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Five Telltale Signs That Your Sales App Is Under-Performing.

DOES YOUR MOBILE APP NEED AN UPDATE?

KEN HAUS: DESIGN CENTER, INC.

khaus@design-center.us // 651 699 6500

Today's leading companies have seen the value of converting their dog-eared brochures to elegant, digital apps.

This is a good thing.

Selling high-end products demands high-end presentation. Tech-savvy buyers expect smart, interactive, engaging pitches—not clunky three-hole binders and stacks of dated sell sheets. Successful reps these days act more as consultants and educators than order-takers.

A mobile sales app enables all of that. And more.

But many companies are letting their custom apps get away with doing only a small part of what should be expected of them.

A strategically designed app should be much more than a slick and exciting digital brochure. It should put every tool and resource a sales rep might need right at his fingertips. It should be able to respond to virtually any situation that may arise. It should do just about everything but shake hands with the customer.

The problem is that many businesses don't yet realize how much potential a mobile sales app can have—and they don't understand why it's critical to take their app(s) to the next level.

Do you?

Read on to see if you're experiencing the symptoms of an under-achieving sales app – and what you can do about it.

SIGNS YOUR MOBILE APP NEEDS AN UPGRADE:

1

YOUR REPS ARE STILL LUGGING AROUND OTHER SALES TOOLS.

Sales reps who are armed with a fully loaded mobile app won't need to do any of these things on a sales call:

- Bring a laptop to pull up pricing spreadsheets or supporting documents
- Launch a website to review additional product options
- Exit the app to access a calculator
- Send an email to request more info from a colleague or connection
- Make a phone call to place an order with the warehouse

A well-designed app—particularly one that is connected to the power of a customized mobile platform—will enable a rep to do all of that and more, from right within the app.

The best mobile sales apps provide a completely seamless experience for customers: The entire presentation and all supporting materials are accessed from within the app itself, and the customer is never led out of the app into other resources. Even widgets – like calculators, inventory checkers, discount tools, and digital tape measures – can be built right into your app and customized to the look and feel of your brand.

2

**TOO MANY SALES CALLS END WITH THE WORDS,
“I’LL GET BACK TO YOU ON THAT.”**

If one thing can be expected in every sales presentation, it’s that there’s no predicting where it will go. Inevitably, the conversation will take all kinds of unexpected turns as customers bring up their unique questions and concerns. This can leave reps scrambling to provide relevant answers (and struggling to refocus the conversation).

When answers aren’t readily available, the sales process loses momentum—and can completely derail if a customer turns elsewhere for a faster response.

This is another case where linking an app to a mobile platform makes the difference. With a mobile platform—and a smart design—apps can provide instant access to a vast range of relevant information, and reps can take the presentation in any direction the customer wants to go, while easily bringing it back on track.

For many businesses, leveraging this potential in their mobile apps has cut their sales cycles from weeks to minutes. Questions are answered, measurements are made, colors are chosen, products are selected, and orders are placed—all onsite, all from the app.

3

YOUR APP'S CONTENT IS OUTDATED ALMOST AS SOON AS IT'S DEPLOYED.

Unless an app is continually nurtured and updated, it begins to lose value the day it's launched.

Incorrect pricing, specs, and other data can result in frustrated customers and disillusioned reps who lose confidence in the app—and perhaps ditch it completely.

Linking sales apps to a mobile platform is essential to ensuring that customers see accurate, current information. Most mobile platforms don't allow sales teams to easily tweak the app's content and make continual adjustments on the fly.

In addition, reps need to know the app is always evolving to their needs. If they understand the continual investment, they too will invest the ongoing time to optimize the app.

See our other whitepaper titled **How To Create A Thriving Enterprise App**

4

YOUR REPS ARE LONE WOLVES.

Are you still looking for a way to ensure that everyone on your sales team has immediate access to the same timely information—and can easily partner and collaborate as needed? Are your reps out there roaming their territories on their own, with very little connection to home base and the rest of the team?

A mobile sales app offers one of the most efficient venues for sales collaboration of any tool available today—and if yours isn't delivering on this potential, it's time to rethink.

A high-quality sales app will allow reps to send and receive communications, share successes, ask (and answer) questions, partner on sales strategies, and glean insights from one another.

Plus, when designed thoughtfully, an app can enable easy connections across all portions of the business—making it effortless for a rep in one business unit to refer sales to another and providing an easy touchpoint between leadership and sales.

Collaboration is vital to the long term success of a sales app.

5

YOUR APP UPGRADES ARE BASED ON EDUCATED GUESSES

Once you've invested so much into your custom sales app and deployed it to the field, do you have any way of knowing for sure what's working well, and what isn't? Or are you basing your ongoing app strategy on anecdotal feedback and gut feelings?

By powering your app through a mobile platform, you can track and harvest usage-based data about which parts of the app are being used most often during sales calls,

which aren't, where bugs exist, and what kind of sales results the app is producing.

Information like this can finally bridge the proverbial gap between marketing and sales. Marketing can be sure that future app updates are exactly what reps need – and sales can receive additional training on app features that are under-utilized.

This level of information can drive a highly responsive and effective sales strategy.

KICK-STARTING A LAZY APP

If you suspect your app isn't doing as much as it should, you're probably right. Even the five points above don't cover everything a custom mobile sales app could potentially handle for you. The most visionary businesses are designing their apps to do everything from track customer demographics to communicate with operations to restock inventory to schedule service appointments and more.

It's not a stretch to say that mobile app technology has the power to transform the way you sell – and the way you do business, with the potential to improve sales effectiveness and streamline all kinds of procedures and internal costs.

Learn more about what your mobile app could do for you by talking with the app-development experts at Design Center.