



# The Holy Grail for Mobile Sales Forces

In today's marketplace, sales forces are routinely asked to increase productivity with diminishing resources. While aggressive targets have been maintained to ensure success, sales representatives and account executives are facing constraints such as downsizing and budget cuts, which translate into increased workloads spread across fewer resources. However, as the challenges mount, next-generation **Enterprise Search** solutions have evolved to help sales representatives maximize day-to-day efficiency and effectiveness with critical prospect and customer information, and in turn close more deals.

Available as a **mobile solution on laptops and smartphones**, such as the BlackBerry, Enterprise Search provides sales representatives with a sophisticated information access tool that has the same user experience as a desktop workstation with the added convenience of accessing all their information at any time, from any location.

## INCREASE THE EFFECTIVENESS OF SALES CALLS

In order to be effective, account owners need to understand prospect and customer needs and continuously look for new ways that their product or service can be of benefit. To achieve this outcome, a sales representative must be well-prepared and able to conduct comprehensive research from a variety of data sources. However, finding precise information can consume valuable time which might otherwise be spent interacting with the prospect. Sales calls based on incomplete information about their prospect's buying history, most recent service calls, current requirements and business priorities are unlikely to result in the kind of value-added interaction that the sales representative wants to convey or the prospect wants to hear.

Enterprise Search solutions provide rapid access to the critical information located across the **organization's knowledge base**, which in turn gives the account owner current and relevant data in a few clicks.

**Email.** From either the PC or a mobile device, sales staff can search for precise

information on an account and retrieve all email **attachments, tasks and calendar** invites, archived or not, related to each account.

**CRM.** Account owners can utilize Enterprise Search to rapidly sort through all information contained in the corporate CRM, including contacts, accounts, opportunities or cases.

When account managers work with a clear and comprehensive understanding of their customers and prospects, they are able to uncover revenue opportunities, increase customer satisfaction and reduce customer churn.

## RETAIN AND BETTER LEVERAGE EMPLOYEE KNOWLEDGE

As organizations face a turnover in staff, one of the biggest challenges confronted is the valuable information about customers and prospects leaving as experienced sales people walk out the door. In the absence of a system which provides a 360° view of the data, the person inheriting the account or sales opportunity may not have access to the complete information they need, which will undermine their effectiveness in ramping up and closing newly assigned deals. With the data quickly available on the account manager's laptop or smartphone, it can be accessed literally minutes before meeting a client, to keep data points fresh in their head.

Accessing email accounts of outgoing staff helps new account managers better educate themselves, as opposed to being re-educated by the client, which can lead to strained relations with customers and prospects.

## INCREASE EFFICIENCY AND COLLABORATION ACROSS THE SALES TEAM

"With slimmed down work forces, enterprises can't afford to have their employees waste time looking in multiple locations, potentially missing valuable information," **said Sue Feldman, IDC's VP for Search and Discovery Technologies.** "Our studies show that people spend over nine hours a week looking for information,



*Available through mobile carriers, Enterprise Search solutions give sales representatives access to all prospect and customer information from any location, on-demand.*

and that they can't find what they are looking for a third of that time. That's time and money wasted. Worse, it translates into incomplete understanding—of customers' needs, and of the business. Better, unified information access is not a luxury, it's a necessity."

Account owners responsible for coordinating sales teams can use Enterprise Search not just for personal productivity, but also for improved team collaboration. Emails sent to multiple people containing relevant information about an account, as well as documents stored in the CRM or the company intranet are available to any member of the sales team on-demand. This enables the sales team to continuously work with the most current documents, while focusing their time on prospect engagement, as opposed to handling administrative tasks such as organizing and storing data in specific folders to ensure cohesion throughout the team. ■

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