

Enabling Sales Teams with Mobile Dashboards

Why Mobile Dashboards for Sales?

On-Time Relevant Data can Drive Sales

Move to Data-Driven Sales

Move from 'relationship-based' sales to 'data driven' sales

Help Customers Decide

Sales get little time with customers. Show data that can help customers decide

Save Time for Sales Teams

Save time for time-starved sales teams prepare quickly

Relate with Customers

Engage with your customers through 'meaningful' conversations

What to Show in Mobile Dashboards?

Show Data That Sparks Action

Include data that sparks customer action like lapses in buying patterns

Share Insights that drive Customer Business

Share insights in your data that drive customer decisions

Show KPIs that Drive Sales

Show KPIs (Like Volume, at-risk orders etc.) that provoke right discussion with customer

How to Build a Mobile Dashboard for Sales?

Design by Living Sales' Life

Be with Sales, know their life, then design dashboard

Know What and Why

Ask the users 'what' they need & 'why' they need it

Start Small, Iterate

Start small, gradually introduce new upgrades while seeking simplicity

Do A/B testing

Deploy to a pilot group, get feedback and then scale

Use 5 Second Principle

Make mobile dashboards actionable without filters





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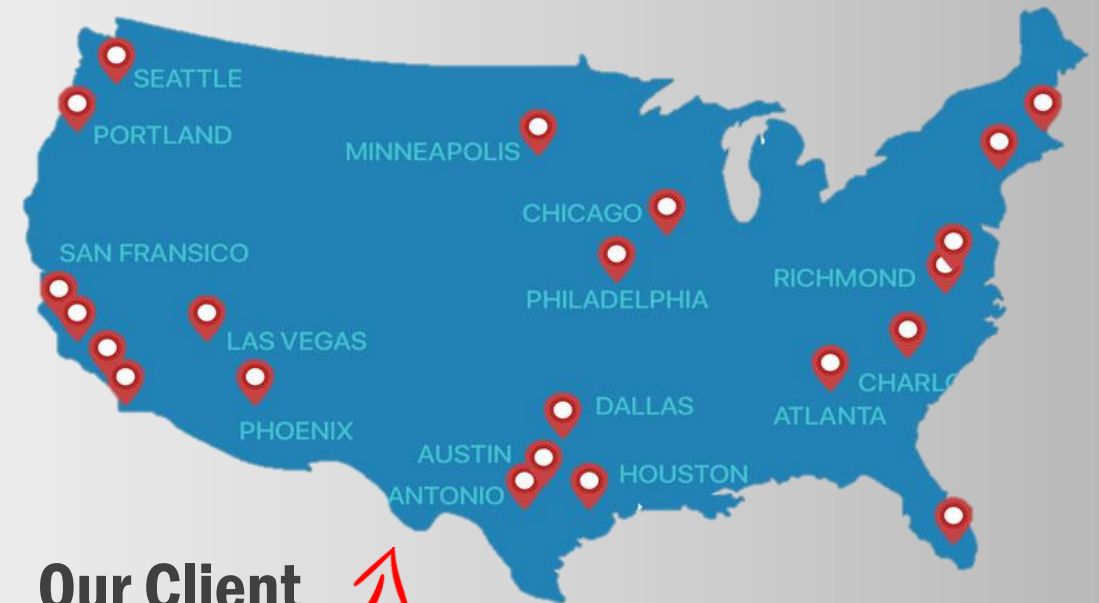
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Additional Reference '[Enabling Sales Teams With Mobile Dashboards](#)' by Jim Webb at TC17