

Technology and Sales

Utilizing Technology to Enhance Sales

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This interactive presentation explores how technology creates opportunities to dramatically enhance the sales process. Whether for new or existing accounts, the sales process involves research, lead generation, ongoing communication, negotiation, and customer relationship management. Participants learn specific techniques that dramatically enhance every aspect of the sales process – both individually, and as an organization. A lot of technology is already in place in organizations. The challenge lies not in purchasing more technology, but in discovering keys to the effective use of the technology that is already available!



Think on These Things

How well do you leverage your contacts and leads?

How does technology offer a competitive advantage in a consulting sales process?

What “personal technologies” can you use in a sales process that go beyond organizational technologies?

Do you maximize your collective intelligence and shared knowledge across virtual and geographic boundaries?

How can you use social networks to enhance the sales process?

Skills Participants Learn	Immediate Application of Skills
Focus attention on what needs to be done.	Find and connect with qualified customers.
Move quickly through road-blocks.	Creatively change the way you work.
Achieve clarity in decision-making.	Use technology more effectively.
Create agility in organizational systems.	Improve your processes.
Reach agreement and consensus rapidly.	Enhance your collaboration.

Topics

I. Find New Customers

Using the marketing and sales database

Researching tactics for new sales prospects

Online lead generation tactics

Technology networking - finding new relationships with online lead and social networks

Effective use of e-mail in the sales process

The powerful connection between sales, marketing and customer service

II. Communicate With Prospects and Customers

Connect your online and “real-world” communications

Automate communications with prospects and customers

The value and process of profiling customers

III. Sales Force Automation

Case studies: successful companies that use technology to enhance sales and customer relationships

Instant access to sales information

How to improve results with your CRM software

Unified messaging (text, voice, fax) via Internet

IV. Portability: Options For The Portable Sales Force

PDA's

IM devices

Tablet PCs

Ubiquitous computing (anywhere access to all files, messages, etc.)

Scanners

Wireless connectivity

V. Latest Trends In Internet / Technology Sales Strategies

From click-through to sale, measuring ROI

Blogs – communicating to a target market

Viral marketing, m-commerce and social networks

Outcomes

- ✓ Learn how to use portable technology to enhance sales.
- ✓ Discover how technology can help you sort through an explosion of information to locate new prospects.
- ✓ Improve your prospect and customer intelligence.
- ✓ Enhance productivity with your existing communication devices.