

STRATEGIC SALES MANAGEMENT

Emerging Trends in Sales

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Learning Objectives:

After going through this module, you should be able to:

- Understand the role of technology management in the selling process
- **Elaborate on the use of automation in selling- types and benefits**
- Comprehend the role of virtual reality and artificial intelligence in selling
- Learn how to manage a diversified sales-force
- Appreciate the ethical and social issues in face-to-face and virtual selling

Sales Force Automation (SFA)

What is SFA?

- Sales force automation (**SFA**) means using sales automation software and creating workflows to make sales management smoother for everyone involved.
- The point of sales automation is to simplify the sales process and reduce the amount of manual, repetitive tasks for sales reps.
- It makes contact management, opportunity management and task management easier by having the complete history and data of your interactions with a customer stored in one place.
- It also keeps track of sales leads and helps with setting up reminders and notifications.

Sales Force Automation (SFA)

Why do businesses use sales force automation?

Boost sales productivity

- When sellers reduce the time needed to click through a system, they can focus on the right tasks and actions to close deals more quickly.

Increase sales efficiency

- With SFA tools, sellers can spend more time on the tasks that matter—such as calling prospects and setting up meetings—and less time performing manual data entry.

Drive higher user adoption

- Sellers should want to use sales force automation systems. The right systems offer proactive, AI-driven guidance to sellers across all their devices.

Deliver connected customer service experiences

- Connect customer intelligence with sales force automation software, so your sellers have a complete view of each customer interaction.

Uncover more revenue opportunities

- While humans may forget to follow up, SFA software can intelligently track accounts and suggest the next-best recommended action.

Sales Force Automation (SFA)

Benefits of Sales Force Automation:

- Freeing salespeople from routine office administrative tasks, enabling them to spend more time with customers
- Getting up-to-date market information in almost real-time
- Providing better customer service because the salesperson has immediate access to information such as stock levels or quotations
- Capturing information that allows management to measure and monitor sales performance and that too in real-time
- Helping to create and manage sales opportunities so that a greater proportion is converted into sales
- Improving customer relationships as information is not lost and sales histories are easily available

Sales Force Automation (SFA)

Generations of Sales Force Automation (SFA) Software:

- Sales force automation software has developed through a series of different generations over time:
 - Generation 1: Personal information and contact management
 - Generation 2: The networked sales force
 - Generation 3: Technology-enabled selling

Sales Force Automation (SFA)

Generations of Sales Force Automation (SFA) Software:

Generation 1: Personal information and contact management

- The first generation involved equipping the sales force with mobile phones, laptops, and other types of computing and data storage devices.
- At first, these machines contained the typical office productivity applications such as spreadsheets and word processors.
- Certain applications were designed to help a salesperson manage contacts and time, and increase their selling effectiveness.
- Powerful time- and contact-management tools that had not existed previously were quickly developed and implemented.

Sales Force Automation (SFA)

Generations of Sales Force Automation (SFA) Software:

Generation 2: The networked sales force

- These SFA tools were essentially networked versions of the first, connecting the contacts database and personal productivity tools of the sales force to the corporate network.
- This was usually accomplished via data replication, by plugging the laptop into a phone line – typically at night.
- While sales representatives retained their interest in time and contact management, these tools offered them little, if any, an additional advantage over the first generation, although some were far smaller, more portable, and lighter than their predecessors.

Sales Force Automation (SFA)

Generations of Sales Force Automation (SFA) Software:

Generation 3: Technology-enabled selling

- These technology-enabled sales systems incorporate a much richer variety of functions to help salespeople acquire and close more business, including some combination of the following:
- *Lead management*: the ability for salespeople to receive leads from marketing and other departments.
- *Opportunity management*: this organizes all information around a sales opportunity to give a complete view of the sales cycle, coordinate schedules and resources, and bring the sales process to closure.

Sales Force Automation (SFA)

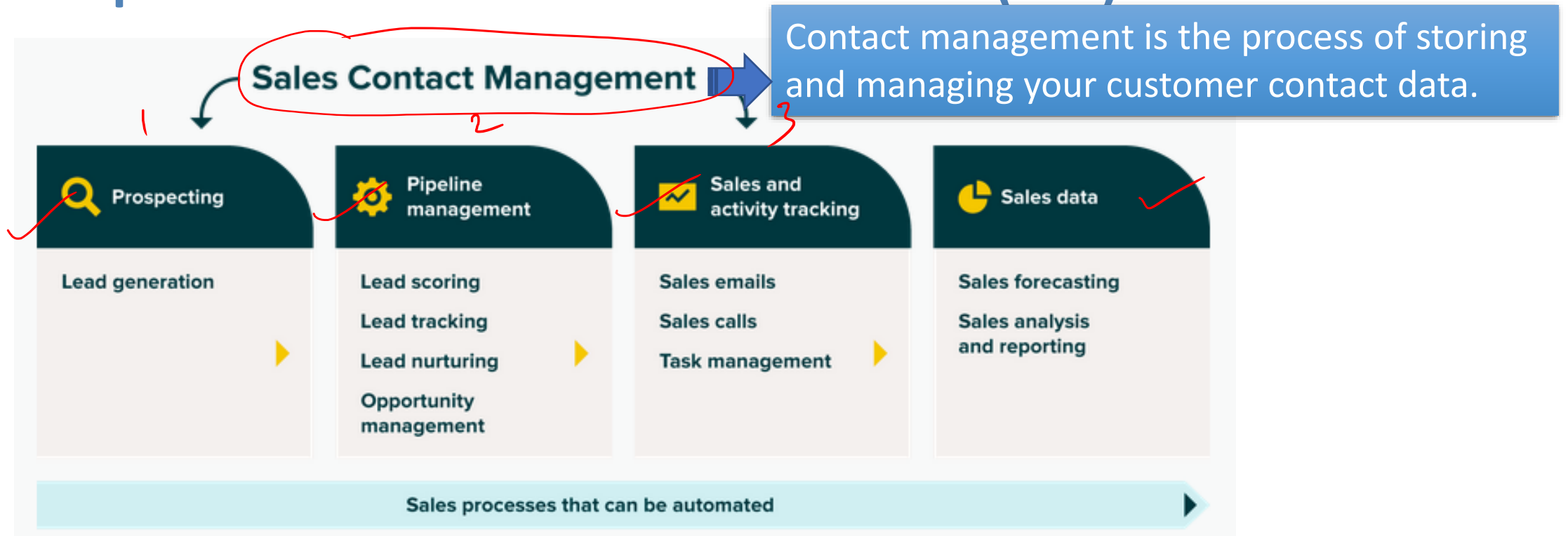
Generations of Sales Force Automation (SFA) Software:

Generation 3: Technology-enabled selling

- *Account management*: the ability to track successfully closed opportunities. It can include all interactions between a company and a business customer. This area of relationship monitoring and management is referred to as key account management.
- *Proposal management*: the ability of the sales force to produce on-the-spot, customized, accurate product configurations and proposals. This is critical for complex product and service sales opportunities.
- *Win/loss reporting*: the ability to evaluate wins, losses, and returns on investment objectively. It allows people and companies to learn about and improve their sales and customer support processes.

Sales Force Automation (SFA)

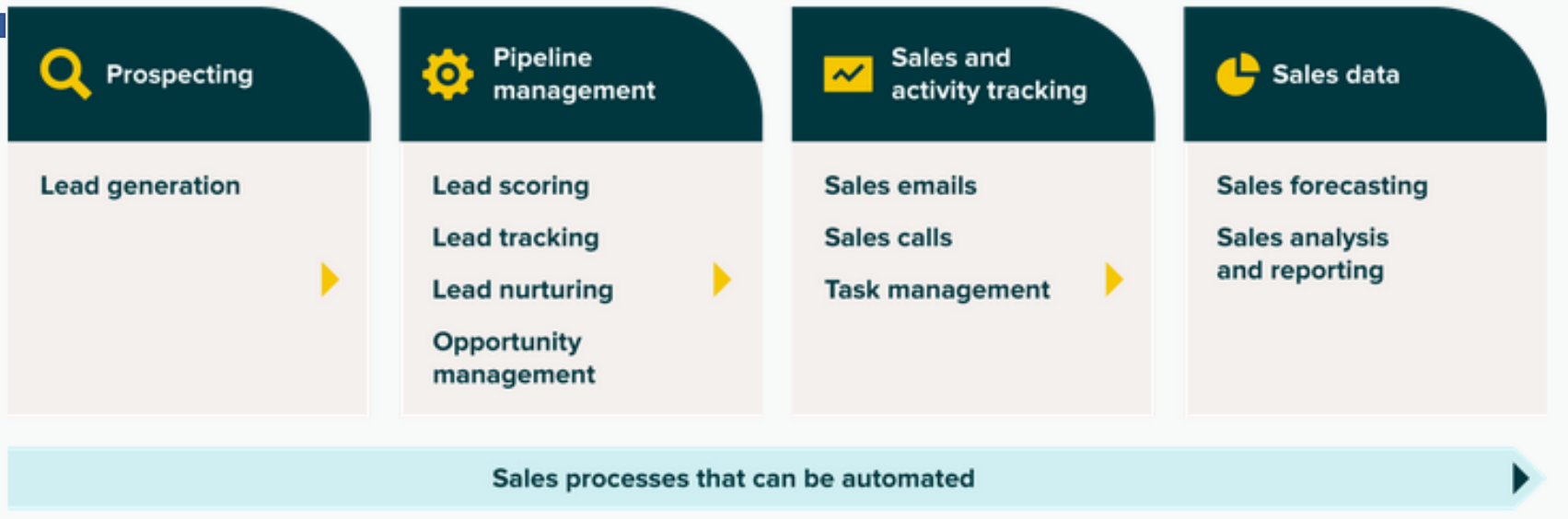
Components of Sales Force Automation (SFA) Software:



Sales Force Automation (SFA)

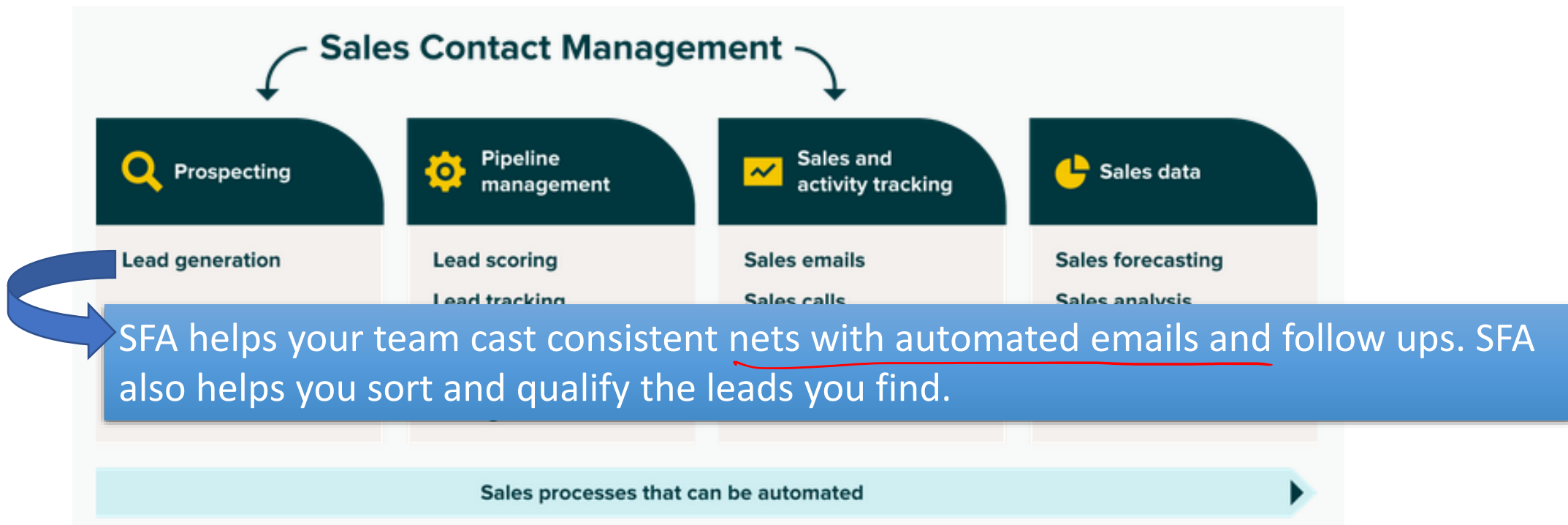
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SFA uses automated communication tools to contact and further qualify prospects, leaving sales reps the time to build relationships with those who reply.



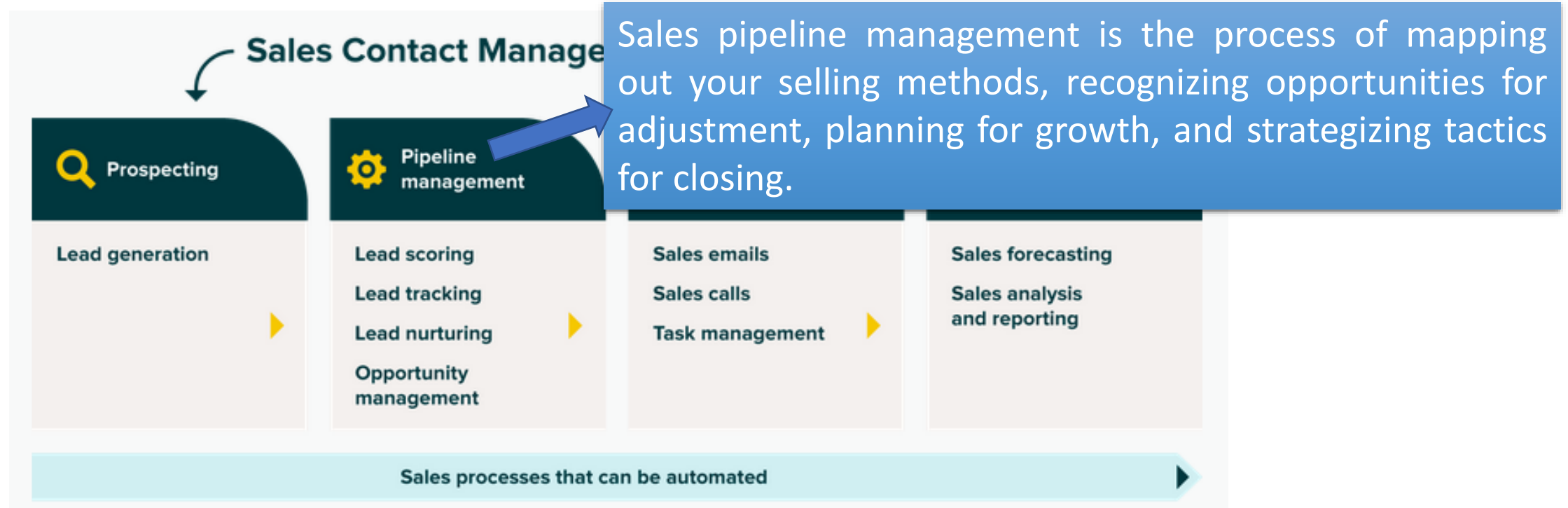
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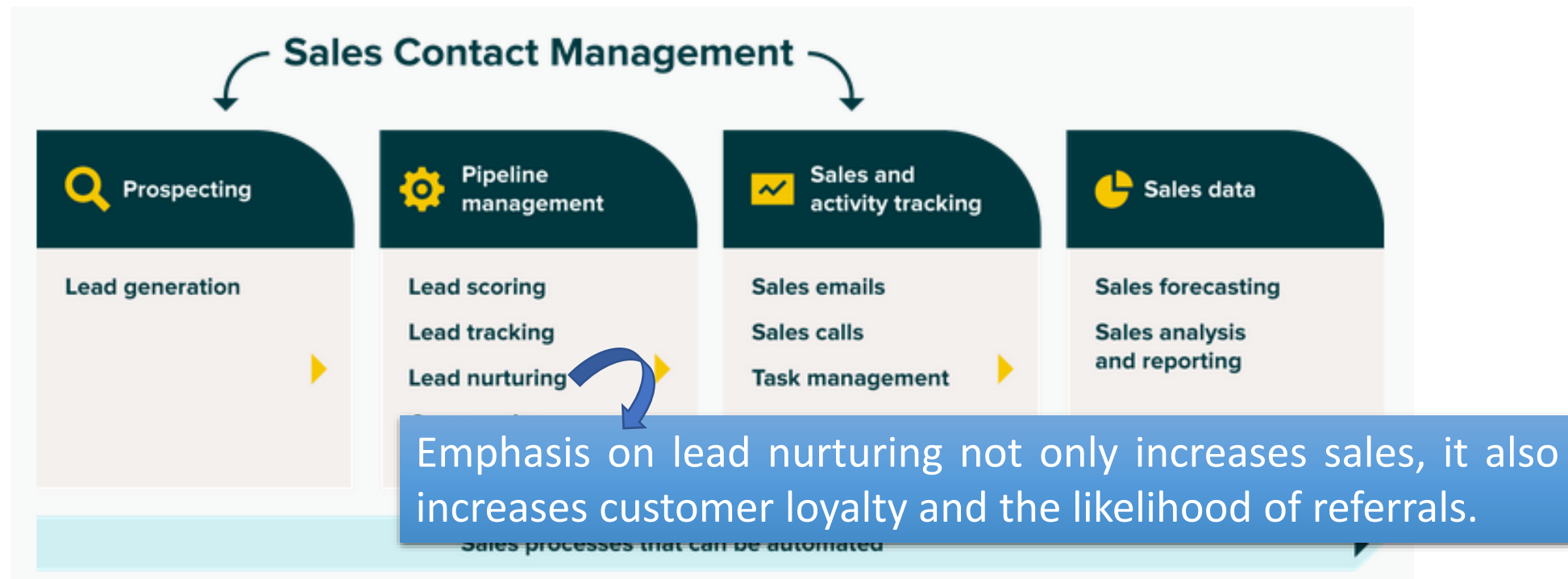
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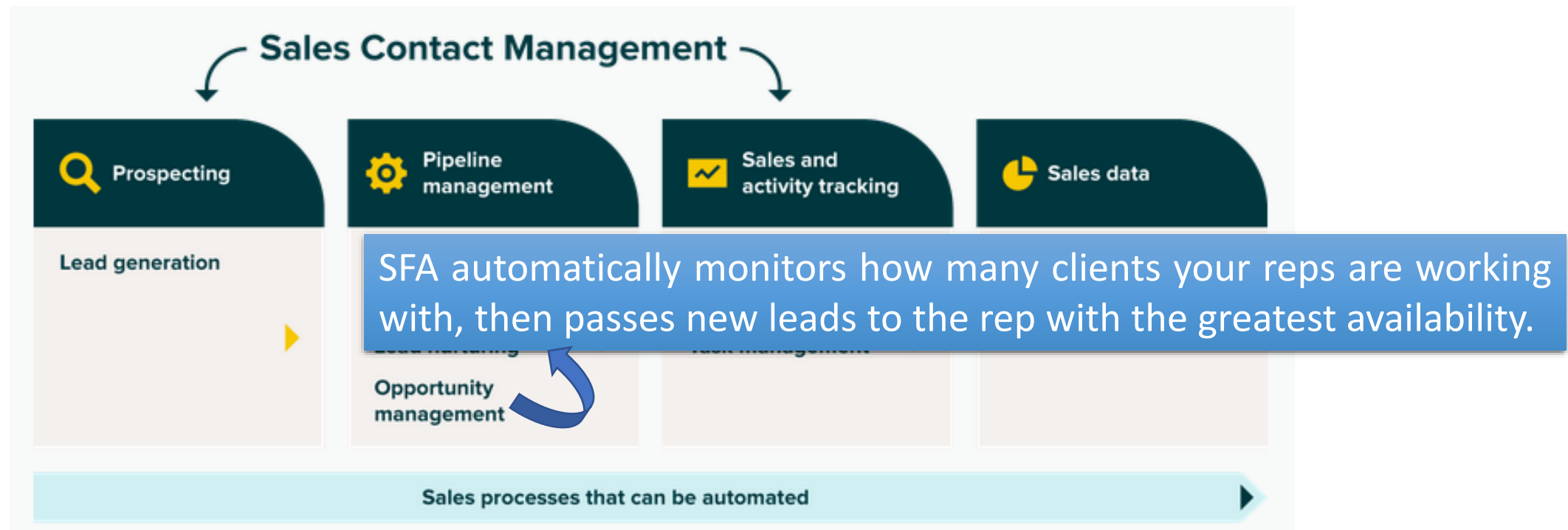
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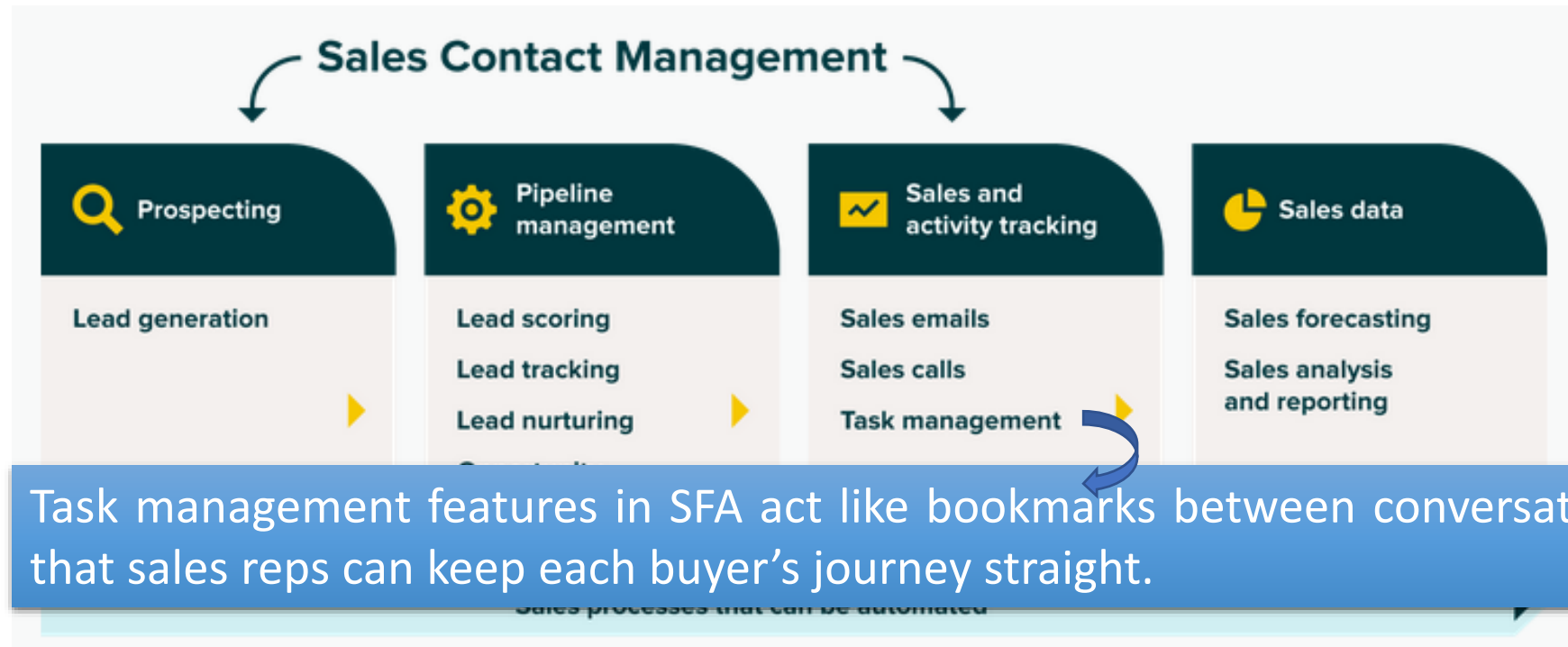
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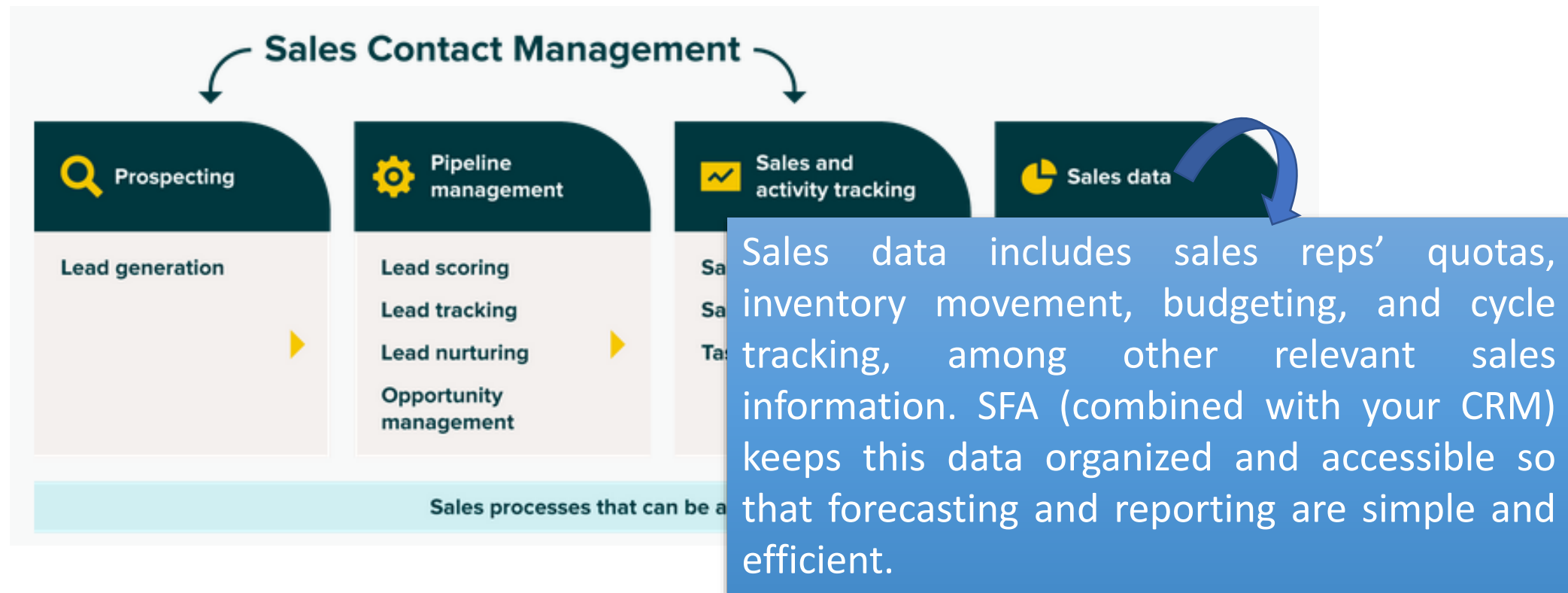
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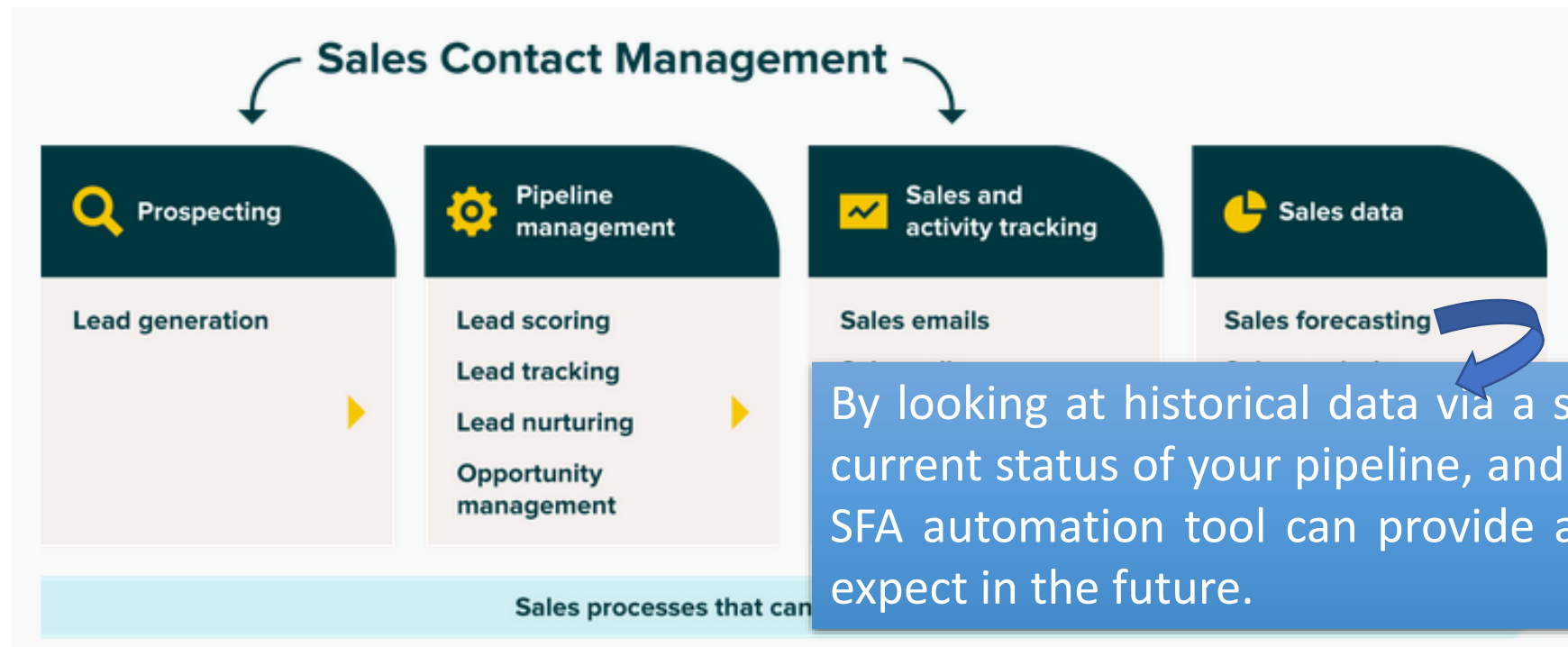
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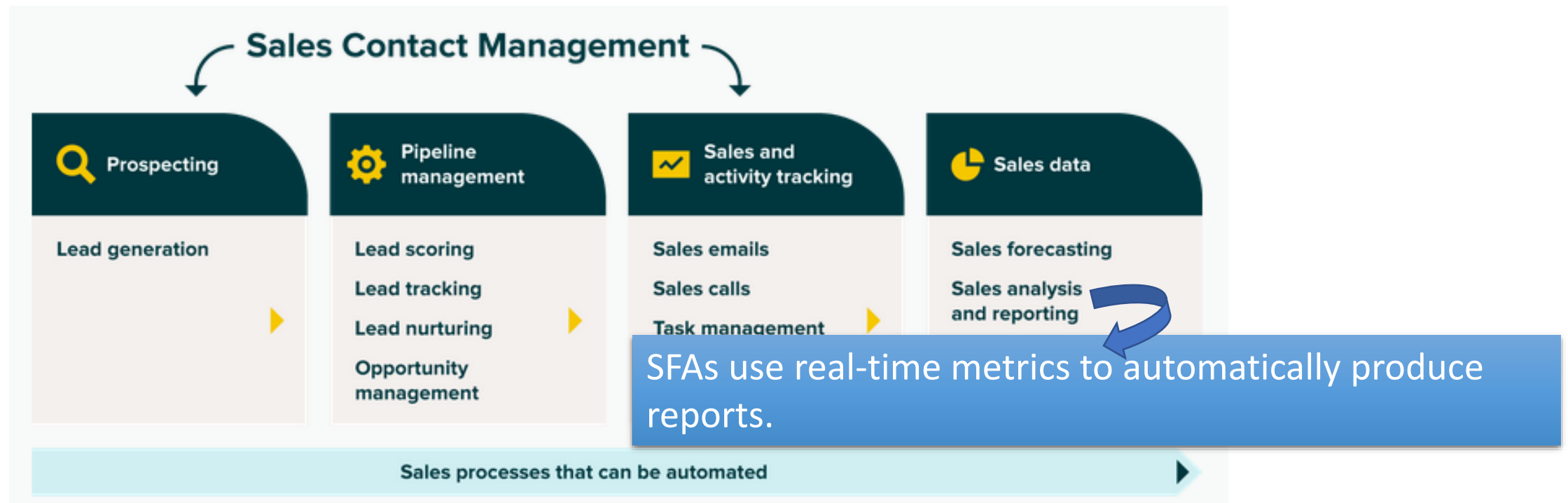
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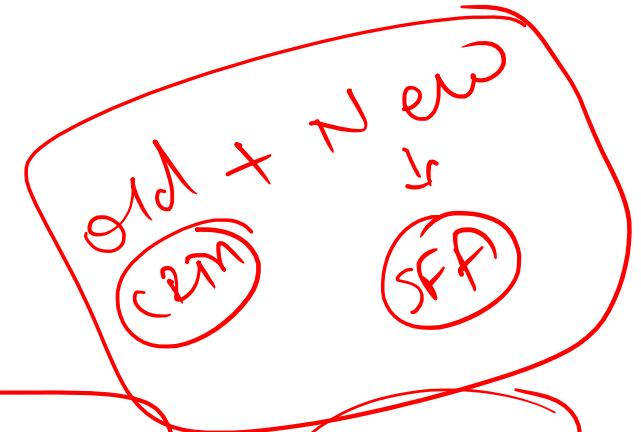
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Sales Force Automation (SFA)

CRM and SFA: Are they the same?

- The main function of a sales CRM is to improve relationships with existing customers. While CRM platforms may include features intended to help with new client acquisition, their main purpose is to keep your current customers happy so that they continue purchasing from you.
- Automation for sales forces is designed to streamline the process of acquiring new clients and leading them successfully through the sales cycle. While there are still elements of relationship-building involved, there's a huge difference between building a new sales relationship and maintaining an old one.



Sales Force Automation (SFA)

CRM and SFA: Are they the same?

- Specifically, sales force automation software is designed to ~~increase sales~~. It supports the sale of products or services with a goal to make the entire sales process more efficient.
- On the other hand, CRM deals specifically with the management of customer relationships, with the goal to improve the overall relationship between the company and its customers.

Sales Force Automation (SFA)

Potential Risks of Using SFA:

➤ It won't work if you don't know what you're doing

Unless you know exactly what should happen in each individual stage of your sales cycle, it's impossible to automate it without making a mess.

➤ The installation and maintenance can be quite expensive

The sales team must know how the process and system work and that all your integrated systems –SFA, CRM, and others like your enterprise resource planning system (ERP) – are compatible.

➤ Data entry and integration takes up a lot of time

➤ When used poorly, you might lose your personal touch

By automating the wrong parts of your sales process, you risk losing your personal touch and human connection with your customers.