

# Keep the Plant Watered



## STRONG SALES TEAM

Three easy steps to achieving the best sales team – ever!

How great does it feel when you call a company to request a sales person visit when the following happens?

- you get an instant response from the company, or a call back from the sales person within an hour
- you get an appointment which is confirmed by email and all your details are correct
- the sales person sends you some product/service information before they turn up
- they confirm the appointment by phone or email a couple of days before
- they turn up on time
- they know about you and your business
- they follow up the meeting with an email that has a relevant free white paper attached and an invitation to a workshop they are holding
- they get your quotation to you when they said they would and it covers everything
- they give you a follow-up/check-in call to see if you have everything you need to make a decision

Makes you feel good doesn't it? It makes you feel as the company cares about your business, really want to work with you, they are reliable and will add value.

So, are you doing the same for your prospects? All of the above steps/bullet points can all be achieved easily with good CRM automation software.

For your prospects and customers, your sales people are the face and voice of your business – they are expected to be knowledgeable, efficient, responsive and good at communications. For these reasons, it's important to empower your team and equip them with the tools to be successful.

## DEVELOP TEAM

### 1. Offer them the right tools for the job.

CRM/sales software is often not on the list when buying software for your business. There are many roles which use specific software and tools to make jobs easier, more efficient and productive – and sales should be no different. For your team, skill is a given in most cases, knowledge can be learnt and good software will help improve the chances of efficiently closing deals and offering a great and successful sales service.

Compared to the excitement of the sales chase, doing admin, responding to customers and sending 'stuff' can be perceived as boring. It's also time-consuming, so having software that automates a lot of the process will make it quick and easy. It's important to have a real-time, central data-source available, allowing your teams to quickly update customer records with progress towards closing and giving them the ability to provide product information and quotes etc at the tip of their fingers.

A cloud-based ERP system that includes CRM will allow your sales team to upload information, send emails, quotes etc on the go, from any mobile device or laptop. Auto-responders will take away the routine work and system alerts will let them know that there is an action to respond to.



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### 2. Encourage and allow them to attend industry conferences.

Invest in your sales team and ensure that they keep up-to-date with industry developments, by giving them access to industry conferences, events and workshops.

Attending these events helps keep the sales team motivated and knowledgeable. They can evaluate where your business sits in the marketplace, what competitor companies are offering, current trends and what customers are looking for in solutions etc.

They are also great places to network with other professionals and learn about the latest industry trends and tricks of the trade.



## DEVELOP TEAM

### 3. Organise and invest in ongoing training.

You will probably have heard the following quote:

CFO asks CEO: What happens if we invest in developing our people and then they leave us?

CEO: what happens if we don't and they stay?

It's a very valid point and it's important to include your sales team in your company's overall ongoing training and education program. It ensures that your sales teams are subject matter experts, that they can address prospect's questions with confidence, create an environment of collaboration and share best practices with less experienced sales people. Ongoing training ensures that your sales team continuously communicates with each other and can help put them a step ahead of your competitors. There are many courses available that would benefit your teams – make the investment and the rewards will be loyal staff who feel that company cares.

In summary:

- use a cloud-based ERP system that includes CRM, sales, inventory etc
- encourage your sales team to network at conferences and events
- invest in training your sales team



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