10 COMMON CHALLENGES

encountered by sales leaders

[AND HOW TO SOLVE THEM]

i-snapshot
Driving Sales Performance

Here at i-snapshot we talk to senior sales leaders on a daily basis.
We find that despite their considerable knowledge and expertise, and regardless of which industry sectors and countries they work in, many are encountering similar barriers to peak sales performance.

Find out if your organisation recognises the
10 KEY CHALLENGES

1 2/3 of sales leaders are AFRAID they will not make their goal this year (Accenture)

If you are a manager and your numbers aren't on target, you've probably considered one of these options:

- Putting a bit more pressure on all the sales team - again? This can push your top performers to breaking point; they are already twice as productive as the bottom.
- Lowering expectations and re-forecasting - is easy but can be challenging for you.
- Blaming external forces - the price of oil, interest rates, the competition.

There is a direct correlation between field sales activity to the correct customer and contact, and higher sales. i-snapshot is proven to increase field sales productivity by 21% and this comes from improving the bottom performers.

> "With i-snapshot we could see right away that the call rate which each salesperson was completing was around 4 per day. This was way below the levels expected. Within weeks, the average number reached 8 per day – a 100% increase." - BIDVEST

2 Many sales people focus on selling easy low margin products

Salespeople often sell products that are easiest rather than those with the highest margin. Let's face it, salespeople will look at how to achieve their revenue targets the easiest way possible. If that means selling lower margin products, they're going to do it.

Managers know which products are the most profitable, but do not have the real time visibility to influence performance and behaviour towards selling them.

One company had a 'regular' product bought by everyone and a high margin product. When sales managers were alerted at lunchtime, they would contact salespeople who had not sold the high margin product to provide timely coaching. Sales of the high margin product increased 200 fold in four months.

3 Half of sales managers were uncertain what their sales people are actually doing during their daily "field" activities (Harvard Business Review)

Whether you manage scores of salespeople or a lean team, to steer your people to achieve targets you need timely, complete and relevant information. You cannot control what you do not know!

Over half of the respondents in recent research described their companies as sales-driven, with nothing more important than the efforts and outcomes of sales. Yet none could be certain of what their sales teams were doing.

> "The majority of executives who rely on a sales team to generate sales are haunted by the lack of ongoing visibility into sales activities." - ABERDEEN GROUP

4 60% of i-snapshot clients had tried a CRM system to manage their sales team

It's a common misconception that Customer Relationship Management (CRM) systems are a sales force management tools. In fact CRM is a strategy for managing a company's current and prospective customers.

CRM systems rely on subjective qualitative data about customers, which is essential in areas such as call centres. But they won't give you the quantitative data and clear visibility of your sales team's activity in real time - where they've been and not been, who they saw about which products etc.

The good news is that i-snapshot integrates with most systems so you can unlock the potential of your existing CRM system and gain the data needed to manage your field sales team and improve results.

> "We have just adopted a sales force activity tracking tool (i-snapshot).
> We have 95% adoption in the field, and a happy sales team."
> **- SYMETRA FINANCIAL**

5 Over half of field sales teams do not use a CRM system even when provided

A recent survey by Forrester found that problems continue to be commonplace among companies across industries implementing CRM systems.

The survey found that nearly half of respondents agreed their CRM projects faced problems. Over 40% said their problems were people issues, including adoption, and a third agreed they had technology deficiencies and a lack of the required skill sets to implement CRM.

> "We are proud to say that we have 100% compliance with i-snapshot, much better than I could ever have hoped for, and because the data inputted is top quality, the activity information generated is as accurate as it could ever be." **- STEPPER**

6 Research shows that sales teams spend over 60% of their time NOT SELLING (CSO Insights)

A recent survey of more than 1,500 salespeople showed that the average salesperson spends less than half (38%) of his or her time actually selling.

Research has shown that salespeople can be spending over one third of their time off the road. By using i-snapshot one client showed that 20% of their team were spending over eight hours per week doing admin while the top performers were spending only two hours.

To improve sales performance you need to free up your salespeople so that they have more time to sell. If they could complete each sales call report in a minute or less, wouldn't that be a huge improvement?

> "We also found the process to update our system too time consuming. It could take a salesperson up to 30 minutes to enter each call and sometimes there was further administration to be entered at the end of each week. Therefore we were losing around 5-7 hours per week, per person."
> **- NESTLÉ**

7 It can take up to 9 months to spot a sales person is failing

Analysis shows that most salespeople who fail do so not because they cannot sell, but rather they are seeing the wrong customers with the wrong product and making insufficient visits. You need to identify the best performers and understand what and how they are doing so you can replicate and improve the overall effectiveness of the team.

To be an effective sales manager, you need clear and comprehensive visibility of the activity and performance of each individual in your sales team.

> "i-snapshot is improving our ability to see field sales activities, so we can identify where training requirements are needed and then coach.
>
> "We can also look at overall activity, the topics discussed with clients, and who we are calling on, and then match that with sales volume so we have a much better line of sight to the sale.
>
> "12 of the 15 reps who are on the team now are meeting their activity standards, with nine of them meeting and exceeding their goals. In current market conditions I would say this is a great result!"
>
> **- SYMETRA FINANCIAL**

8 Which competitors are hurting you the most?

Your competitors have a growing appetite for data and data-driven decisions. They recognise that if they harness these correctly they will stay ahead of the game.

Sales managers generally know who their biggest competitors are across their area, but rarely can they quantify how much business they lose to each or why they are losing the business by team or area.

When sales managers understand the answers to these questions they can compete more effectively. By understanding quickly where new sales opportunities lie and what calling activity works (as opposed to what doesn't), managers can help their teams achieve the focus and direction to achieve more.

9 Over 60% of sales teams do not follow any sales process

Organisations without a sales process are the least successful. Whether formal or informal, managers and tools play a key part in reinforcing the sales process.

Which description best describes the way your sales team operates - perhaps it's a random process? Or an informal process? Or maybe an all-embracing formal process?

Assuming there is a sales process, how well does the sales team adhere to it? If your sales results could be better it may be as simple as getting the sales team to stick to an established process.

At i-snapshot we have over 12 million sales visit records, giving us unparalleled insight into field sales activity in a wide range of industry sectors and processes.

10 Technology can accelerate the key elements of sales productivity
(Gartner)

Selling and technology are not mutually exclusive. The most successful sales-focused organisations find that the appropriate use of technology compliments their sales team's skills and yields excellent results.

> "Technology can accelerate the key elements of sales productivity. To achieve growth, sales managers must transform people, skills, business processes and tools. Implementing the available technology can 'supercharge' these efforts." - **GARTNER**
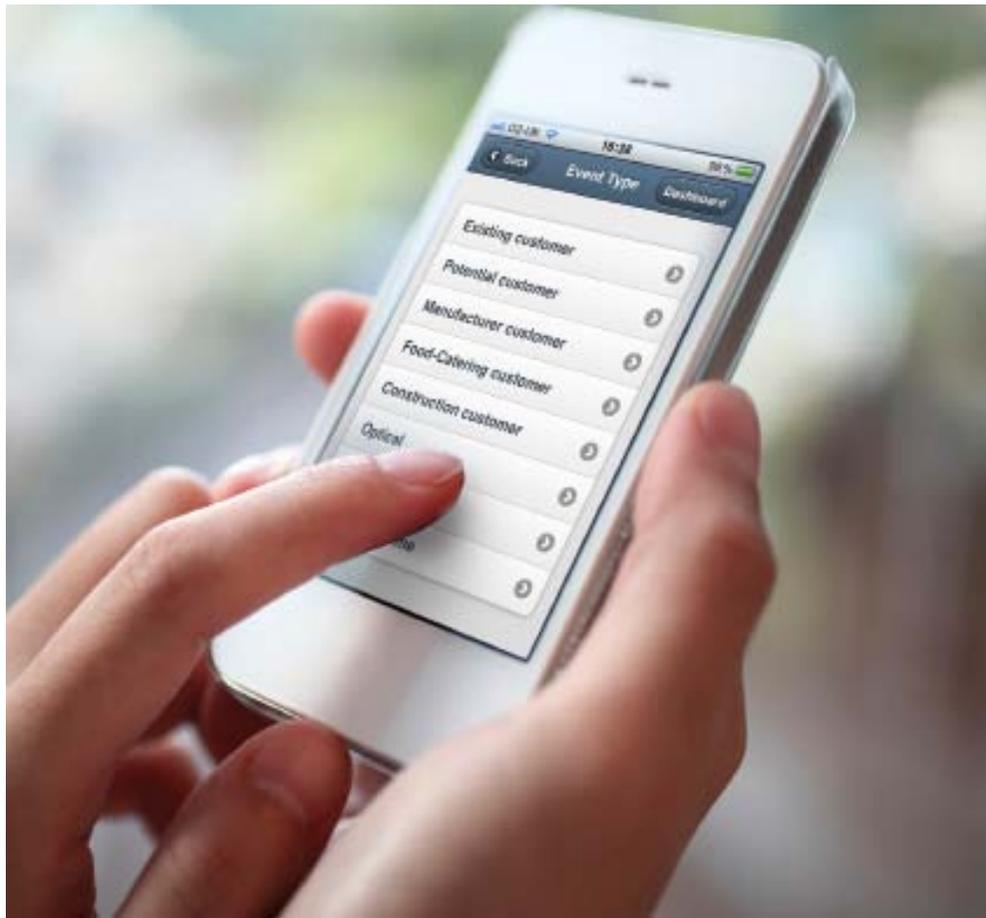
i-snapshot
Driving Sales Performance

i-snapshot can help you to overcome the barriers to peak sales performance

i-snapshot is the most accurate, powerful and easy-to-use app for sales reporting on any smartphone, with a back-end dashboard turning data into information.

Proven to give a 21% increase in field sales productivity, i-snapshot helps forward-thinking organisations to improve the efficiency, precision and focus of their sales processes.

i-snapshot offers:
- clarity of your sales team's activity
- sales visit data in real time
- power over your coaching effectiveness
- streamlined sales reporting - a sales visit recorded in 60 seconds
- a PROVEN way to connect faster your team's efforts to your result

To learn more about i-snapshot, please
call 01642 208999
or visit **www.i-snapshot.com**