Selling to the Sales Team

How to encourage user adoption of your new sales app.

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"You can lead a team to a better sales tool, but you can't force them to use it."

Misused clichés aside, there's a direct relationship between the speed with which your sales teams adopts the tools you give them, and the ROI of those tools.

Early resistance costs money and opportunity. Rapid acceptance yields profits and efficiency.

How do you encourage adoption? Through a blend of:

- Presenting in terms of benefits

- Recruiting advocates from your team

- Planning a full roll-out campaign in advance

- Committing to diligent follow-through

In the time that it takes to drink a cup of coffee, this guide will help you plan the best way to accelerate user adoption in your company.

Ready?

Note

To illustrate the strategies discussed in this report, we use Showcase Workshop as an example. The underlying principles could be applied to encouraging adoption of any new technology.

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"What's In It For Me?"

You recognize this, the primary customer question that all marketing materials must answer.

But are you thinking of your sales force as 'customers?'

You could compel them to adopt, but that doesn't mean they'll comply. If they do, their performance might not realize its full potential.

Your sales team is just another group of humans that needs to be sold on the benefit of adopting a new idea, so sell 'em! Use these talking points –directed at salespeople- as you roll out Showcase.

How Showcase Benefits Sales Teams

Automatic Organization

You'll never have to manually update files or presentations again. Showcase does it all for you automatically, freeing you to focus on meeting more prospects and closing more deals.

Know that uneasy feeling you get when you wonder if you're remembering the latest updates to the branding messaging? Gone.

Share Gracefully

Ms. Prospect wants a copy of that product sheet? No problem. You can share any authorized file from within Showcase instantly. It only takes seconds, so it won't interrupt the flow of the presentation (might even impress your prospect), and it's one less thing to remember afterward.

Telepathic Follow-up

Having shared that file within Showcase, you can track when Ms. Prospect opens your email, clicks the download link, and opens the file. Your follow-up calls are about to get eerily well-timed.

PowerPoint Be Gone!

Your sales presentations are dynamic. So are your prospects' needs. Your materials should be, too. Showcase's natural framework will allow you to access any section in seconds. No more hunting for the appropriate slide. No more cobbling together your own presentation in your 'spare time.'

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Instant Credibility

Pull out a tablet during a sales presentation, and you make a statement: "innovative," "savvy," and "sharp." The cherry on the top: Showcase's gorgeous looks, and dead-easy navigation. By guiding the conversation with the help of Showcase, you will send a clear message to your prospect: "Pay attention: I'm not like other sales people, and my offering isn't either."

Lighten The Load

Sure, that bag of sales materials could be a part of your exercise routine, but who likes lugging all that extra weight to sales presentations? Save the sweating for the gym, and glide into your meetings with a tablet tucked under your arm.

Faster Ordering

When your prospect's ready to close, you're not going to interrupt the moment. Just flip over to the appropriate order form, and take her order right there and then.

Anytime Learning

Enjoy all the benefits Showcase offers your prospects; you'll always have the latest training materials and videos loaded onto your tablet. Catch up in between meetings, and free up more time after hours.

Now that we've covered a litany of reasons why your sales team can be excited about Showcase, let's look at one major external motivator.

Hint: It doesn't involve costly incentives.

> **Pull out a tablet during a sales presentation, and you make a statement: "innovative," "savvy," and "sharp."**

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Recruit Advocates

It's one thing to tell your people that Showcase will help them. It's another thing when top performers back your claims with their endorsements.

Their stories and strategies –told through the familiar lens of selling for your enterprise- will resonate more than every Gartner™ statistic in the world.

Choose a core group of influential high-performers within your sales force, and invite them to try Showcase during the implementation process. They'll appreciate the recognition, and the opportunity to participate in adapting Showcase to your enterprise's unique offering.

Chronicle Their Experience

Ask your early-adopters to record their impressions of Showcase: how much time they save because they don't have to update files; how much easier it is to follow up on prospects who've requested additional materials. Their observations and notes – even if they're not hard numbers- will speak volumes to their peers.

Seek Their Feedback

There's no such thing as a perfect first try. That's OK, because your early-adopters' feedback will help you improve your Showcase presentation. Not only will their suggestions contribute to a stronger impact overall, they'll appreciate the chance to give their opinions. Very important, as we'll discuss later.

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Replicate Their Behavior

By chronicling your early adopters' experiences, you'll have a collection of proof and anecdotes for better, faster training and onboarding. (Bonus: When new employees join your company, they'll have a pool of insight into using Showcase that is specific to your company's strategy.)

You could go so far as to assign these early adopters to mentor small groups of your sales reps. Reward the mentors whose teams deliver the goods.

Set High Expectations

Using Showcase's native analytics functionality, track your advocates' sales performance against their collective use of Showcase. You'll start to see which parts of your Showcase perform, and how much your early adopters are using the presentation. Their experience will help you set your expectations for the rest of your sales force, and you'll have some nice quantitative insight to support their qualitative experiences.

Yes, rolling out Showcase to your sales force involves some work. Let's quickly review the steps you'll be taking.

> **Using Showcase's native analytics, track your advocates' sales performance against their collective use of Showcase.**

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Planning The Roll-Out First

Believe it or not, it may take more time to get your sales force to adopt Showcase than it will to design the actual presentation. The better organized your roll-out, the faster your sales force will adopt.

Synchronize Your Messaging

Sales Managers

Align leaders behind a shared vision of the new tool, so that they all broadcast the same message to their teams. Get them involved in presenting Showcase:

- what their teams can expect

- what's expected of their teams

- how it will benefit them

- what processes will be affected

- and why it's important, overall

Marketing Teams

Whoever's in charge of maintaining Showcase Workshop will need to evangelize on its behalf. In most cases, that maintenance falls to the marketing team. Herein lies one of Showcase's subtler benefits: it encourages communication between Sales and Marketing.

How? Because it's so easy to update Showcase, Marketing can respond to sales reps' feedback 'from the field' quickly. As your refined Showcase presentation improves sales figures, Marketing can share in the credit.

Internal Communication

Share updates about Showcase's deployment, and highlight good-news stories. This works particularly well if you've recruited early advocates and chronicled their successes. These could be: a part of a regular company newsletter, standalone documents uploaded to a special 'employee-only' section within Showcase, or an entirely separate Showcase dedicated to employee training.

To speed up the design process even more, check out our Designer Guide, described in the appendix.

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Schedule Communications

Starting early in the project, include messages that cover:

- *The goals and benefits of using Showcase*

- *What Showcase can and can't do*

  » Be open about the software's limits. Users won't be disappointed if they have informed expectations, and they'll be more excited about the advantages.

- *How Showcase will relate to existing processes and systems*

  » What notes should be included in your company's CRM?

  » How will Showcase's analytics inform performance reviews?

  » Will their tablets be loaded with any other complementary sales apps?

- *Time frames for deployment*

  » Will you ask for volunteers for early adoption, or invite specific individuals?

  » Will you include a grace period when sales teams can experiment with Showcase, but still use more familiar materials?

- *Available support channels*

  » Where can sales reps go to ask questions about Showcase?

- *Governance (if appropriate)*

  » Where should sales reps send feedback and suggestions?

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Address Any Concerns

To start on the right foot, clear up any confusion and find out what's on your users' minds. It's amazing what a little 'Q&A' time can resolve.

Some users might be concerned about breaking the software by experimenting. (They can't.) Others might appreciate hearing that mistakes are a natural part of the learning process.

Commit to Follow Through

Although Showcase is very easy to learn, follow up after a few weeks. By then, your users may have a new set of questions.

If your sales team is dispersed over a wide area, or it meets infrequently, recruit your early advocates to follow up with their peers individually. Use what they discover to create highly targeted mini-trainings.

Weeks after the last bit of celebratory confetti from the initial roll out has been swept up, keep up the communication. You'll reinforce new behaviors and identify and overcome any lingering adoption issues.

How do we suggest going about that?

Glad you asked...

To prepare your sales team for their Showcase training, ask them to read these two short pieces, described in the appendix.

How to Nail the Sale Using a Tablet

Showcase Workshop User Guide: Viewer

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Commit to Ongoing Communication

Here's some liberating news: you'll never get to 100% adoption.

New users will need to train up. Experienced users may never make full use of the software. (As hard as that may be to believe.)

Don't think of Showcase's roll-out as an isolated event to be checked off your to-do list. It's more of an ongoing conversation. Your sales force is a dynamic, evolving collection of individuals, so your internal promotion must be, too.

Monitor Perceptions

Sporadic communication can stall user adoption. All employees should have access to accurate and timely information.

- Track discussions in online employee forums and questions asked through helpdesks or email. If you start to see a pattern, nip that issue in the bud.

- Regularly assess what's working, measure attitudes, identify gaps in functionality or knowledge, and watch Showcase's ROI grow.

- Seek to understand the root causes of complaints as soon as they are made, and address them.

Engage The Team Spirit

Break groups into teams that meet at regular intervals to discuss feedback and suggestions. As mentioned above, assign at least one early adopter to each group, to address common questions, and to communicate the meeting's results. When good suggestions surface, praise them in front of your whole sales force. Reward the best ones with dinner for the team or tickets to an event.

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Show How Feedback Is Being Used

If your sales force sees that you're listening to their feedback, they'll make more constructive suggestions, have less to complain about, and help you refine your company's sales materials. You just might improve morale, too.

Survey

Send out a quick survey within Showcase to your users. Ask if there is anything you can change to help them succeed. Reiterate that Showcase allows for limitless updates and revisions. Tell them, "If you see some way to improve the sales collateral, please speak up."

Simplify

Just because you can add all of your sales materials to your Showcase, should you? Audit the materials that your sales team uses and prioritize the pieces that get the most use. The simpler your Showcase, the easier it will be for reps to navigate it -increasing their professionalism in front of prospects- and the more likely they'll be to use it.

Engage

If you send out an internal newsletter, share useful tips and highlight success stories. You could include a quiz—for example, have users guess who has the largest pipeline this quarter, what campaign generated the most revenue, and so on. Whoever gets it right wins a prize.

Gamify

Ask employees to name new systems and processes or suggest improvements. Offer prizes for the best ideas, and recognize those ideas publicly.

Try to incorporate useful, actionable feedback regularly. Then, communicate those changes to show users that they're being heard. Share the results in the internal newsletter or on the intranet in a section with a name like "Great feedback we're working with."

> **If your sales force sees that you're listening to their feedback, they'll make more constructive suggestions.**

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, Micosoft 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.

Linked in Showcase Software

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Appendix

Get started faster. Download these other Showcase Workshop short reports today from the Showcase blog.

*How to Nail the Sale
Using a Tablet*

Viewer User Guide

*Designing for Showcase
Workshop*

How to Nail the Sale Using a Tablet

Discover the best practices for tablet presentations:

- How to keep your prospect's attention focused on your message, not your tablet.

- Why it's more important than ever to keep all your sales collateral organized.

- Where a rigid sales presentation can lead to more failure.

- What your prospects expect to do in your sales meeting.

- And much more…

Quick-start guide for salespeople

This three-minute read will cover all the basics for your sales team, making your training session that much more efficient.

Designing for Showcase Workshop

With Showcase, salespeople have the product information and software integration they need to save time, sell more, and boost revenue.

But to succeed, they need enticing, intuitive, branded presentations.

They need your smart design.
That's where this Designer's Guide fits in.

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