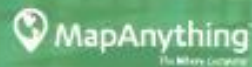


Reaching State of the Art Performance for Field Sales Organizations

2017 State of Field
Sales Survey



Brian Bachofner
CMO, MapAnything



Gerhard Gschwandtner
Founder, Selling Power



Sales organizations are shrinking while demand is growing

- Innovation is faster than ever before
- Every year, 1.5 m businesses are started.
- Over the next 10 years, this will increase.
- Productivity and creativity will help you achieve goals.
- Competition is going to build. 70% will be field sales.
- Efficiency is critical.



Sales: More challenges than ever

- Face to face is a requirement
- Customers expect regular face to face contact
- Selling time is always under pressure
- Reps are selling, prospecting, and servicing customers
- Windshield time is a huge waste



Face to Face interactions are 34x more effective.
Harvard Business Review, April 2017

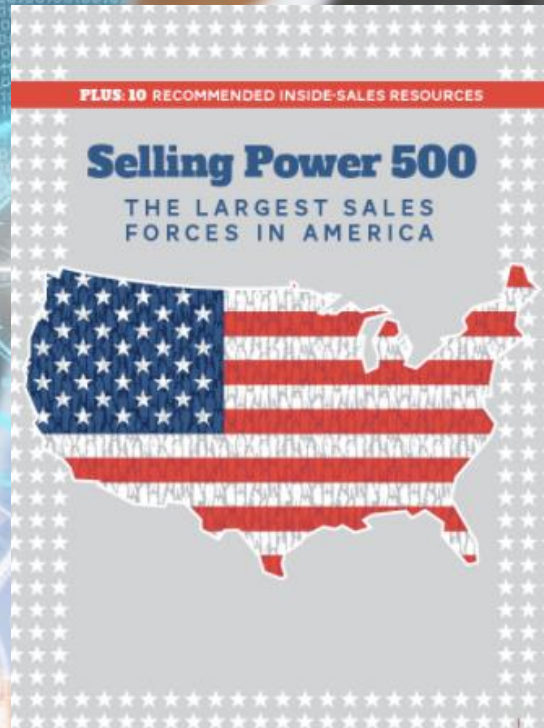
The Impact of Technology **Selling Power 500**

**Sales
Volume?**

**Number of
employees?**

**Number of
salespeople?**

**\$ Volume per
Salesperson**



Sales
up 122%

Employees
up 45.6%

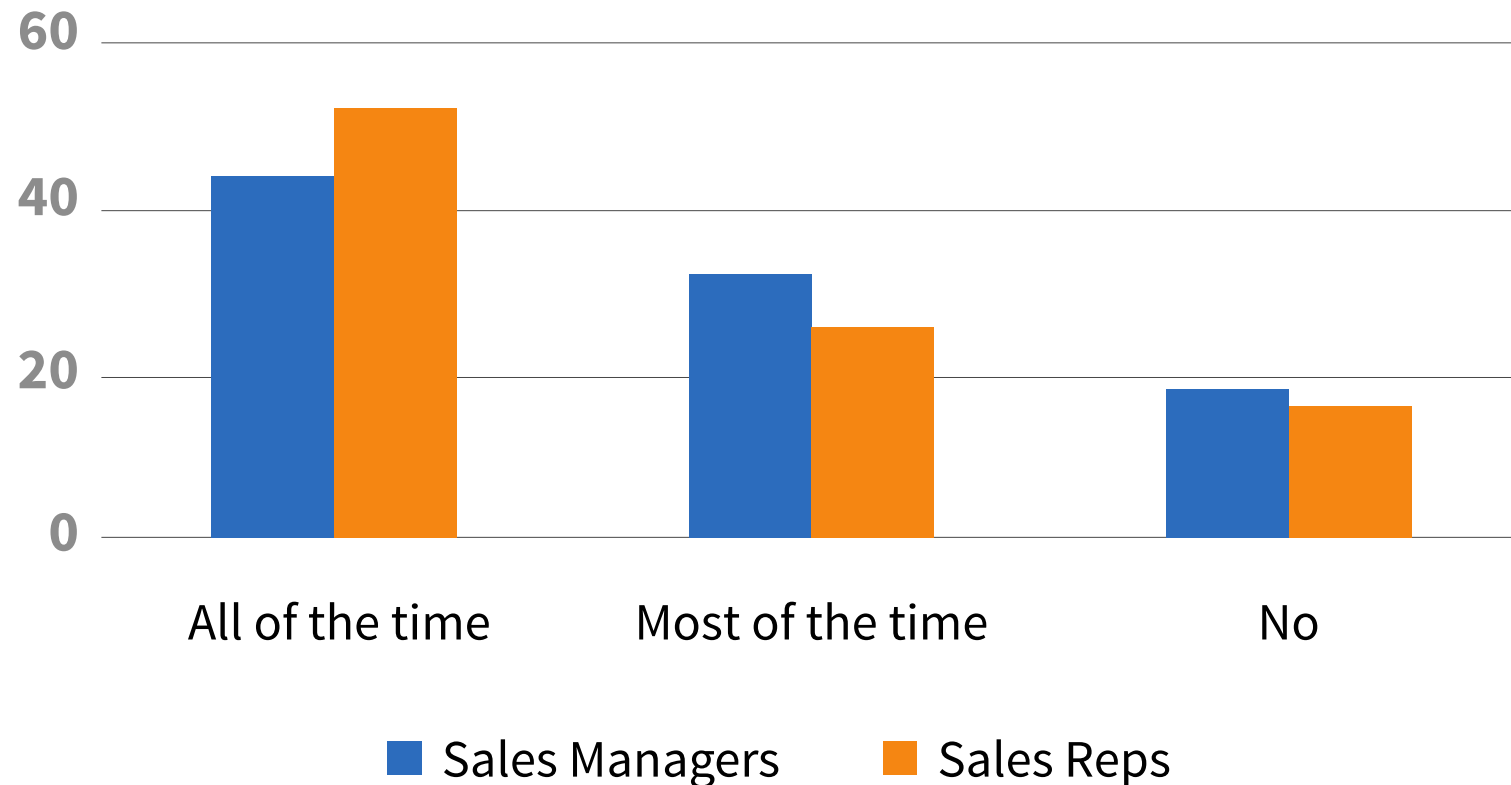
200 Top Service Companies

Salespeople
down 33%

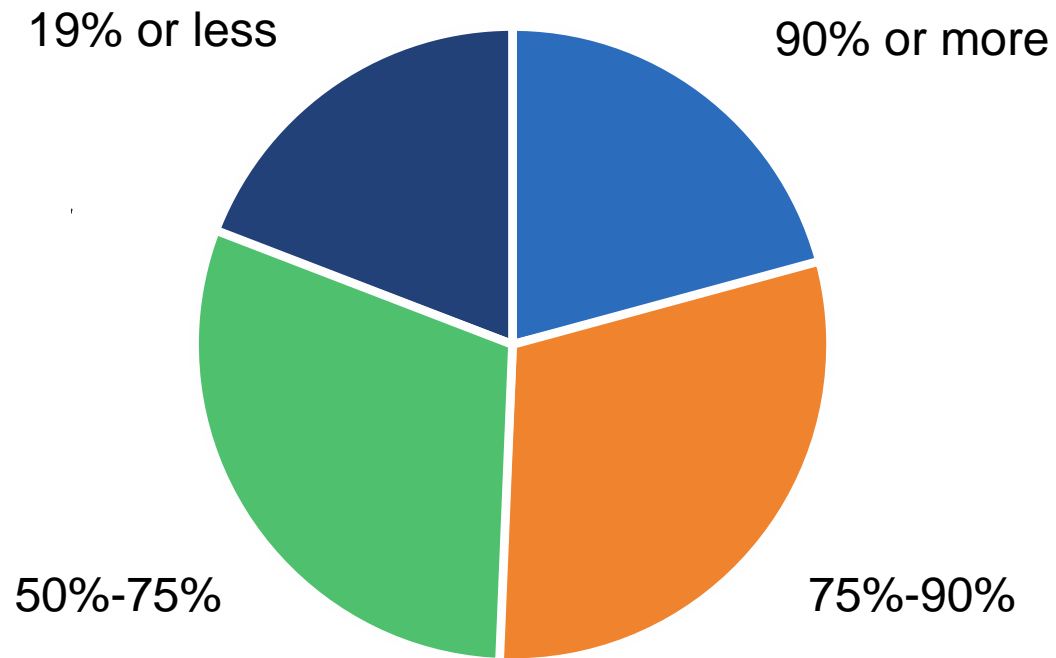
Sales per Rep
up 233%

Face-to-face Sales matters

Is Meeting Face-to-Face Necessary to Close?



How often is a demo involved in sales



Customer loyalty is built face to face

Dialogue: Active sharing of ideas

Openness: Honest discussion of what works, what doesn't and what your product does.

Empathy: Communicate that you understand their real issues.



Expectations are high

Layers Routes POI

Meetings

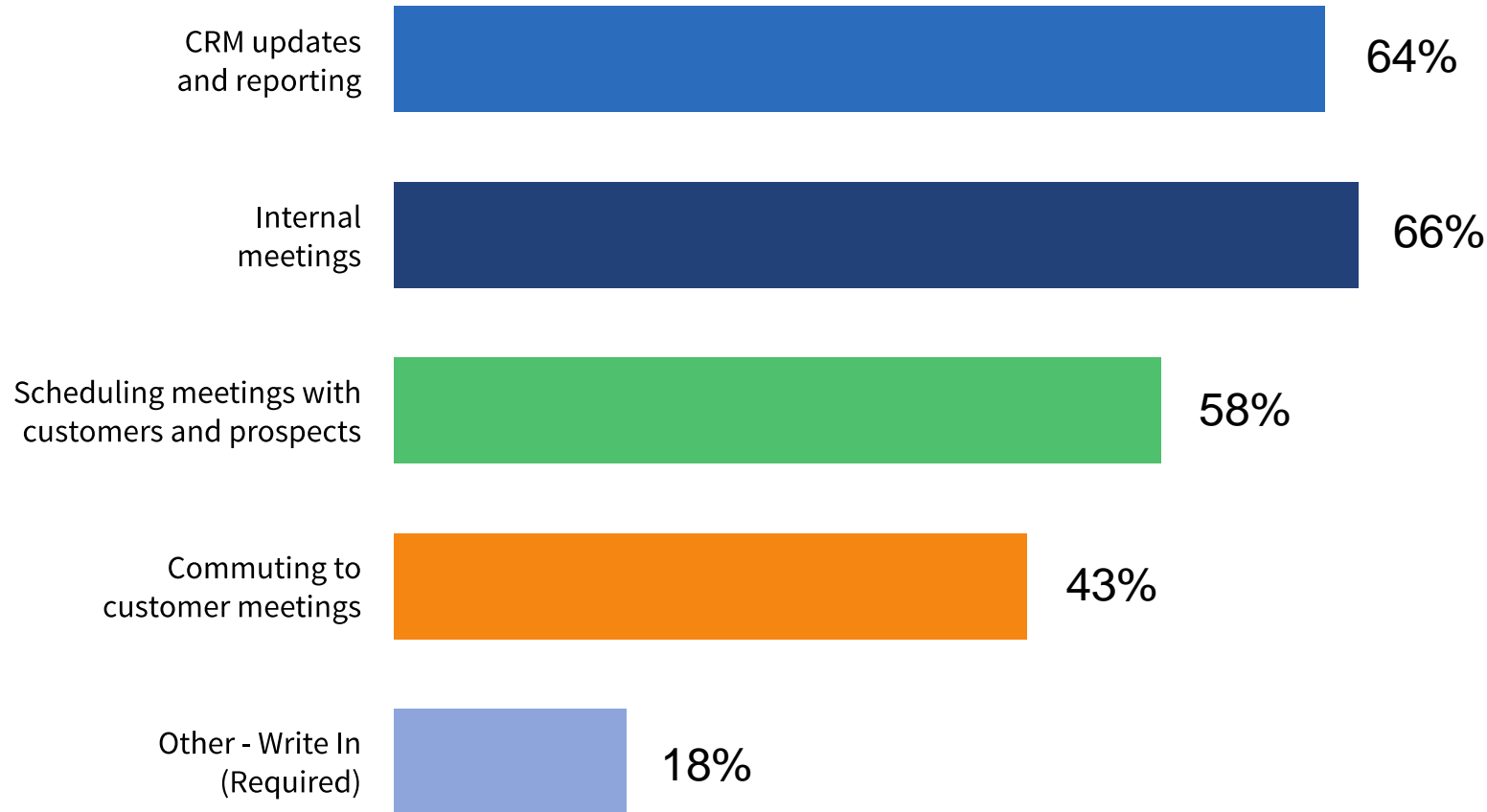
- 1 **salesforce.com**
1 Market Ste 300, San Francisco, CA 94105-5102 US
- 2 **Desk.com**
San Francisco, tx 94105 US
0.6 miles / 4 mins
- 3 **Eventbrite**
651 Brannan Street, Suite 110, San Francisco, CA 94107 US
1.4 miles / 8 mins
- 4 **Twitter**
1355 Market St, Suite 900, San Francisco, CA 94103 US
1.4 miles / 8 mins
- 5 **Uber Technologies**
1455 Market St, San Francisco, CA 94012 US
10.5 miles / 20 mins

Total Trip: 5 stops , 13.9 miles , 40 min

Boundary

- Mass Actions > **Mass Actions**
 - Add to Campaign
 - Change Owner
 - Update Field
 - Clear Coordinates
 - Remove Marker
 - Add to Route
 - Click2Create™
- Activities
 - Log a Call
 - Send Email
 - New Task
 - New Event
- Chatter
 - Chatter Post

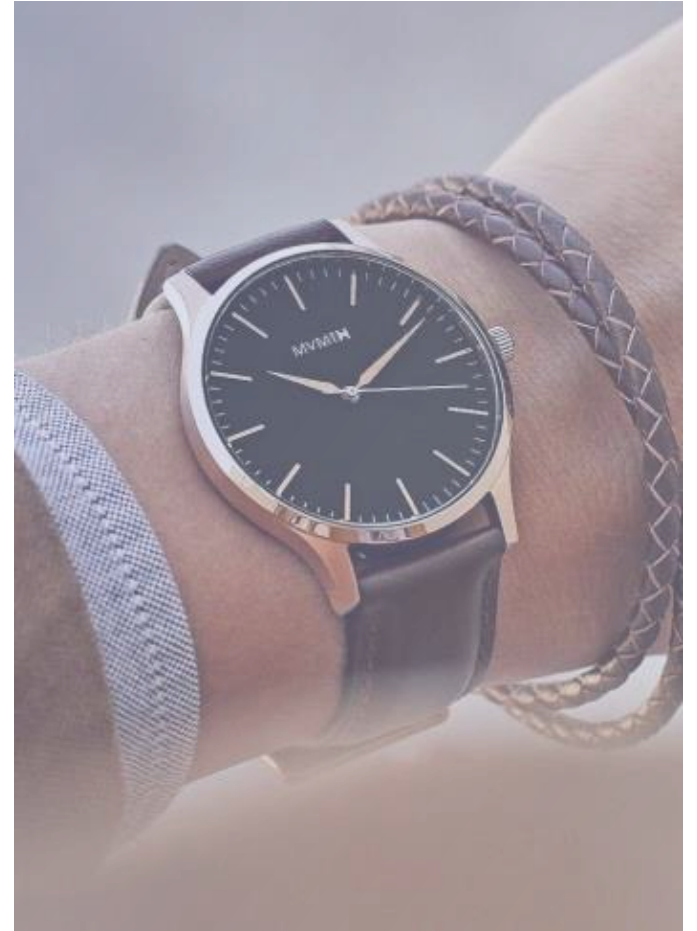
There is never enough time



31% of sales managers say that their reps are spending less than 50% of their time selling.

Finding more time

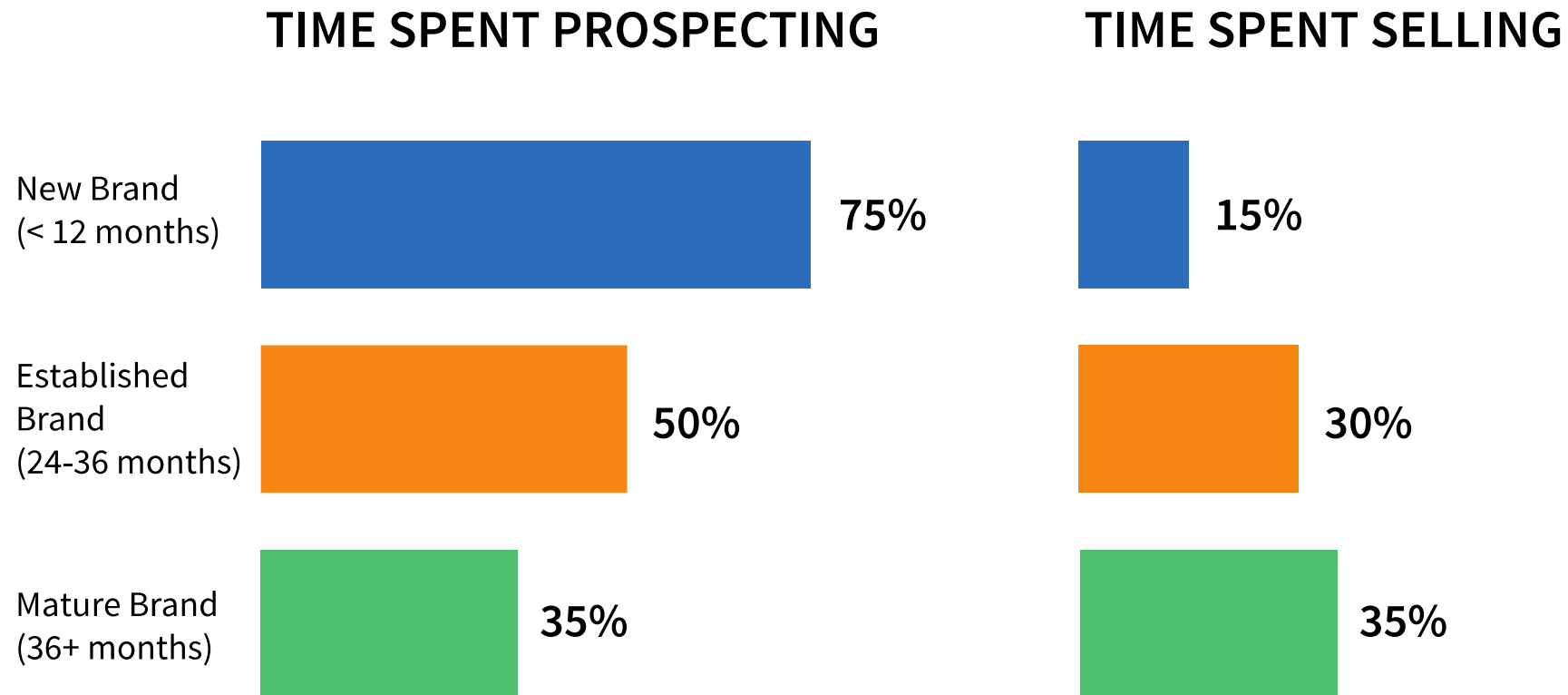
- Reduce administrative tasks
- Pivot if a meeting changes
- Focus on one task at a time
- Tackle the thing you hate the most, first
- Structure your day around your buyer's calendar
- Streamline repeatable tasks
- Email templates
- Reduce distractions
- Prioritize with CRM data
- Be honest with yourself about wasting time



Windshield Time: No time for that.



Face-to-face prospecting grows your brand



Inside Sales vs. Field Sales to grow brand

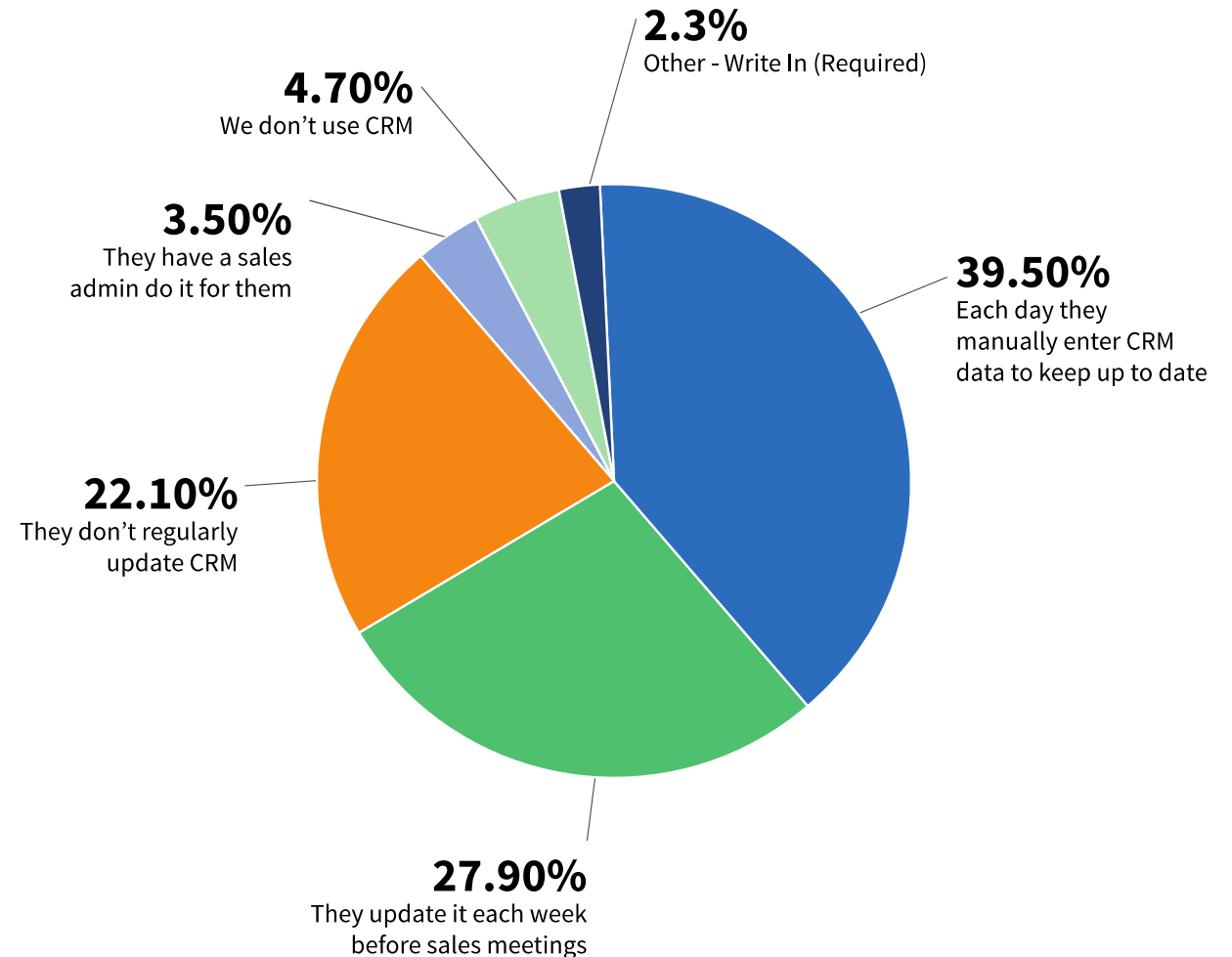
- Inside sales dials 100 times a day. But they only reach 5 a day.
- Just calling isn't enough. Not good results, and harder to not become discouraged.
- Complete 5 face to face calls a week, will get more results for prospecting.
- Outside sales force requires better leads, to make each call worth the time.
- Better opportunity = better results.
- MapAnything uses Salesforce data to prioritize meetings.

CRM Updates: Make it easier, *please!*

40% of reps update
CRM daily

28% update weekly

22% don't update
at all.



Conclusion

- Selling is more challenging than ever
- Face-to-face sales and prospecting is a differentiator
- Effective field sales requires new approaches
- Efficiency and creativity differentiate good vs. average sales
- Prioritization, time management, and efficiency tools

Need more?



Download:
www.mapanything.com



Questions?

Thank You