

A man and a woman in business attire are looking at a tablet together. The man is wearing glasses and a dark suit, and the woman is wearing a light-colored blazer. They are both smiling and appear to be engaged in a collaborative work activity. The background is a bright, out-of-focus office setting.

12

minutes
reading time

Choosing the Best Sales Enablement App for Your Company



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It seems like a new sales app appears on the market every week.

They all promise to keep your sales reps up to date with your latest materials, to function well on the most popular tablet platforms, and to keep your data secure.

How do you choose the best sales app? It depends on your company, your sales reps, and your customers.

How much control do you need over your mobile devices?

How accommodating should the app be to your branding?

How will your sales reps use the app in presentations?

The list goes on.

That's why we created this app-agnostic short report; to help you decide which features best align with your enterprise's needs.

To keep this 'short report' short, we're writing for the benefit of the following type of business: you are a sales-focused organisation with a dispersed sales force, and you're ambitious to grow your market share by taking advantage of new mobile selling tools.

If that's you, let's go!

Bonus: App-Piloting Best Practices

Make the most of your research by ensuring the smoothest possible pilot phase. Discover six common mistakes to avoid.



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Before we get stuck into the good stuff...



...let's briefly look at what we're not talking about in this whitepaper.

The Complex: Mobile Device Management

If you're part of a global enterprise with a healthy IT budget and an established Bring Your Own Device (BYOD) policy, you probably need a Mobile Device Management (MDM) service. This type of service delivers multi-step device enrolment, remote updating of individual devices, and in some cases will even monitor every action taken on every device. This type of system also brings with it a number of serious management responsibilities and requires specific IT resource to implement and manage.

“ The vast array of possibilities that MDM services offer may be more than what SME need.

The Simple: File Sharing Utilities

You may be searching for a simple solution for a single team, or a small company. A basic (and sometimes free!) file-sharing service might fit your needs. You're probably already familiar with the idea here - your team shares access to a cloud-based storage area.



This is great way to start mobilising your sales team but it's not hard to outgrow the capabilities of a simple file-sharing service. As your team grows you will quickly find that version control, user management, lack of "brandability" and no insight into usage will become limiting factors.

Good news: there's plenty of room in between these type of offerings at the 'too complex' and 'too simple' ends of the spectrum, so let's take a look!



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Now we've eliminated the 'too complex' and 'too simple' offerings, what's left? Plenty.

Before we dive into the remaining range of sales presentation apps, let's make a few assumptions.

The Basics – What every sales presentation app should offer, standard.

24/7 Accessibility – Your end users should be able to sync the latest versions of your sales collateral as soon as you publish it, so they're not affected by Internet connectivity issues when they meet with prospects.

Total Consistency – Your marketing team directs, creates, and manages content so that your collateral and messaging stays on point. This is especially important if your enterprise maintains a large selection of materials.

Designed for Sales – Your sales team can easily access your collateral in a format that supports your enterprise's branding.

How do you choose from the remaining range of options?

Ask yourself:

Do your sales presentations draw on product catalogs, or PDFs and presentations more?

At what point in the sales funnel will your reps be using the app? If it's near the top, they probably need materials oriented toward presenting, asking questions, and learning about your prospects. If they're coming in closer to the end of the sales funnel, they're more likely to need up-to-date pricing information, and an order-taking function.

Product Catalog Apps

Ideal for enterprises with hundreds or thousands of products and SKUs. Your reps need an easy way to search those lines quickly. Back at headquarters, you want to be able to edit product categories and their prices, so reps can provide accurate soft quotes.

Order forms can be completed, and discounts can be added, while a summary of a sales order can be emailed to recipients, all from within the app.



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Because catalog apps are designed for transactional-type sales, they may not support file formats useful for more informational sales presentations. What's more, they often have a rigid structure in order to handle so many products. Finally, they might not offer much flexibility in customizing their look and feel.

PDFs and Presentations

Best for higher up on the sales funnel, where prospects need to see if your solution meets their needs. Apps for this stage are great for making the presentation more of a conversation that the prospect can guide with her particular questions and needs.

These apps are especially powerful when you want to get extremely detailed on complicated product lines. Another advantage: they can be deployed quickly because you can use the digital collateral you already have - videos, PowerPoints, images, documents, and PDFs.

Do your reps present more to groups or individuals?

Versatility. That's what your sales team wants from the materials you provide them, and that's what they want with their presentation platform.

How do your sales people normally engage their audience? Behind a lectern, or face-to-face?

If they just present to groups, a slides-based app may suffice. Some apps will allow reps to customize their presentations to their audience beforehand by reordering or hiding slides.

- Beware, slides-based presentations are inherently linear. A prospect's question could force your rep to hunt for the slide with the relevant answer. The more time it takes for him to find that slide, the harder a hit his perceived professionalism and organization will take.
- Also, what if you want reps to show or share specific supporting documents or images with prospects? As discussed earlier, relying on a file-sharing utility may not be the most efficient, nor impressive, option.

If your reps make presentations to groups and individuals, they need something more than a slides-based presentation. A more dynamic content management system will allow your reps to answer prospects' questions faster, making the presentation feel more like a conversation.

“ **How do your sales people normally engage their audience? Behind a lectern, or face-to-face?** ”



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How important is 'brandability'?

Think about your company's brand. It's the foundation for all of your marketing decisions. It took time to define and refine. And it needs continuous attention. You understand that consistent branding affects your prospects' and customers' overall impressions.

Less brandability

- *Pro* - Speed. They can get you going sooner, since you just have to choose colors and upload your logo.
- *Con* - Rigidity. You have to work within their offering. Your presentation will look cookie-cutter, and might not align with your brand.

More brandability

- *Pro* - Because you're starting from scratch, you have total creative freedom over your presentation's branding.
- *Con* - You'll need access to some designer resources to make full use of what's possible.

(If you're leaning toward greater brandability, make sure the app offers adequate

documentation. Ideally, the app's design interface should be simple enough to figure out for anyone with some creativity.)

Should control be centralized or shared?

Are you willing to let individual sales reps customize your sales presentation, or would you prefer that they all present in lockstep with your carefully curated materials? Some apps will allow individual users to alter the materials on their tablets, while other reserve that power for Marketing.

- *More freedom* - Individual users could adapt materials to their prospects' unique needs. This is great when reps know that a prospect is only interested in a specific product vertical, or if they like to personalize their presentations beforehand.
- *Less freedom* - You have greater assurance that your marketing message is coming across consistently, and that customers aren't seeing homemade presentations. If they're open to feedback from your sales force, your Marketing department could refine materials with the best suggestions from reps, and then push them out to your entire sales force.

🗨️ **Think about your company's brand.
It's the foundation for all of your
marketing decisions.**



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Is sharing and analytics important to your sales process?

What if a prospect wants to show your product information sheet to a colleague? Can reps share all of your materials, or just some? Who gets to decide?

You should be able to determine what collateral is shareable on a per-piece basis. It should be easy for your reps to send customers multiple authorized files, in the moment they're requested. If this can be done without interrupting the flow of the presentation, your prospects get their requests filled faster, and your reps won't have to remember to do it later.

How do you want the files shared?

- *As attachments* – Could get snagged in spam filters, and you can't know when prospects actually view or share them.
- *As links* – Nothing to get caught in spam filters. No limit to the size of the files to be shared. You should be able to track when the link gets clicked, and by whom.

Analytics – Measuring what matters.

What's the next best thing to a telepathic sales force? A way to track when prospects open your materials. If your sales reps are paying attention, this is a great way to time that follow-up call.

If you track your analytics, you'll get some insight into which materials are attracting prospects' attention, and should be expanded, and which may need work.



“ If you track your analytics, you'll get some insight into which materials are attracting prospects' attention.



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App-Piloting Best Practices



Have you ever tried to make pastries at home? They're as fickle to make as they are delicious to eat. Why so difficult? Temperature of the ingredients, how you mix the ingredients, and many other factors.

Piloting an app doesn't have to be as complicated, as long as you manage the potential pitfalls along the way.

Here's what to watch out for in your pilot.

- **Complicated Setup** - You should be able to use the sales materials that you've already got in the most common file formats (PDF, PPT, DOC, XLS, PNG, JPEG, MPEG, or AVI). Just use them as-is, so your sales team can start experimenting. You'll have time to tweak them later.
- **Feature Overload** - How much functionality does your team need? Start with core features in the beginning, and add more as needed. Furthermore, some reps may be intimidated by the possibility that they could accidentally break, delete or alter files, so make your precautionary measures clear.
- **Zealous Integrations** - Even if your enterprise has the IT resources, should you integrate your tablet sales app with other services? If you're just piloting the app, consider a preliminary phase where IT can support the basic roll-out first.
- **Solicitor Slowdown** - As with the question of too much integration, why get your legal department involved before you're sure that you want to use the app? Start with a preliminary testing period to confirm that you've got the app that's worth the trouble. Then turn the license agreement over to the legal department with a narrow window to do their jobs.
- **Too Many Expectations** - You're probably excited by all the possibility that this new app will bring to your sales team. Still, as with anything, to make data-driven improvements, you need to make measured changes. Start by determining that the app meets your stakeholders' diverse needs. Then, you can start testing additional capabilities, drive user adoption, and systematically work through a list of Key Performance Indicators (KPI).
- **Premature Changes** - Run the pilot without tinkering with the app. Meanwhile, collect users' feedback in one document so you can prioritize and address all the important adjustments at once.



Ok, so we promised this was a product agnostic guide to selecting a sales app for your company. But what good is all this advice without a recommended solution?

Showcase Workshop

**Everything a sales professional needs.
All in one place. Never out of date.**

Showcase is a complete collateral management system and sales toolkit for your organisation.

It works across all tablet devices, such as iPad, Samsung Galaxy, Microsoft Surface; Apple and Android smartphones; and it works on your laptop or desktop too, via a Chrome App or through any web browser.

Showcase Workshop allows sales and marketing managers to distribute and control their existing collateral with their own brandable app. Sales collateral can be presented to customers according to their interests, instantly shared for their review, and tracked for analysis.

Leading brands use Showcase to:

- Control content on their mobile devices
- Eliminate print and distribution costs
- Coordinate an international sales force

Companies that sell everything from energy to elevators, from SUVs to IT solutions rely

on Showcase for its intuitive setup and user interface, and its compatibility with the most common file formats. With Showcase, salespeople in the field have the product information they need to save time, sell more, and boost revenue.

Showcase. Selling never looked this good.



LinkedIn Showcase Software

 @showcaseworks

www.showcaseworkshop.com

info@showcaseworkshop.com



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