



GRYPHON WHITE PAPER

OVERCOMING THE TOP CHALLENGES OF MANAGING A DISPERSED SALES TEAM



ACCURACY MATTERS
GRYPHON
SALES INTELLIGENCE

OVERCOMING THE TOP CHALLENGES OF MANAGING A DISPERSED SALES TEAM

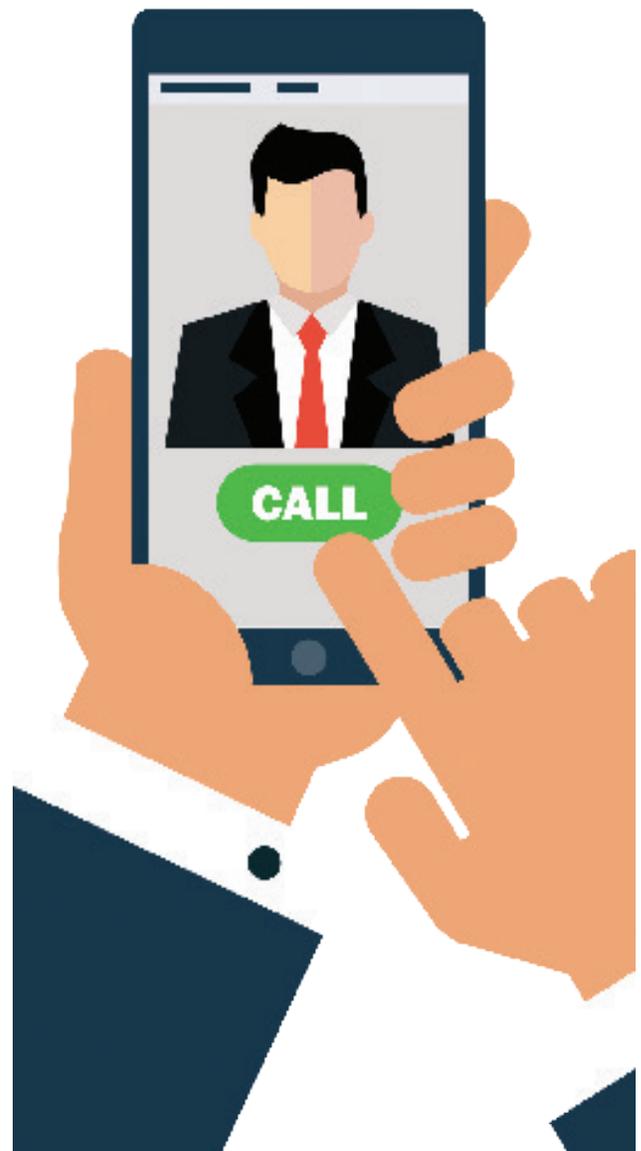
With the proliferation of mobile communication and workforces becoming increasingly dispersed, the ability of a sales manager to effectively manage their team is becoming a near-impossible task.

In light of this, more managers are looking for a system that can accurately measure rep/customer interactions in a highly-disseminated working environment. Whereas sales leaders have traditionally strived to get field intelligence through monthly reviews, ad hoc check-ins, and less-than-accurate CRM data, recent advances in internet and telephony technology now give them the ability to view their team's phone-based interactions in real-time, enabling them to zero in on any problem areas and ensure that their team has all of the tools they need to be successful from wherever they happen to be placing their calls.

The ability to track phone conversations, see how effective they are and what resulted from the interaction gives managers the insight they need to identify and eliminate poor behavior, establish calling best practices extracted from top performers and boost their team's

productivity and future revenue potential.

The number of telecommuters has increased by 800% in the past five years, but with in-depth visibility into their dispersed team's performance, sales leaders can keep communication lines open and ensure that nothing slips through the cracks.



ELIMINATE FORECASTING INACCURACIES



According to a recent article published by Selling Power, sales managers spend a whopping 37% of their time forecasting sales. Many still rely solely on CRM to process lead activity and opportunities; however the general adoption and usage of CRM is still highly subjective and interaction can vary dramatically from team member to team member, which doesn't lend itself to a highly accurate portrayal of cross-team performance.

While CRM can be used to track and organize pipelines, managers should also be looking for new ways to project sales wins and losses while getting their team to adopt the same processes and principles across the board. One way to ensure sales reps are hitting their calling goals and inputting information into CRM is to utilize a tool like Gryphon App for Salesforce.com with Click-to-Dial and automatic call logging.

With a simple download, a Click-to-Dial icon will be placed right next to a particular record's phone number in Salesforce. Reps simply click the icon to make the call. Using this innovative app, all call details are automatically recorded (including the voice conversation in stereo if needed) and sales reps will be prompted to enter a call result (disposition) to append a follow-up action all within one simple workflow.

The best part for reps is that there is no need to manually update CRM because call results are automatically entered into CRM for them. For managers, this eliminates the visibility gap that often exists between what a rep enters into CRM, and what a rep is actually doing!

Once a manager can rely on the data they see in their CRM, they can establish activity standards, and benchmarks based on the behaviors of their top performers and focus on coaching and training opposed to wasting time tracking down their team members to get a verbal account of their monthly forecast.

This data will also enable them to manage the activities that are predictive of revenue rather than simply managing the forecasted opportunity against historical experience.

EMPLOYEE DEVELOPMENT GOES BEYOND SINK OR SWIM

Ever wonder why certain reps are consistently successful while others continue to struggle in spite of generating call activity?

As a manager, it is essential to have historical and comparative data at your disposal to better coach and uncover issues before the mole hill turns into a mountain and there is irreversible damage done.

Having rich data at your fingertips enables sales leaders to set expectations for incoming reps and sets the bar high for the proven, repeatable calling activities that will lead to success.

Additionally, increased insight can help to increase ROI on marketing investments, as it can ensure that agents are carrying out the particular initiatives that marketing has laid out and that they aren't simply going rogue.

While it is critical managers set proper expectations for incoming and current reps, it is equally essential to monitor and maintain the customer interactions of each of these agents once they are part of the team.

Centrally capturing data in real-time is only half of the equation! Smart managers need to know how to quickly interpret and apply this avalanche of data to drive sales effectiveness.

By simply recording and applying smart analytics to customer phone calls, important patterns of agent behavior and techniques can be highlighted.

With these analytics in place, managers can more quickly identify the strengths and weaknesses that indicate long term competence

According to a recent article published by Salesforce.com, 3+ hours of coaching per month resulted in a 17% higher sales goal attainment than sales reps who received less than 2 hours.



It costs an average of \$40,000 to train and onboard a new rep. With intelligent insights from day one, you can quickly identify an agent's success rate, thereby reducing time-to-value of new reps, as well as the removal of laggards.

and can reduce sales training time by up to 30%. The ability to analyze their team's phone conversations takes away the guessing and shines a spotlight on the behaviors of a team's top performers.

With meaningful analytics, presented in real-time, managers can not only enforce script adherence, but they can troubleshoot issues, benchmark successful behaviors and quickly capitalize on new opportunities for their teams.

TO HIRE OR FIRE?

Armed with intelligent data from the get-go, sales managers can quickly identify top performers by observing key performance indicators (KPIs) like call frequency and the number of conversations per total calls.

Studies have shown that coaching can greatly accelerate the rate at which sales reps learn, whereas training

alone can improve behaviors and outcomes. Training combined with coaching yields even stronger outcomes, especially in complex, dynamic environments.

With best practices documented, sales managers can shorten training time (thereby saving them money, time and resources) and give new recruits a better chance at success.

Underperformers who may not have been the best fit from the beginning can be detected much earlier, saving organizations thousands of dollars. If and when a sales rep starts significantly lagging behind their peers, sales managers can notify regional managers to intervene with coaching, preventing prolonged periods of underperformance.



THE BOTTOM LINE ON THE TOP LINE

Managing any sales team is challenging, regardless of whether or not everyone is under the same roof. To alleviate common inaccuracies associated with forecasting, managers need to help mold new hires into stand-up employees and ensure that a team is working towards the same common goals.

Sales leaders should constantly be questioning the status quo and bring new tools to the table to help strengthen their team. It is important to challenge existing internal processes. As a sales manager, it is essential to manage to an objective standard of activity performance that can be validated by actual calling data.

By presenting a model of effectiveness based on rep behavior, managers can multiply desired outcomes, quickly reduce bad behaviors and foster team collaboration to ensure everyone is held accountable for their actions.

ABOUT GRYPHON NETWORKS

Companies with field-based, mobile or branch-based sales teams depend on Gryphon to optimize sales performance and eliminate regulatory risk. The highly-patented Gryphon Sales Intelligence Platform automatically collects and analyses call data from any device to transform phone-based activity into actionable sales intelligence that delivers significant return-on-investment from customer communications and outreach. The world's top banks, brokerage, healthcare and insurance firms are among over 700 enterprise clients.

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