

Happy employees equals happy customers



Our clients talk about reimagining sales to delight both customers, and employees.

How are high-profile businesses harnessing digital thinking and technology, and linking them to their sales objectives? How are these organizations using digital to improve employee engagement, reduce the cost of sales and ultimately sell more?

Hear the opinions of Avanade clients and thought leaders in this summary of our full report.

TOP 4 REASONS TO START DIGITALIZING YOUR SALES TEAM NOW

- Digitalizing a sales team works; research shows it increases revenue and effectiveness.
- Great employee experiences drive great customer satisfaction. Engaged employees will go the extra mile to serve customers, ensuring their return and referrals.
- Staying digitally relevant is crucial for sales teams, it underpins the brand perception for customers and potential future sales employees joining the team.
- Your competitors are already using digital sales techniques and this will only continue to accelerate.

TOP 3 CHALLENGES TO EXPECT

- Digitalizing the sales team is a journey. Jointly agree on what success looks like and tie some hard data around that, and then focus on continuous improvement.
- Sales employee mind-sets will need to change. IT employees also need to adapt to manage quick, agile pilots vs. long, expensive, multi-year global programs.
- Security remains a top concern when digitalizing your sales teams.

How to make it work: increase information access

Leveraging analytics is the cornerstone of success. A sure way to help drive effectiveness is to give sales teams access to information, whenever and wherever they need it. One of the frustrations salespeople often have is not knowing what other interactions are happening with specific customers – it is a classic situation of different divisions trying to sell to the same people.



of sales teams' time
is spent selling or
generating leads¹



of sales directors say
their top objective
is to increase sales
effectiveness¹

Riitta Savonlahti, Global Head of HR at **UPM**, says that access to information is one of the key benefits of digitalizing their sales teams. "It helps us with transparency. With the tools we have given our sales teams they are able to get deeper and deeper into the organization's information and immediately get the data they need."

“Today over 2,000 communities use Fujitsu's digital workplace to exchange knowledge and information... giving the customer a quicker and more creative answer to a problem, helping customer retention”

Takahiko Kouketsu,
SVP Head of IT Strategies Unit at **Fujitsu**

DIGITAL SALES AND SERVICE – CLIENT POINT OF VIEW

“If [employees] are able to make faster, better decisions, this will impact their productivity”

Riitta Savonlahti, Global Head of HR, **UPM**

Paul Miller, founder of **Digital Workplace Group** and co-author of *The Digital Renaissance of Work*, says “it’s about ensuring that those key services are delivered to their tablets and mobile phones when and where they’re needed. Providing apps that provide useable, up-to-the-minute knowledge around things like market research. It’s creating sales teams that are still actually out meeting people, but who don’t feel detached from the information that they would have if they were at a desktop machine.”

People make it happen, not technology: shaping the workplace to fit individuals

Another key element to successfully digitalizing workforces is allowing it to be determined not (solely at least) by the business, but by its people, says Cavin Green, Vice President, Business Technology, **Boston Pizza International**, who explains that his company’s digital journey isn’t merely one dictated by the business, but one driven and shaped by the employees themselves.

“I really do believe that it’s a bottom up sort of model. It’s not totally driving what we do, but it’s certainly influencing demand, supply and focus.”

Trevor Hardy, CEO at **The Future Laboratory** believes that workplaces are becoming as individualistic as the employees in them. And rightly so – playing to your sales team’s strengths and preferences, and how they like to work and think, helps get the best out of them. Digital tools can also support a mix of selling styles and capture feedback on how they work – so adjustments can be made constantly.

But getting support from the very top is also vital. According to Janne Vuopala, IT director at Scandinavian biofore company, **UPM**: “Getting senior management to understand the relevance of digitalizing when it comes to increasing productivity is crucial. Take the time and talk to them. If they don’t understand the new tools and systems then the commitment is not there, and it won’t succeed,” he says.

“Having a more fluid and digitally-enabled workplace helps get the best out of individuals as opposed to the ‘herd’. And that’s never truer than when it comes to sales people. Especially with sales processes having to become more and more data driven and anticipatory”

Trevor Hardy, CEO, **The Future Laboratory**

Conclusion

“Any organization treating this as a ‘maybe we can get through it without having to really do anything’ is essentially endangering its own existence. Many companies that think they can ignore digitalization are likely to end up obsolete”

Paul Miller, Founder, **Digital Workplace Group**

Read our full client report now to hear first-hand from our own clients and external thought leaders the benefits of digitalizing sales, as well as top tips.

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