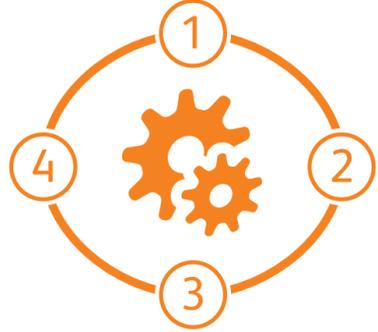


# Four tips to faster sales productivity.

The trip from prospecting to closing the sale has become more complex over the years, but it does not have to be. Using the right tools connects you to more customers, expands your opportunities, and makes your process even simpler.



## Navigating the Sales Cycle in Four Steps

### 1 Research: Search smarter, information at your fingertips.

#### Research, the old way.



Search through an **endless list of individual repositories**, websites and notes for intelligence on customers and industries.



Workers are spending **8.8 hours per week** searching for information – that's 457 hours/year.<sup>1</sup>



Sales people search at least **5 repositories** for information.<sup>2</sup>

#### Research, re-envisioned.



Use **social media aggregators** to group social searches and built-in alert tools to send the latest information on your customers and industries so that you can open the conversation.

Sales portals with social aggregation and alert tools can reduce sales rep time searching for information by saving them **60 minutes of prep time each week**, which can result in yearly additional revenue generation up to **\$20,000 or more per SMB IT rep.**<sup>3</sup>

### 2 Product Evaluation: Go on your customer's journey.

#### Product evaluation, the old way.



Customers are **70% of the way through the sales cycle** before they engage a sales rep.<sup>4</sup>

Time lost to **gathering customer requirements, configuring products, searching price lists and battling objections** after you find out what the competition proposes.

#### Product evaluation, evolved.



Insight based learning helps you engage the customers and **makes you the expert** to avoid fighting on price.

Your customers know more about your offerings and the competition than you do. **Use the same tools they do**, and arm yourself with the knowledge to guide the customer journey.

Leverage **interactive configurators to build products** with customers and sales enablement tools to identify competitive knockouts.

### 3 Present & Propose: Bespoke, in a fraction of the time.

#### Present & propose, the old way.

**Painstakingly customized, every time**, sales reps recreate deliverables and presentations for every customer meeting.



Reps search everywhere for the latest collateral, and **hope it's up to date.**

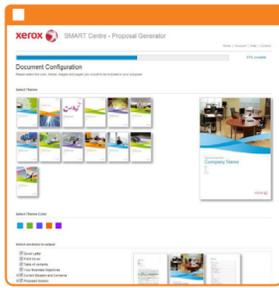


**40%** of rep's time is spent creating customer deliverables.<sup>6</sup>

#### Present & propose, re-engineered.



You can build custom content, **in clicks** to automate the generation of bespoke customer materials with **flexible, shareable tools.**



**Generate proposals on the fly** using your suite of integrated marketing resources.\*

\* Visit [www.xerox.com/smartcentre](http://www.xerox.com/smartcentre) for more information.

### 4 Take Your Show on the Road: Mobile moves you forward.

#### Take your show on the road, the old way.



Load materials and presentations to a USB or **hope you don't have last minute changes** at the customer site.



**Cross your fingers** that your customer's WiFi will let your laptop on the network once you get into the meeting.



**70%** of sales executives using tablets are reporting increased sales.<sup>7</sup>

"The **#1 inhibitor** in making quota is the inability to deliver value messaging.<sup>8</sup>"

#### Take your show on the road, re-routed.



Mobile-based tools **bring your dynamic content to life.**



**Use mobile solutions to share presentations real time.** No need for printouts. By using 3G, you have a backup, just in case.



Pull content from sales portals that **scale to whatever device you're using.** Perfectly display your brochures, videos and testimonials every time, with responsive design\*.

\* Visit [www.xerox.com/smartcentre](http://www.xerox.com/smartcentre) for more information.

For more information or tips about sales productivity, visit [www.xerox.com/smartcentre](http://www.xerox.com/smartcentre).

Sources: <sup>1</sup> Ontuitive; <sup>2</sup> Nucleus research; <sup>3</sup> IDC; <sup>4</sup> Sales Executive Board; <sup>5</sup> American Marketing Association; <sup>6</sup> CMO Council; <sup>7</sup> Sales Management Association; <sup>8</sup> SiriusDecisions

©2013 Xerox Corporation. All rights reserved. Xerox® and Xerox and Design® are trademarks of Xerox Corporation in the United States and/or other countries. BR8204 XOGIG-01UA