

Want to improve your sales? Your Tech Needs to Sell to the **NOW** customer

Give your sales team the tools they need to close mobile customers

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I. INTRODUCTION

As any sales rep will tell you, selling has always been hard. But never as hard as it is now. Not so long ago, prospects could be reached by (landline) phone at their office or at home. That's not the case anymore. Our digital lifestyle has changed the way we communicate, buy and sell. For sales people, it means that they have to hook a customer that is multi-tasking on his or her mobile devices on the go. These NOW customers are multi-tasking mobile warriors, using their mobile to check emails, send and receive documents, posting on social media and talking to people switching their attention from one task to the other.

- Americans spend > 10 hours a day on their mobile phone
- 51% of internet usage is via mobile/tablet
- Mobile commerce is expected to reach 68% of all e-commerce transitions in 2018
- 37% of U.S. consumers are willing to pay more for a product/service providing that they can get a superior shopping experience with mobile

What does this mean for sales teams? Well, your prospects are no longer stuck in their office or at home with their desktop, phone, fax and printer next to them. Your customer has changed, so your sales strategy must change as well. To be successful, sales teams must find new ways to connect with their customers and close deals. They need to have tools at their disposal to keep the customer interested and engaged long enough to close the sale. As we will see below, not having the right sales tools in place to handle this new type of customer, means longer sales cycles, more customers cutting ties, and the use of more and more omnichannels to try and keep them via multiple touchpoints. In this e-book, we will explore the background of the problem and make a suggestion to overcome it.



2. THE NOW CUSTOMER

- 87% of companies rely on their employees using personal devices to access business apps
- Employees spend at least 4 hours a week using their smartphones for work-related purposes
- 60% of employees use apps for work-related activity
- 71% of employees spend over two hours a week accessing company information on mobile

Let's have a closer look at the NOW customer who is increasingly more and more connected to the world of digital information while "on the go". Regardless of age, social background, income or education level, customers are heavy smartphones and other mobile devices users. Since the line between work time and personal time has blurred, they work during their "time off" and do personal tasks while "at work." With these blurred lines between workhours and private time, sales people have a hard time reaching them. In contrast to the past, their physical location has become irrelevant.

To get insight into the multi-tasking of people (age 13-54) on their mobile phones, the Harvard Business Review conducted its "Seven Shades of Mobile" in-depth study. The breakdown of all interactions (incl. emailing, texting and voice calls) is as follows:

- 46% is "me time"
- 19% is socializing
- 13% is shopping
- 11% is working, banking etc.
- 7% is planning
- 4% is checking news, finding info
- 1% is hobby's, general interests



2. THE NOW CUSTOMER

It shows how difficult it is for sales teams to grab and hold the attention of the NOW customer; to say it bluntly - they are all over the place! We are all familiar with people meeting in a coffee shop talking to their friends while checking their mobile, texting and sending emails.

If we look at the work vs. home use of mobile devices by employees, we see:

Activity	Enterprise	Personal
Web browsing	73%	78%
Email	69%	74%
Others	67% Working remotely	84% Gaming

The NOW customers don't have time for lengthy, redirects and sales pitches. They expect their purchases to be like their apps – clear, easy, quick and to the point. The sales tools of yesteryear are not equipped to deliver this experience.



3. YOUR SALES TECH IS NOT READY FOR THE NOW CUSTOMER

As we have seen above, the way sales people find and engage with prospects and close the sale have changed dramatically. Their current sales tools were never designed for the digital lifestyle of the NOW customer. Sales reps normally use various tools to reach out to the customer (e.g., cold calling), showing the product or service with e.g., a demo, convincing the customer to order, having the customer sign the contract and closing the sales process by processing payment. The current tools supporting these steps use various technologies - but only on desktops. They were never designed to conduct the whole sale from beginning to end in one session on mobile devices. Since mobile use has overtaken desktop use (currently at 60% vs 40%), it is only a matter of time before desktop use will be far and between.

Even a simple upsell or renewal is complicated and cannot be done during one call. Offering options for various plans often requires referring the customer to the website. Forms and contracts to be signed are sent and received by email or fax, and the customer has to click on a link for payment.

As we can see, the customer is bouncing around which is a surefire way to lose him or her forever. The classic sales tools are attuned to having the full attention of the customer at multiple stages, which is not happening anymore. The result: sales are harder to close with longer and longer sales cycles.

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4. BRIDGING THE TECHNOLOGY GAP

- 59% of sales executives have access to too many sales tools
- 55% of sales reps see their sales tools as obstacles for sales performance
- Sales productivity has decreased by 5% during the last five years

Given the mobile customer frustration and the sales team inefficiencies, sales teams are facing a technology gap. Sales tools are designed for desktop, not mobile users. They are designed for fully attentive prospects and customers, not juggling, distracted, mobile customers.

To change their sales success, sales teams need to trade their antiquated sales tools for ones that allow them to sell to customers that are on the go. To step-change results, teams need tools to reach their prospects / customers on their mobile phones and to conduct the whole sales process in one session. It's the only way to grab and keep the attention of those customers and to complete the sale.

Companies are aware of the technology gap and are working on it. This not only entails investing in new tools, but also streamlining the sales process. To grab and hold the attention of their mobile customers, they need to go beyond responsive websites and omnichannels. The name of the game is having an in-call sales suite that can grab and hold the attention of the NOW customer and close the sale wherever the customer is with limited resources.

Sales teams need in-call solutions that can simplify dated sales processes and make them easy for prospects to complete on the go – even make sales experience enjoyable and effective. By completing the end-to-end sales cycle in the heat of a call, the sales process fits the NOW customer's digital lifestyle granting instant gratification.

Investing in an in-call sales suite that fits the NOW customers, companies eliminate the need to make repeated calls. Once it is also connected with web-based third-party applications and CRMs, the overall effectiveness and productivity of sales teams is dramatically improved.



5. ABOUT LIGHTICO

Lightico, a pioneer in creating sales enablement solutions for enterprises that are selling and servicing customers on the go. The company offers its global customer base the world's first mobile-centered, intelligent collaboration platform which allows for selling as well as servicing their mobile customer base effectively. The intelligent collaboration platform helps to transform the customer experience into quality contact time combining core activities. Easy to configure, the platform allows to measure and optimize first call sales, drive sales results, accelerates sales cycles and streamline sales admin and management tasks.

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