Dropbox Business

Sell smarter

Tips to streamline sales workflows and improve customer experience
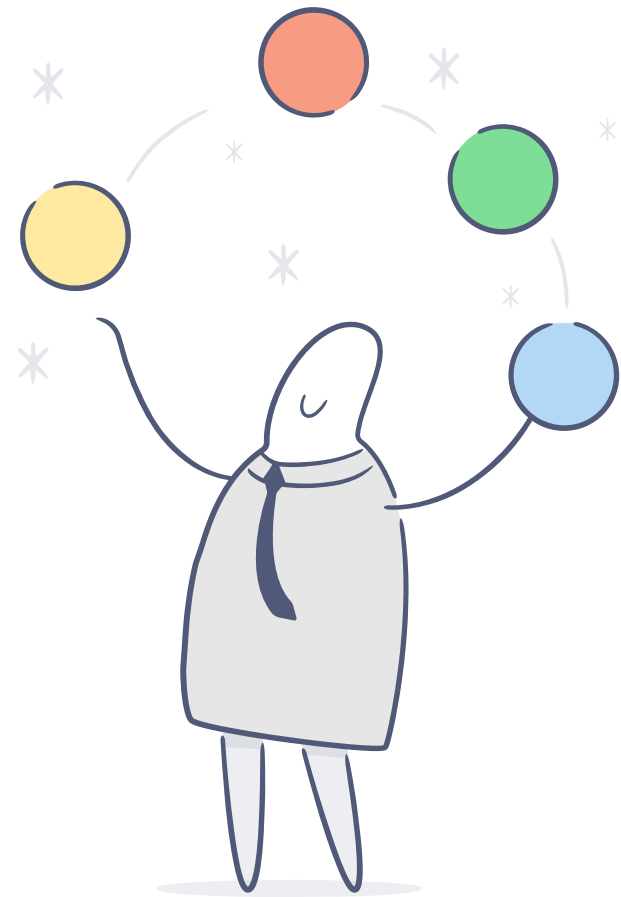
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Take your sales pulse

Your sales team has *a lot* on their plate:

Working their way through a lengthy list of leads

Focusing energy on networking events

Sorting through an inbox full of inquiries

Nailing every in-person interaction

Putting together the perfect pitch deck

Assembling a solid statement of work

The list goes on. And on top of that, every customer is different. Meeting expectations and developing long-term loyalty is challenging. What does your sales team need to feel supported and empowered in their roles? They need technology and techniques that streamline everyday processes to help them focus on what they do best: **building customer relationships**.

Continue reading to learn more about how technology can:

• Streamline your sales team's workflows

• Help them meet the modern customer head on

• Deliver the personal experience every

  client expects
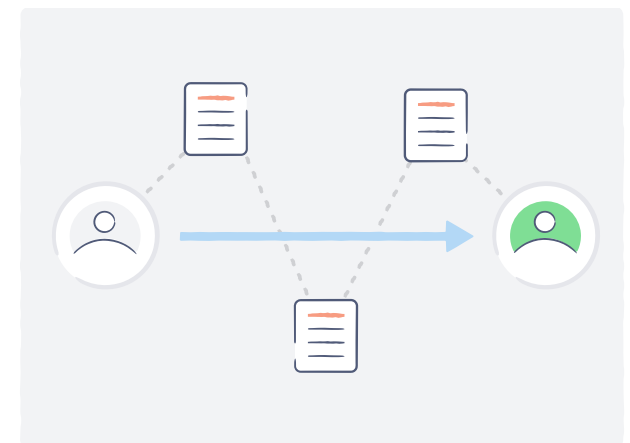
Shift the focus back to selling

What's your team up to?

First, you need a solid understanding of what your sales team's day-to-day consists of—because it might not be what you think. According to a 2016 Salesforce survey, most sales reps aren't spending their workdays on what matters most, despite the fact that their success is often measured by sales totals.[1]
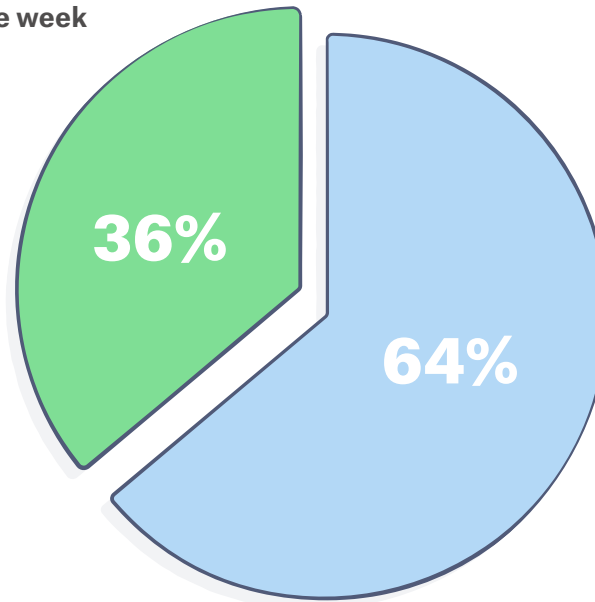
The average salesperson spends 64% of their time on non-selling tasks.

The sales rep's average week

Selling

24%: connecting with clients/ prospects in person

12%: connecting with clients/ prospects virtually

36%

64%

Non-selling

25%: admin tasks
16%: service tasks
7%: traveling
7%: down time
**6%**: internal meetings
4%: training

45% of sales teams say excessive admin tasks are the main reason for ineffective internal processes.

Unlock productivity with mobility

Given the complexity of sales responsibilities, admin tasks often seem inevitable. But they don't have to be so time-consuming. Automation and mobile tech free sales teams from menial tasks and convoluted processes, enabling them to work more efficiently.
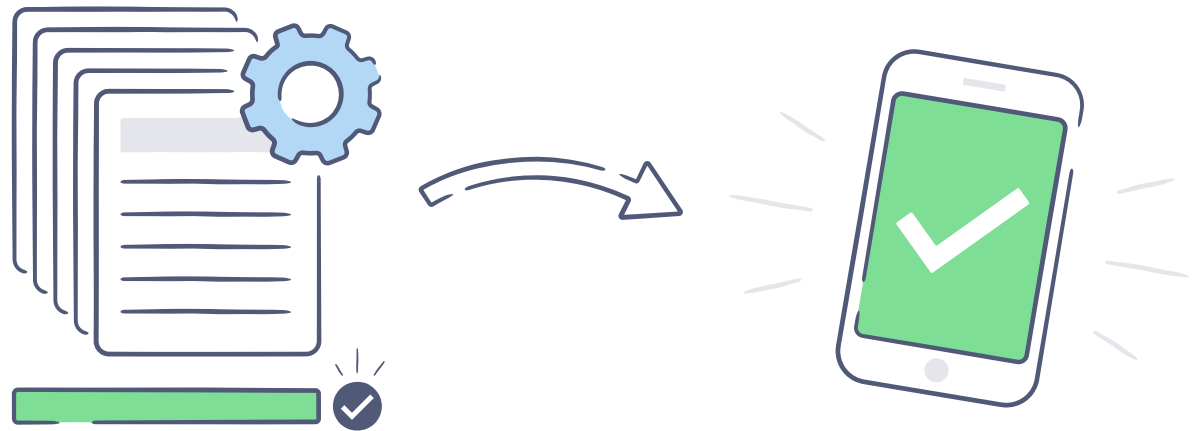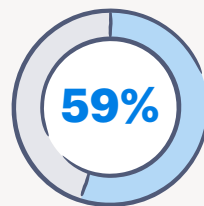
In the 2016 Salesforce survey of more than 3,100 global sales professionals, many teams were vocal about the major benefits of using mobile sales apps:[1]
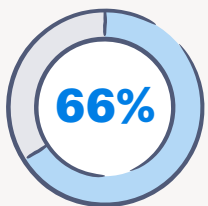
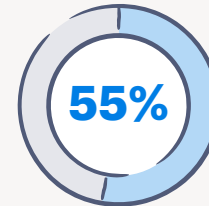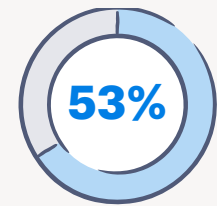| 66%	60%	59%	55%	53%
Access to data from anywhere	Selling from anywhere	Real-time communications with customers	Real-time communications with team members	Faster selling

A solution designed for sales teams

With your team on the move and always in the loop, they can spend more time connecting with clients and reworking their strategies to deliver customer satisfaction.
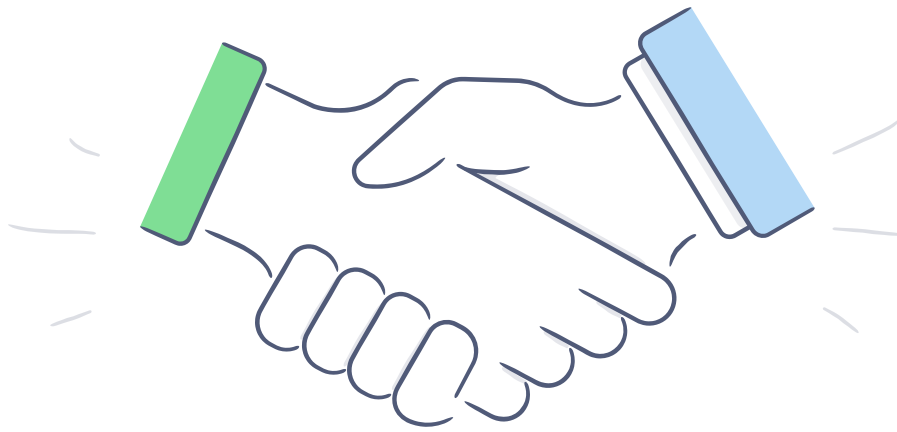
To succeed, your sales team needs a suite of apps that enable productivity. That's where Dropbox Business comes in.

Mobile versions of Dropbox and Dropbox Paper keep on-the-go sales teams connected with their customers, colleagues, and content. With these apps, your sales team can:

- Access, edit, and approve files—anytime, anywhere, on any device
- Stay up to speed on responses and approvals with notifications
- Send and receive content at the speed of customers' needs,

  not VPN connections

"In this day and age, you're so on the go. You need to be able to access what you need, at the moment you need it. You don't always have your laptop or VPN card, but you do have clients who want something right away. [Dropbox] is great for us to transfer files anywhere, anytime, without any hassle."
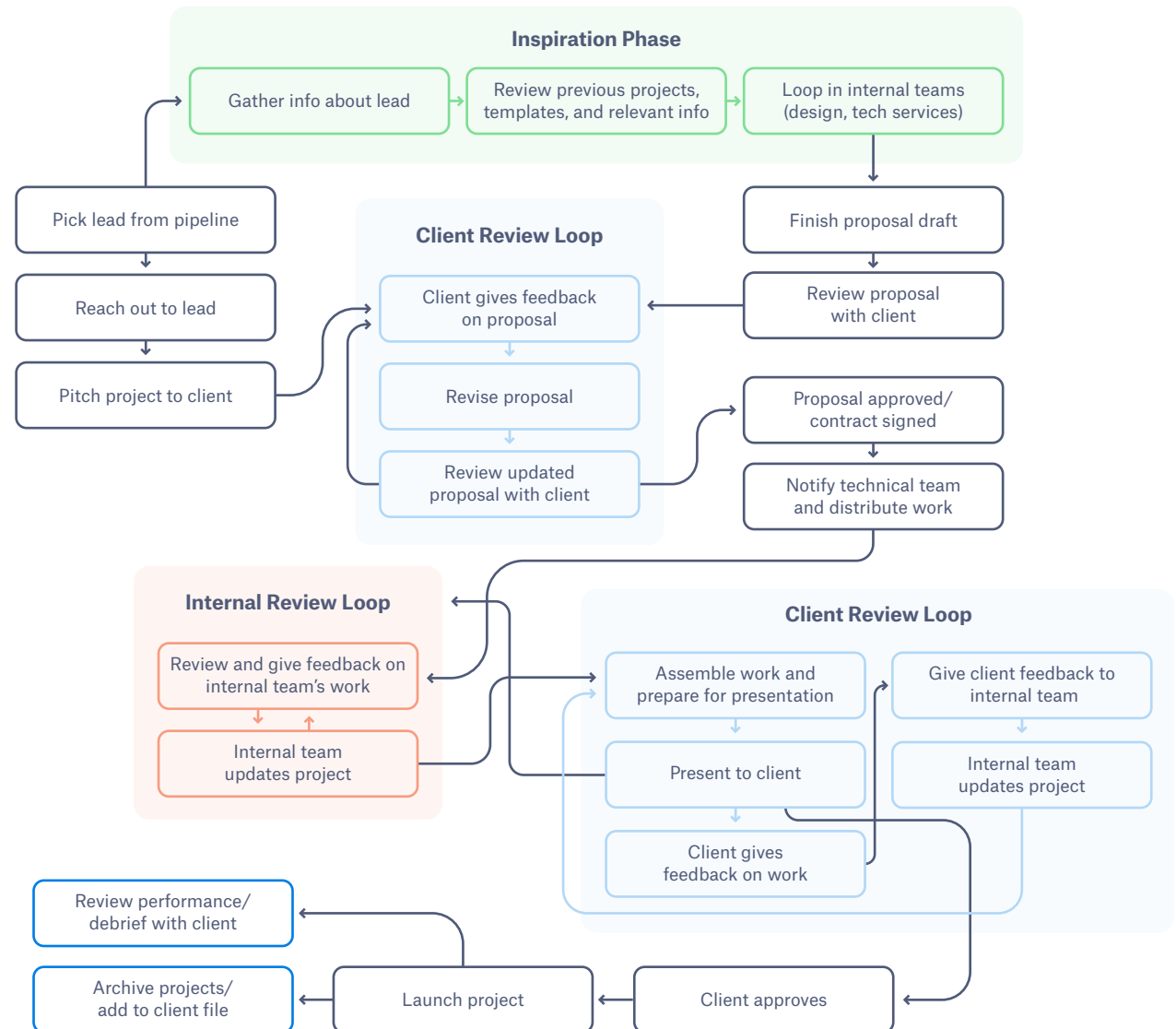
Jake Megrikian, Director of Sales & Marketing, InterContinental Los Angeles at Beverly Hills
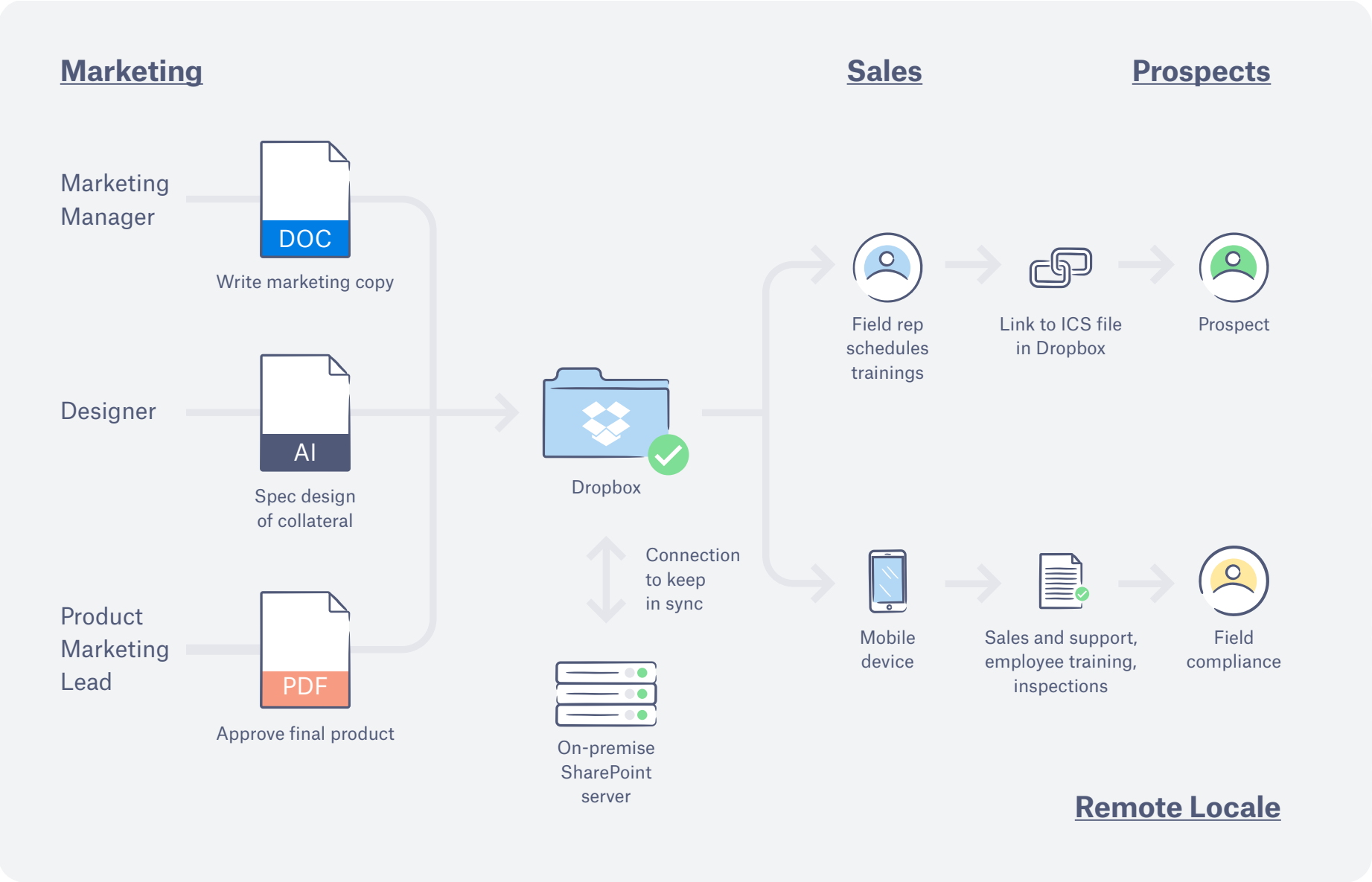
Upgrade your workflows

The anti-workflow

Navigating the average sales workflow isn't exactly a breeze. Overlapping processes can be chaotic, making it difficult for a salesperson to focus on what's important.

Inspiration Phase

Gather info about lead → Review previous projects, templates, and relevant info → Loop in internal teams (design, tech services)

Pick lead from pipeline → Reach out to lead → Pitch project to client

Finish proposal draft → Review proposal with client

Client Review Loop

Client gives feedback on proposal → Revise proposal → Review updated proposal with client

Proposal approved/ contract signed → Notify technical team and distribute work

Internal Review Loop

Review and give feedback on internal team's work → Internal team updates project

Client Review Loop

Assemble work and prepare for presentation → Present to client → Client gives feedback on work

Give client feedback to internal team → Internal team updates project

Client approves → Launch project → Archive projects/ add to client file

Review performance/ debrief with client

Streamlined workflow

For the sales workflow to be efficient, it should always be evolving. An orderly workflow might look something like this.

Marketing

Marketing Manager — Write marketing copy

Designer — Spec design of collateral

Product Marketing Lead — Approve final product

Dropbox

Connection to keep in sync

On-premise SharePoint server

Sales

Field rep schedules trainings

Mobile device

Prospects

Link to ICS file in Dropbox — Prospect

Sales and support, employee training, inspections — Field compliance

Remote Locale

Simplifying collaboration across all channels is a game-changer. No one's slowed by a lack of updates, scattered feedback, or difficulties locating documents. Ensure that any update is immediate through a centralized content hub, where notifications and feedback are easily accessible.
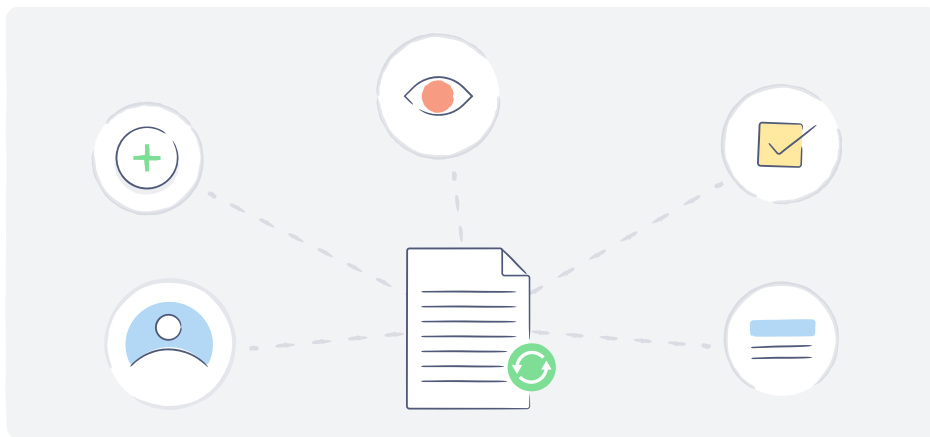
The sales impact of Dropbox Business

According to an IDC study, organizations that use Dropbox Business reap big benefits, including:[3]

802%
ROI, following an average 5 years of usage

2,722
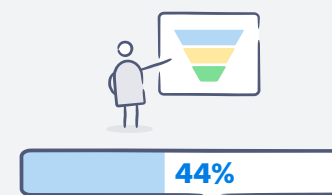productive hours, gained per 100 Dropbox users
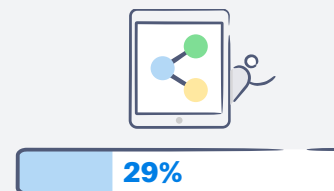
6%
average gain in productivity, for sales team

What would your team do with thousands more productive hours per year? For starters, they'll have more time to focus on top sales priorities, which (according to HubSpot) are:[2]
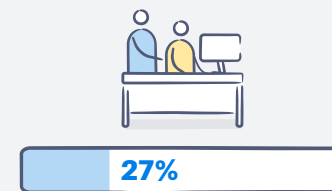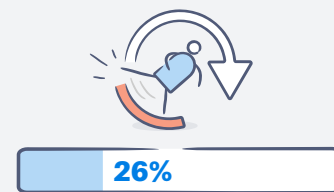

71%

Closing more deals

44%

Improving the efficiency of the sales funnel

29%

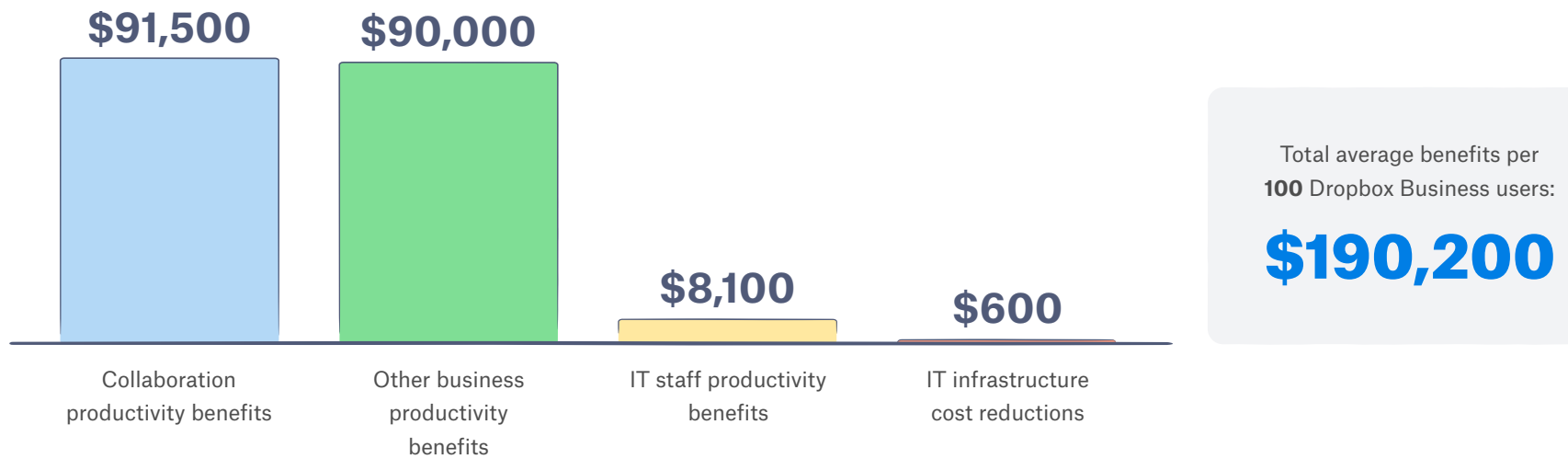Social selling

27%

Training the sales team

26%

Reducing the length of the sales cycle

Average annual benefits of Dropbox Business[3]

($ per 100 Dropbox Business users)

$91,500 — Collaboration productivity benefits

$90,000 — Other business productivity benefits

$8,100 — IT staff productivity benefits

$600 — IT infrastructure cost reductions

Total average benefits per **100** Dropbox Business users:
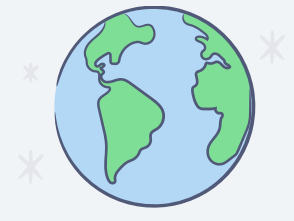
$190,200

When Vita Coco, the global leader in coconut water sales, turned to Dropbox Business, their sales team saw:[4]

Increased satisfaction among employees

More efficient sales and marketing processes

Smoother collaboration across worldwide offices

Understand the modern customer

What's changed about today's customer?

With the web and social media's ever-growing presence, your average customers are more informed than ever. They compare prices, ask friends for personal experiences, and know the ins and outs of a pitch before even interacting with a salesperson.

Naturally, meeting their expectations has become even more difficult.[1]

Customers have:

- Developed more sophisticated needs
- Shifted their motivations from price to value
- Become more experienced at competitive bidding

Customers expect sales reps to:

- Deliver the same level of service in every interaction
- Act as a trusted advisor
- Be available 24/7

3 in 4 customers expect organizations to understand their individual needs.[5] The days of audience are long gone; the era of audience members is here to stay.


High-performing sales teams are 2.8x more likely to believe that their organizations are more focused on personalizing customer interactions.[1]

## Collaborate to improve the customer experience

Sales teams need to be more aligned with cross-functional partners to achieve a comprehensive view of the customer. In fact, most sales teams say collaboration is important to their overall sales process.
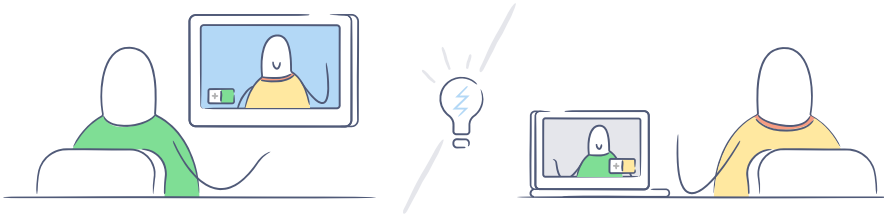
Sales teams rate collaboration critical to their overall process[1]
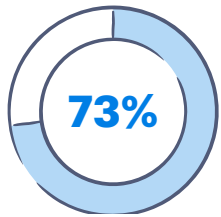
73% Collaborating across departments (e.g., sales, service, marketing)
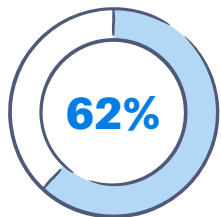
62% Collaborative selling (e.g., integrating other departments, such as marketing, service, and others, in the selling process)

In order to integrate the workflows of all the necessary departments, your sales team needs to establish a robust solution. When multiple teams are funneled into a singular channel, it allows all involved to contribute to the customer experience.

## Work together effortlessly with Dropbox Business

Collaboration is simple, thanks to these three key features:

- **Easy sharing:** Stay productive with cloud-based files and documents to easily share work and collect feedback.
- **Administrative tools:** Team management stays simple from a central location: the admin console.
- **Security features:** Protect sensitive company files with enterprise-grade security features.

And your business will see results:[3]

Higher customer satisfaction
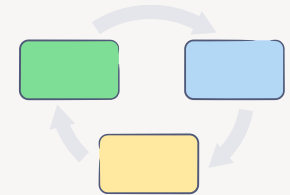
Shorter project cycles

Employee time savings

Provide experiences customers expect

"**We noticed what really gave us a leg up on the competition wasn't necessarily the amount of content we had, but we had the easiest way for people to access it all. With Dropbox, our sellers know our marketing materials are always up-to-date, and the interface makes it easy to navigate.**"

Vlad Grodzinskiy, Senior Manager of Product Development, Klipsch

Raise the bar for your customers

You need to provide your customers with a remarkably memorable experience to stay competitive. According to Forrester, 72% of businesses say that improving the customer experience is their top priority.[6] Salespeople need to focus on the customer and not the sale itself.
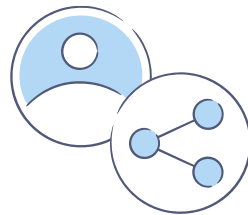
75% of customers expect a consistent experience wherever they engage, whether in person or via social media.[7]

With the proper tech, sales teams can refocus their energy from administrative tasks, to their customers.

Transform with forward-thinking tech

New apps and tools have the potential to deliver the comprehensive experience that modern customers want. The sales tech landscape is poised for growth in the next few years.

Anticipated increase in sales tech usage over the next three years[1]

139% Artificial intelligence to automatically recommend products to customers based on their preferences

122% Deep learning to classify, predict, and react to patterns within data

118% Predictive intelligence (e.g., lead scoring, predictive forecasting, etc.)

Streamline your team's workflows by introducing the newest tools. And reduce switching time between apps by connecting them with a platform-agnostic solution like Dropbox Business.

Here's how Dropbox Business can help streamline a deal cycle:

Effective prospecting

- Quickly find the information you need for prospects' requests with unified search. Then, share a link with custom branding to attract and maintain their attention.

Easy pitching

- Securely send pitch decks and marketing materials straight from Dropbox, where shared folders provide a central hub for all your resources.

Efficient closing

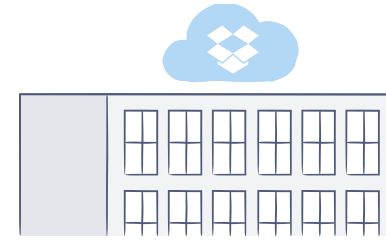- Use DocuSign and Adobe Document Cloud integrations to push deals over the finish line.

Sell smarter with Dropbox Business

Stop your sales team from wasting time on administrative tasks and complicated workflows. Equip them with the tools they need to meet and surpass customer expectations.

See why more than 500 million users and 200,000 organizations rely on Dropbox for a scalable, secure, and easy-to-manage experience.

To learn more about streamlining the sales process and giving modern customers the experiences they want, visit: dropbox.com/business/solutions/sales

Sources

1. "State of Sales: Insights and Trends From Over 3,100 Global Sales Trailblazers," 2016, Salesforce
2. "State of Inbound," 2017, HubSpot
3. "The Business Value of Dropbox Business in Supporting Collaboration," 2016, IDC White Paper, sponsored by Dropbox,
4. "Vita Coco Case Study," 2017, Dropbox
5. "The New Age of Ecosystems," 2015, IBM Institute for Business Value
6. "72% of Businesses Name Improving Customer Experience Their Top Priority," 2016, Forrester
7. "14 Customer Experience Stats That Just Might Blow Your Mind," 2017, Salesforce