



5 Ways Sales Teams Can Use Mobile Messaging

Now that buyers have more access to information, reviews and advice on purchases, it's more important than ever for the sales process to be flawless. That requires tight communication across the sales team, with finance and marketing departments, and with prospects. As a result, many sales teams are turning to mobile messaging to speed up communication.



1. Accelerate deal cycles with bite-size information

Sending and receiving quick bits of information can make pilots more successful and advance deals to closure more quickly. Create account or project-based group conversations with internal team members and customers or prospects to stay aligned. Some mobile messaging apps also integrate with Salesforce, so you can create a new group around any lead, contact, opportunity or account.

2. Strengthen ties with prospects, customers, and partners

Since so much of the sales process now happens online, it can be easy to lose the personal touch. But texting is much less formal than email and people have grown comfortable using it to communicate in a conversational way. Stripping away the formality of digital tools can help change your relationship from sitting at opposite ends of the table to becoming a trusted advocate.

3. Coordinate with your account team no matter where they are

These days salespeople work from everywhere - in the office, at home, on the road. But without impeccable coordination, those geographical differences can make your team appear disjointed to the customer. Mobile messaging is perfect for closing any coordination gaps, so whether you're scheduling meeting times and places, sharing breaking news about the customer, delegating tasks to teammates or sharing resources, you're always in perfect sync.

4. Eliminating redundancies and deliver answers faster

You'll be amazed at how impressed customers are when you don't have to ask them the same question twice. Getting a deal done requires a lot of information to be transferred across teams: there are sales development reps, account executives, sales engineers and even product teams. Not to mention finance, legal and marketing. Being able to coordinate instantly, in real-time, rather than waiting for responses on email or enterprise social networks goes a long way to delight the customer.

5. Build a sales culture of openness and information sharing

If you depend on single software platform for both communication and operations, it's good to have a fallback in case something goes kaput. Even if it's something as simple as your battery dying. Lots of service teams turn to text messaging in these situations if they've swapped phone numbers in advance, or default to email. But some mobile messaging apps for work have a built-in contact list, so there's no need to trade personal information.

Curious if a mobile messaging app is right for your team?

Try Zinc, the secure messaging app built to connect employees inside and outside the office.

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