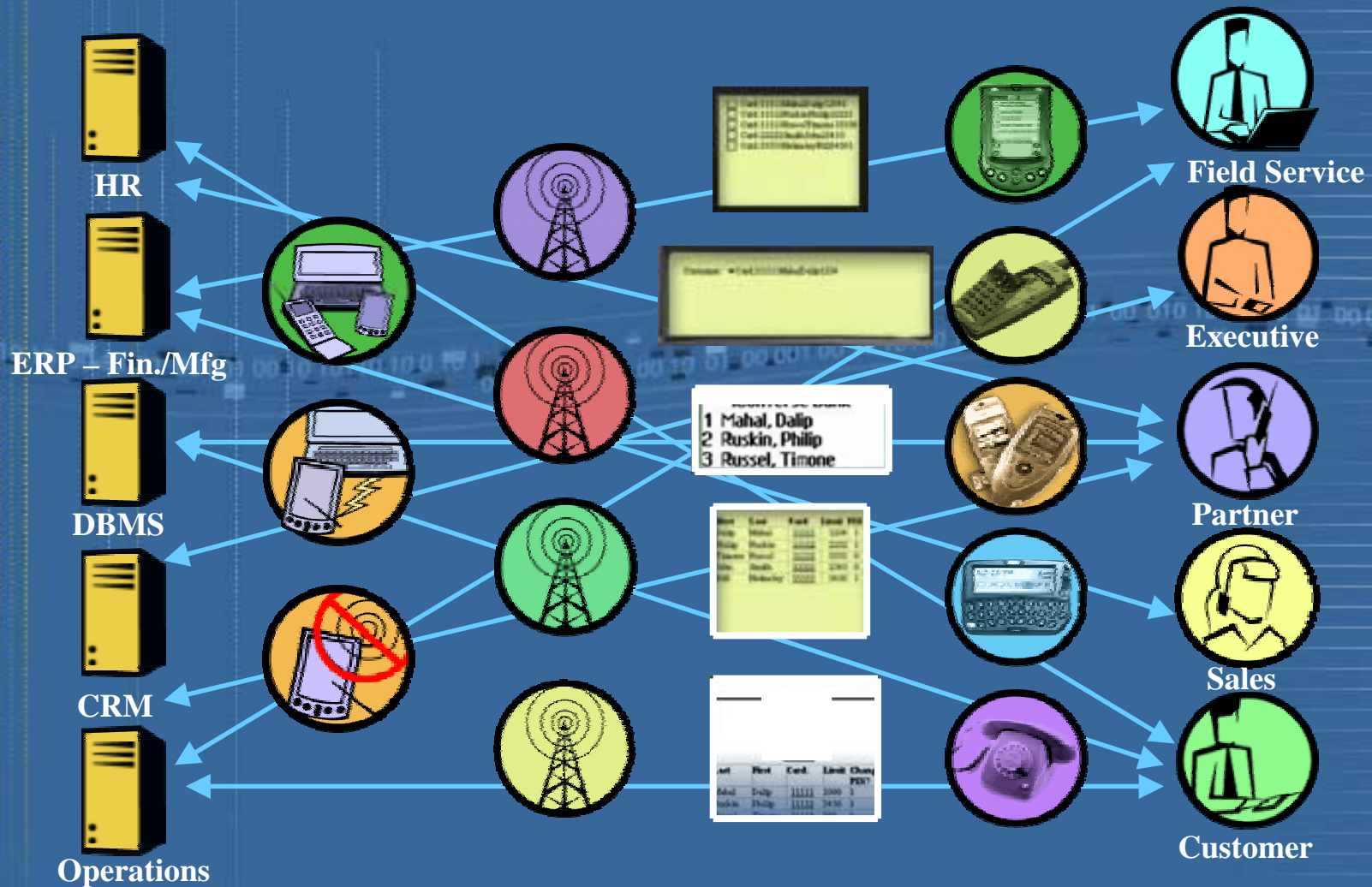
Platform Needs

**B2C: Automatic Device Optimized App Publishing
(Every WAP browser, every HTML browser variant)**

Natural Language Speech

Wireless Technologies

◆ Visual data, logic, & content tools

◆ Fast time to market

◆ Low cost to update & manage

**Access to Data,
Enterprise Apps**

**B2E: Seamless
Online/Offline and
Synch**

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