TRANSFORM A SALES TEAM İNTO A DİGİTAL SALESFORCE

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Abstract - As technology advances, the capabilities of the modern salesforce continue to evolve. By applying a modern CRM system, the ability to manage selling relationships is accelerating. This document describes a range of recent innovations that support a multichannel approach to building valuable customer connections.

Keywords - CRM, Cloud, Microsoft, Mobile, Salesforce, Sales Force Automation

I. INTRODUCTION

To modernize their sales teams, organizations are electing to retire their fleet of laptops and tablets. Why? Because salespeople in the field are transitioning to a more nimble approach. The goal of this article is to explain recent technology advances and illustrate a conceptual model about the role of the mobile salesforce within the multichannel go-to-market framework. The salesforce has put aside laptops and tablets in favor of versatile devices that simplify connecting to people, processes and information. The salesforce is better equipped to approach prospects, conduct a needs analysis and present a value proposition by using a mobile device via cloud-based solution platform. The Sales Representative can check a dashboard, retrieve a specialty e-brochure or confirm their next appointment—in the time it takes to stroll from their car, greet the receptionist… and ride up the elevator. At each customer touch point, the organization reinforces the value delivery while simplifying how customers interact and relate. To maximize the customer lifetime value (CLV), the Sales Representative strives to build a relationship and efficiently generate revenue from high potential prospects. Better chance of winning maximum wallet share for total solutions is not derived from transactional selling of commoditized products. Instead, the relationship is nurtured—and enlists a network of stakeholders—to produce a consultative pitch.

II.LITERATURE REVIEW

A.Review Stage

The ongoing CRM process is well defined by Zablah, Bellenger, and Johnston as "the development and leveraging of market intelligence for the purpose of building and maintaining a profit maximizing portfolio of customer relationships." Today's technology advances deliver more context-sensitive business support than ever before. Cloud based platforms require less upfront investment and simplify system administration and operations. Customer relationship management (CRM) can include process, strategy, capability or tool. Salesforce automation solutions are often key components of CRM systems.

B.Final Stage

A range of empirical data was synthesized to produce a representative composite. Consider Figure 1 below for a hypothetical $3 Billion annual revenue industrial marketing organization.



Figure 1. Derived from consultative engagements at anonymous organizations during introductions or replacements of modernized sales technologies during 20013-2016.

C.Figures

The business process flows diagrammed in Figure 2 show the roles and summarize the responsibilities typically involved in an organization's salesforce processes, CRM systems and digital marketing management. Viewing account profiles, sales activity or recent purchasing history can be achieved on-the-go when Sales professionals call on their customers and prospects. Not only is the interface and functionality streamlined with advancing software with increasingly precise personalization and predictive capabilities, the form factor innovation of today's devices continues to advance. When equipping the sales channel to perform sales calls in the field, what is needed to help thesales teams succeed? Once prevalent, the Blackberry has been overtaken by Android, Windows and Apple devices. The laptop too, is increasingly superseded by business caliber smartphones. Should the individual employee be empowered to select their device of choice? No, because BYOD can introduce too much heterogeneity and loss of control. That makes it costly to support and difficult to prevent proprietary data leakage, especially if turnover of sales representatives is high. Since the latest devices can dock, their "3-in-1" approach is an effective alternative to the total ownership costs of a smartphone plus tablet plus PC. The Sales Representative wants an effective, convenient device that affirms their persona as a credible professional. Headquarters has invested in sales methods and sales training. The executive sponsors must do their part for their mobilized salesforce. Consider the following guided selling process integrated into the solution's user experience:

Leads obtained from market research, prioritized Cold calls and Phone calls to set appointments and build relations

Appointments to uncover needs

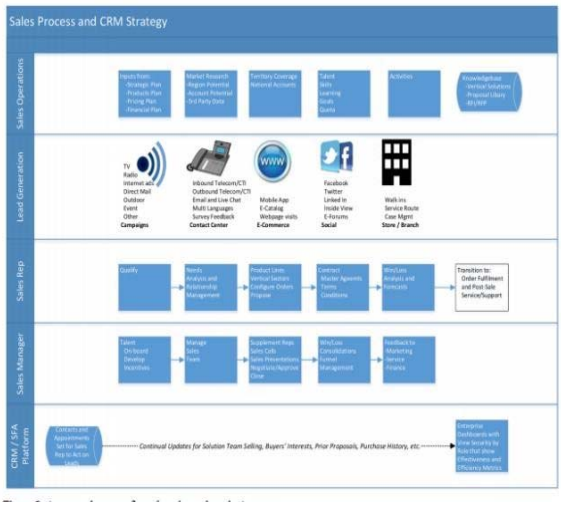


Figure 2. Actors and process flows for sales and marketing management.

III.DESIGN SOLUTION STRATEGY AND PLATFORM

If not already in place, the choice of a new or replacement architecture will depend on the needs of the organization. In some cases, the legacy data model will need to be revamped to reflect the modernized data attributes being collected and reported against. If the legacy system was fraught with customizations, or outdated attributes, rethinking the new data architecture is mandatory. The leading suppliers of customer relationship management (CRM) platforms and salesforce automation solutions include: Microsoft Dynamics 365 Salesforce.com Oracle Customer Experience Service Now Sugar CRM Microsoft Dynamics is gaining traction in the marketplace because of the seamless integration with Office 365, Outlook, Share point and Active Directory. The advances in Azure and the Cloud subscription model are now competitive to Salesforce.com and Oracle Sales Cloud. Microsoft and Salesforce.com both pursued a LinkedIn acquisition, and the race for mindshare and wallet continues to intensify among the leading vendors.

After deciding on the suitable software, processes and implementation approach, equipping the mobile users with a suitable device enables a mobile salesforce. The representative can connect to the prospect's monitor and this can avoid lugging around a laptop or tablet. Depending on the online platform, respective user roles and functionality needed, the license subscriptions are priced as the examples depict below for increasing levels of privileges and capabilities: Approximate list price per online user per month by level of licensed capability:

Essential $15

Basic $30

Professional $50

Enterprise $90* (centralized analytical users) Hence, the annual licensing subscription costs for 500 users is $200,000 per year.

For 2000 users, the licensing subscription costs run approximately $800,000 per year. Cloud storage fees can also add to the operating costs of the overall platform and solution. The requirement to read, write, append, delete, share and assign records will vary based on responsibilities and security settings per role. In recent months, the proportion of new installations are increasingly online and not on premise. The rationale for the adoption of cloud platforms is attributable to several factors. One of the most compelling is ease of administration and ability to benefit from enhancements at periodic upgrades. Using production and non-production instances will also affect projected costs as the table illustrates below.

For example:

Production Instance: $600 per month for 5 Gigabytes

Non-production Instance (e.g. QA, Test) $150 per month for

1 Gigabyte
Data storage $10 per month per Gigabyte addle storage A modern device can be used by sales representatives on the go. Viewing account, contact, activity, opportunity, product information is vital to a mobile salesforce in the field. When working at the office or home, the dock and keyboard are available to provide a fully functional and less mobile experience.

IV.PILOT AND DEPLOY

- Review findings of expert research firms (e.g. Gartner,
  Forrester, etc.)
- Confer with expert implementation firms (e.g. Accenture, Slalom, etc.) a. procure trial devices b. image trial devices with software tools installed c. collect feedback via Survey d. analyze feedback collected
- Select Device Type Candidates for Primary Users (Sales
  Representatives and Sales Managers)
- Involve Program Management Office for Continual Communications and Organizational Change
- Plan for Hardware deployment to complement solution implementation
- Obtain pricing quotes and draft procurement strategy to equip salesforce and management a. Discounts. Quantities, inventory Replenishment for lost or damaged devices d. Extrapolate trial users to program requirements for the
  entire salesforce
- Plan Enterprise Mobility Management (EMM) approach
  (e.g. Big Fix, Microsoft Intune) for mobile device fleet management
- Manage Organization Change, including
- Communication Matrix ○ Training Needs Analysis ○ Leverage Microsoft “Learning Paths” native authored online tips ○ User training aligned to solution and device roll out ○ Deploy configured devices to global salesforce, sales managers and executives With particular focus on the business user, HP has introduced a device offer

V.MOBILE DEVICE CONFIGURATION

Link to Example Specifications
Operating System: Windows 10 Mobile.
Processor: Qualcomm® Snapdragon 820 (2.15 GHz, 4 cores).

Display: 5.96" diagonal WQHD AMOLED 494 PPI multitouch-enabled (2560 x 1440).
Battery life: Up to: 500 hours standby time, 33 hours of talk time, 14 hours
Web browsing time, 13 hours of video playback time.
Sensors: Ambient light sensor + proximity combo;
Accelerometer + gyro;
Ecomaps; Pressure; Hall Effect; NFC; GPS.
Integrated camera: 16 MP FHD rear-facing camera, 8 MP FHD front facing camera And Iris camera.
Dimensions: Width × depth × height:
3.29 × 0.31 × 6.36 in (HP Elite × 3); 4.25 × 3.74 × 1.2 in (HP Elite
×3 Desk Dock). **Weight:**

Starting at 0.43 lb. (HP Elite x 3). 0.99 lb. (HP Elite x 3

Desk Dock);
Security:
Elite x3 device has dual biometric authentication with iris recognition
And fingerprint reader, FIPS 140-2 cryptography;
Qualcomm processor
Includes Secure Boot, 128-bit key Unified Image Encryption, 256-bit key
Full disk encryption, Anti roll back and fTPM 2.0 security;
Windows 10
Includes 128 key Bit locker encryption and enterprise grade VPN

Figure 3. Example mobile device specifications for HP Elite x3

CONCLUSION

The goal is for every touchpoint to be appropriate and consistent while reinforcing the brand with a minimum of customer effort. At every touchpoint, knowledge of customer needs and preferences improve. The lifetime value of a familiar customer generates more revenue and is less costly to identify, qualify, acquire and retain—compared to an unfamiliar customer. Customer intimacy enables the organization to deliver value with minimal customer exertion and efficient resourcing. Awareness of competitor offerings also improves when deeper customer relationships are built. The vulnerability to being commoditized or disintermediated (Uber-I zed or Amazon-I zed) is reduced. For less mature organizations, the service function may continue as a separate silo. More mature organizations integrate processes to manage a 360 degree view of customer segmentation, satisfaction and lifetime value to the organization. The journey is ongoing and several components rely on a unified platform with common data structure. This is a primary reason to select a platform that can reliably build cross-channel coordination and cross functional operability. For example, cross selling among product lines, business entities and team representatives are usually pursued. Designing and deploying such enhancements will depend on prioritization as well as gaining stakeholder and sponsor buy-in as the organization and solution evolve. The consistency and scalability of the sales process is enhanced when the solution platform and functionality align to requirements. Business analyst roles collaborate with business users and an agile solution/platform configuration team to design a solution and adoption approach. Tackling the integration of Sales and Service across Marketing, Finance, HR and Engineering is a difficult journey. Managing integrated contact centers and service

operations to acquire and serve customers is a large undertaking. Moreover, integrations with ERP capabilities that include Finance, Manufacturing and HR require ongoing attention and refinement. As the organization gains experience with the methodology and tools, refinements occur. The selling activities align better to the prescribed method, corporate mission and solution platform. The customer relationships can also better adapt in the event "how the customer likes to buy" changes. Sales operations planners derive knowledge from customers' feedback to update the selling processes that further strengthen relationships, guide better customer experiences, and build lasting and rewarding relationships.

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