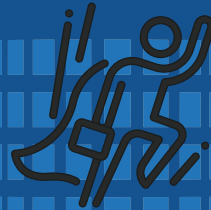
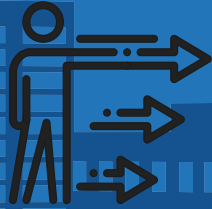


2021 CLOSE MORE DEALS **FASTER**

as a **MODERN SALES REP**



Get the latest tips and research on accelerating and shortening sales cycles, and growing revenue.

THE EVOLUTION OF THE MODERN SALES REP

In the past 20 years, many sales reps have cemented themselves in traditional sales activities by not adopting modern sales technologies. The trouble is, that they see sales technologies as a substitute. They should see them as a complement.

A YEAR FROM NOW YOU'LL HAVE WISHED YOU HAD STARTED TODAY.

The best sales reps are problem solvers. You must fully understand your customer's business and market. You have to know their pain points and be able to make them understand how your product or service will help alleviate that pain. Most importantly, you have to get them to move from A to B — from the way they currently do things to your way, with your product.

It can be tough but we know you do that and more everyday. Just for fun. Let's turn the tables. When was the last time you looked at yourself as a customer? What are your pain points? Have you been a tad resistant moving from A to B?

Surveys indicate that 99% of customers believe sales people should be well prepared and well versed in their industry. Yet 89% of sales managers feel that their reps had missed major opportunities because of their inability to leverage the information available to them. That's a very big gap between what your customers want and what you bring to the party.

Take a look at the time it's taking you to troll through all your resources to prepare for each meeting.

While you're at it, take a look at the sheer number of resources at your disposal. LinkedIn, Google, Maps, Salesforce, email, twitter. The list goes on and on. If you're like 84% of your peers, this is a big source of your pain.

So what are you going to do about it? Maybe it's time to upgrade your tool chest with a mobile sales app that can ease your frustration and help improve your productivity. Don't nod your head in agreement and then put it off until tomorrow. You know the saying about tomorrow. Yup. It never comes. And when you finally get around to solving your own pain points, you'll wish you had done it so much sooner.

Please continue reading to learn more about today's evolution of the modern sales representative.

Samir Majumdar

CEO & Cofounder



VELOXY IS YOUR 10X MULTIPLIER

- ◆ 10X Sales Productivity
- ◆ 10X Sales Enablement
- ◆ 10X Salesforce Adoption
- ◆ 10X Sales Engagement

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1

6 STATISTICS THAT WILL MAKE YOU A BETTER SALES REPRESENTATIVE

Sometimes you don't need to read a book or attend a seminar to learn a thing or two about sales. Sometimes, all you need are a few simple statistics to show you where you can improve in your quest for sales greatness. Below are six such statistics (in no particular order) that deserve some serious consideration. Where are you on this list?

Follow Up

- 48% of sales people never follow up with a prospect
- 25% of sales people make a second contact and stop
- 12% of sales people only make three contacts and stop
- Only 10% of sales people make more than three contacts
- 2% of sales are made on the first contact
- 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- 80% of sales are made on the fifth to twelfth contact*

Follow-up is key to sales success. Two contacts is nowhere near enough. And while three is better than two, you need to go further. There's treasure and success to be had when you're persistent and make contact with a potential sale more times than you can count on one hand. Don't let sales slip through your fingers. Be amongst the few salespeople who push on to double-digit contacts and watch your sales skyrocket.

Email Marketing

According to MarketingSherpa.com, digital communication is taking over as the method of choice when it comes to contacting potential

*source: [LinkedIn](#)



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6 Stats that will help make you a better Sales Rep

sales. With an ROI almost double that of cold calling and networking, email marketing should be the go-to method for salespeople looking to get ahead. That doesn't mean that you should forsake calling and networking (they have their place too), it just means first contact is more likely to happen with email than it is with the phone or face to face. A successful salesperson will use all three methods (and others) to create and cultivate the leads necessary to excel in this business. This goes for both inside sales and field sales.

Visuals

Visuals (e.g., pictures, illustrations, drawings, and the like) are processed 60,000 times faster in the brain than text. This makes sense when you think about it. Before humans interacted with the written word, we transmitted ideas with crude images (or just with grunts and gestures). Because of this, the part of the brain that processes images (regardless of complexity) has been working much longer than the part of the brain that processes text.

What lesson can you learn from this? Use more visuals. Incorporate them into your emails. Make them the cornerstone of your presentations. Even an image on your business card couldn't hurt. However you choose to do it, take advantage of how the brain is hardwired and use visuals to increase sales.

Stories

Business authors Chip Heath and Dan Heath provide this interesting statistic that all salespeople should note: 63% of listeners remember stories while 5% remember statistics. How can you use that information



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6 Stats that will help make you a better Sales Rep

to your advantage? Don't just present a long list of numbers, surround them with a story and they'll make more of an impression. Use stories in your email marketing, in your presentations, on the phone, even in face-to-face conversations to make your message unforgettable.

Endings

The most memorable part of any interaction is the last five minutes. Successful salespeople capitalize on this fact and repeat the most important information at the end. Whether it's an email, a phone call, a presentation, or just a conversation, conclude with something memorable (a story?) that reinforces the main reason why you're talking to that person (or people).

Speak to what they need

According to Impact Communications, 70% of people make purchasing decisions to solve problems while 30% make purchasing decisions to gain something. If you can find out a client's motivation early on, you can tailor your sales approach to appeal to that need. While it may not always ensure success, it does increase the chances that a potential client will consider your pitch. If you can't determine the motivation, go with the odds and approach the sale as though your product or service can solve some problem.

Put it all together

Success comes from a well-rounded approach that incorporates many aspects of the sales process. The above statistics (and many others) can



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6 Stats that will help make you a better Sales Rep

help you analyze how you sell, but other factors like scheduling and information-gathering need to be considered as well. That's where Veloxy comes in. Veloxy is a cloud-based, predictive sales enablement platform and app that can provide your sales team with the information they need to get the job done right the first time. Veloxy aggregates data from internal and external sources (e.g., corporate, CRM, geo-location, and social media) and presents it contextually with just a single tap.



Exceed Your Quota Faster:
6 Stats that will help make you a better Sales Rep

2

10 CHARACTERISTICS OF A GREAT SALESPERSON

When viewed from afar, sales—or the ability to perform as a salesperson—may seem as inaccessible to the average person as climbing Mount Everest. But climbing Mount Everest doesn't just happen overnight. It takes training and preparation and practice and discipline. Being a successful salesperson is no different. It too takes training and preparation and practice and discipline and tenacity and the list goes on and on.

The takeaway here is that being a great salesperson is a skill just like any other. And because it's a skill, it can be learned. Here are 10 characteristics of a great salesperson (in no particular order) to start you on your path to sales success.

Empathy

Being able to put yourself in the other person's shoes is a hallmark of a great salesperson. This characteristic can help you see things from the customer's perspective and identify areas where your product or service can make their life easier or better.

Tenacity

Simply put, tenacity is another word for determination. In sales terms, it's the ability to focus on promoting your product or service over and over again (from different angles if necessary) until there are no more possibilities for a successful sale. Even then, the most tenacious will continue to work because they are certain that there is a beneficial solution out there somewhere.



Exceed Your Quota Faster:
10 Characteristics of a Great Salesperson

Confidence

Confidence comes in two flavors:

1. Personal confidence
2. Product or service confidence

Personal confidence means that the salesperson is comfortable in their abilities and with the task at hand. Product or service confidence means that the salesperson honestly believes that what they are selling can make life better somehow...even if just in a small way.

Personability

Personability is the quality or state of being personable. Personable, then, means having a pleasant appearance and manner. Underneath all of those fancy definitions though, being personable boils down to people skills. A personable salesperson is respectful, patient, easy to talk to, and picks up on social queues (just to name a few).

Resilience

If you've been in the sales game for any length of time, you know that sales equals rejection. It's not a matter of if, it's a matter of when. Rejection is going to happen. The resilient salesperson doesn't let these refusals get her down—at least not long term—and she doesn't take rejection personally.



Exceed Your Quota Faster:
10 Characteristics of a Great Salesperson

Discipline

Discipline often manifests itself in doing what needs to be done, when it needs to be done. Whether it's cold-calling prospective clients or following up after a meeting, discipline moves the successful salesperson to get it done and get it done on time. Veloxy will help you significantly in streamlining your daily activities. Veloxy will remind you to do things that might have fallen through the cracks, like a true personal assistant.

Drive

Drive can be thought of as the hunter's mentality. It's what makes a great salesperson keep pushing—never resting on their past accomplishments—and always on the lookout for the next big thing. Some might call it excitement. Some might call it desire. Whatever word you use, it's all comes down to drive.

Optimism

An excellent description of an optimist is someone who is slow to learn helplessness. At the extreme end of the scale, an optimist is someone who refuses to accept failure. A great salesperson needs a healthy dose of optimism in order to maintain his resilience and confidence.

Responsibility

A responsible salesperson does not bristle at criticism or place blame elsewhere when things go wrong. She owns her mistakes (and her



Exceed Your Quota Faster:
10 Characteristics of a Great Salesperson

triumphs), learns from them, and makes herself a better salesperson in the process.

Adaptable

The ability to adapt is an important characteristic of a great salesperson. But it goes beyond just the willingness to look at a different perspective and encompasses, what some call, coachability. If you are asked to do things differently, do you do it? Do you do it even if you don't fully understand the reasons why? Do you take this new direction and do your best to make a success out of it? That's adaptability.

Practice, practice, practice

It's a given that no one exhibits all these characteristics...at least not at first. But because being successful in sales is a skill like riding a bike or playing a video game, all it takes is practice, practice, practice to get it right. So pick one characteristic that you feel you are lacking and focus on it. Set goals to be more resilient or more determined or more adaptable than get feedback along the way. When you feel confident in that skill (confident, not expert), add another skill to the mix and start again. Soon you'll be practicing all the skills on this list and will be well on your way to being a great salesperson.



Exceed Your Quota Faster:
10 Characteristics of a Great Salesperson

3

WHEN SALES DOESN'T
EQUAL SELLING

You've no doubt heard the adage that a picture is worth a thousand words. We don't have a picture so we'll make use of the lesser-known adage that an equation is worth five hundred words. This equation describes the layman's knowledge of the field of sales:

sales = selling

Makes sense...to the layman. But at its heart, sales is not about selling. That's right:

sales ≠ selling

Rather, sales is about a simple idea that results in selling. We can illustrate this concept with the following equation (the arrow indicates "yields" or "results in"):

sales = _____ ▶ selling

So what do we put in the blank that results in selling? Getting to know your client. That's the secret that all great salesmen and saleswomen understand and apply. Represented symbolically, the equation becomes:

sales = getting to know your client ▶ selling

So if sales equals getting to know your client, everything we apply to the field of sales can be applied to getting to know your client.



Exceed Your Quota Faster:
When Sales Doesn't Equal Selling

We say this because there are eight generally-agreed-upon components to every successful sale:

- Rapport
- Need
- Value
- Desire
- Objections
- Closing
- Follow-up

Getting to know your client, then, involves these same eight components.

We can represent this concept as the following equation:

$$\text{sales} = \left\{ \begin{array}{l} \textit{connection} \\ \textit{rapport} \\ \textit{need} \\ \textit{value} \\ \textit{desire} \\ \textit{objections} \\ \textit{closing} \\ \textit{follow-up} \end{array} \right\} \rightarrow \textit{selling}$$

At any given time, sales equals rapport which yields selling. Or sales equals desire which yields selling. Or sales equals follow-up which yields selling.

And even though follow-up is the final step in the process, it could (and should) be thought of as permeating every aspect of the sales process from the initial contact to the first meeting to the closing sale and beyond.



Exceed Your Quota Faster:
When Sales Doesn't Equal Selling

Follow-up is the glue that holds everything together—it's the communication that facilitates getting to know your client; it's what makes a sale successful. Continuing with the formula illustration, we can write:

$$\text{sales} = \left\{ \begin{array}{l} \text{connection} + \text{follow-up} \\ \text{rapport} + \text{follow-up} \\ \text{need} + \text{follow-up} \\ \text{value} + \text{follow-up} \\ \text{desire} + \text{follow-up} \\ \text{objections} + \text{follow-up} \\ \text{closing} \\ \text{follow-up} \end{array} \right\} \rightarrow \text{selling}$$

So now that we've established a working formula for every successful sale, let's discuss how you can make it happen.

Sales Technology

That's right, the simple way you can make the above formula flow smoothly is through technology. More specifically, we're talking about cloud-based solutions that incorporate predictive sales enablement, real-time data aggregation, a wide-field view of information sources, productivity tools, and much, much more.

Apps like Veloxly are a prime example. Veloxly can take information from a wide range of sources like social media, CRM software, emails, task lists, calendars, team information, and geo-location. It can then compile this information in a simple-to-understand way and provide predictive suggestions on what to do and when. Essentially, it's an administrative assistant for your phone or tablet focused specifically on helping you follow up with everyone in your sales pipeline and keeping your apprised of what's going on with your clients and team members.



Exceed Your Quota Faster:
When Sales Doesn't Equal Selling

4

**CRUSH YOUR NUMBERS
WITH GEO-LOCATION
BASED PROSPECTING
AND LEAD MANAGEMENT**

If you're a sales rep, you know the importance of working efficiently to make the most of your time. When you're at your desk, you can minimize distractions by turning off your phone and ignoring your email for a few hours. What's more, you have everything you need within arm's reach to tackle everything on your list.

But when you're mobile, efficiency often becomes less important than just getting from point A to point B. Factors such as traffic, road construction, what clients are nearby, and whether or not you have enough information with you can drastically affect what you achieve on any given day.

The solution to this mobile efficiency problem has often been maps, GPS, a trunk load of paper files, and a lot of patience. But with increasing advances in mobile, sales-related technology, phones, tablets, and laptops have replaced the maps, GPS, and paper files (patience still required). Customer relationship management (CRM) has gone digital.

But while smartphones and tablets have placed everything a good sales rep needs in the palm of her hand, they have yet to truly help her maximize productivity on the road. Until now.

Two developments in CRM technology have the potential to push efficiency—especially efficiency on the road—to a whole new level:

- Predictive Sales Enablement
- Geo-Location based Prospecting and Lead Management



Exceed Your Quota Faster:
Crush Your Numbers with Geo-Location Based
Prospecting and Lead Management

Let's look briefly at these two technologies and highlight the importance of geo-location based prospecting and lead management for sales reps (whether mobile or not).

Predictive Sales Enablement

Yes, there are a lot of CRM apps and platforms out there, but few have the capabilities necessary to be called truly predictive.

Predictive technology provides notifications about what needs to be done when (and the information necessary to make it so) based on a wide range of information from user-defined sources. Veloxly, for example, aggregates data from internal and external information systems (e.g., corporate data, social media, emails, phone calls, calendars, contacts, and team information just to name a few), updates it in real time, and presents it contextually with a single tap of the finger.

While this type of predictive sales enablement is important for all sales reps, it is especially important for those who have to be mobile on a regular basis. It's important because one of the information systems on which a good CRM platform bases its predictions is geo-location.

Geo-location based Prospecting and Lead Management

To truly maximize productivity and efficiency in the field, you have to have geo-location based lead management. But not all CRM technology offers this indispensable tool. Veloxly, for example, uses geo-location based lead management to pinpoint your location and present you with everyone in your sales funnel—leads, opportunities,



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Crush Your Numbers with Geo-Location Based
Prospecting and Lead Management

and accounts—who are nearby. With this information, you can optimize your route and visit as many people and places as possible. Couple that with the power of one-touch background information updated in real time and you've got a game-changer in the palm of your hand.

One mobile sales rep relates the power of predictive sales enablement platforms like Veloxy that make use of geo-location based lead management:

“I was sitting in traffic, frustrated with the slow-moving (often not-moving) traffic. I happened to check the My Maps tool on Veloxy and discovered a great opportunity at the next exit (which I would have passed right by). I exited the highway, made the call, and signed a new customer. What could have been an hour of wasted time sitting in traffic turned into a successful sale.”

A platform that is truly geo-location aware should help sales reps in creating new Leads or Prospects while they are mobile and on the road. Let's say, a sales rep is prospecting and talking to the owner of a business about one of her products. This is a brand new prospect that is not there in her CRM system. Using a platform like Veloxy, she should be able to quickly search for that business, add it as a new Lead with one tap and start prospecting (taking notes about her conversation). All these data should get synced with her CRM system immediately. She no longer has to take notes, go home and enter the data manually into her CRM system, which is time consuming, tiring, incomplete and error prone.



Exceed Your Quota Faster:
Crush Your Numbers with Geo-Location Based
Prospecting and Lead Management

That's the power that platforms like Veloxy have to offer to sales reps worldwide and truly highlights the importance that geo-location plays in maximizing efficiency and making sales.

Use it or Lose it

To paraphrase (and truly ruin) a familiar saying: Use predictive sales enablement coupled with geo-location based prospecting and lead management or lose sales. Though the phrase is a tad verbose, it nonetheless holds a truth that can't be denied: You must make use of technology like Veloxy to be efficient (and successful) as a sales rep in the 21st century. Don't let leads pass you by (and for sure don't pass them by). Put geo-location based lead management to work for you today and watch your sales soar.



Exceed Your Quota Faster:
Crush Your Numbers with Geo-Location Based
Prospecting and Lead Management

**STRENGTHEN YOUR
PIPELINE AND
NEVER MISS SALES
OPPORTUNITIES AGAIN**

5

Technology can help you manage your sales pipeline like never before. But if you're still missing sales opportunities, it might be time to strengthen your selling muscles, so to speak, with a CRM suite that harnesses the latest advance in modern mobile technology: predictive sales enablement.

The Problem

Missing sales opportunities isn't about lack of effort. It's about lack of information. Nine times out of ten, sales reps don't know about nearby leads, prospects, clients, and other opportunities to make contact or cultivate a relationship. Again, this isn't for lack of research, but when you're in the field, correlating all the details and pinpointing where you need to go can feel like a problem that can only be solved by a supercomputer.

Add to that the fact that not enough touches are being made when and where they need to be made, and conditions are ripe for your sales pipeline to weaken. The unfortunate thing about both of these variables is that the two together make for a particularly vicious cycle. They each feed off the other and grow more and more problematic until your sales pipeline is all but falling apart.

And while this may seem like an insurmountable problem, the solution is actually simpler than you might think. All it takes is a tablet or smartphone and that predictive sales enablement software mentioned in the opening paragraph.



Exceed Your Quota Faster:
Strengthen Your Pipeline and Never Miss Sales
Opportunities Again

The Solution

So what exactly is this predictive sales enablement software we keep talking about, and why is it so special? Here are the answers.

What it is

Predictive sales enablement software combines the power of many apps into one powerful tool for sales professionals. The best of these suites (e.g., Veloxly) are built on a cloud-based, SaaS platform that collects and aggregates data from a vast array of both internal and external information sources. After bringing all the data together from systems such as corporate websites, geo-location, social media, and a host of others, tools like Veloxly present this information contextually at the touch of a button or the tap of a screen.

Why it's so special

Aside from bringing all the important information sources together in one place and being mobile, predictive sales enablement apps and software can actually tell you what you need to do next in real-time.

The real-time feature of apps like Veloxly means that you don't have to go sifting through the various information sources to find updates. When changes are made—by you, another salesperson, or someone in your pipeline, predictive sales enablement software updates everyone associated (i.e., all the salespeople involved) so they all have up-to-the-minute accurate information.

Then, things get really cool because apps like Veloxly incorporate the



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Strengthen Your Pipeline and Never Miss Sales
Opportunities Again

“predictive” part of the equation to give users incredible control over their pipeline and insight into what needs to be done when. Apps like this provide notifications based not just on your schedule or your organizer, but on your tasks, what’s coming in through your email, what your team is doing, what you’ve searched recently, and even the geo-location of you and your leads, prospect, and clients.

A Personal Assistant in the Palm of Your Hand

With Sales Assistant Software, you never have to miss an opportunity to make a sale or strengthen a relationship again. Your tablet or smartphone teamed with predictive sales enablement software can put all the information you need at your fingertips and even tell you where and when the best opportunities are.

So whether you’re a salesperson or a team manager, strengthening your pipeline is as easy as downloading an app and taking advantage of the advanced technology that the 21st century has to offer.



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Strengthen Your Pipeline and Never Miss Sales
Opportunities Again

**THE KEY TO
FUTURE SUCCESS**

6

Follow-up—it's the key to future success. Those sales you're hoping for in the next quarter? They're nothing without follow-up right now. In fact, follow-up can (and should) be thought of as permeating every aspect of the sales process from the initial contact to the first meeting to the closing sale and beyond.

Why is follow-up so important?

Follow-up is important because of something called "The Cool-off Factor". Most people have very short memories. They lose top-of-mind awareness very quickly. Even when the stakes are high, most people shift their focus in two minutes or less.

Consider this situation: A driver sees a police car and slows down to the posted speed limit. How long before the same driver speeds up again? Five minutes? Ten minutes? Try a minute or less. Studies have shown that a driver that has slowed down for a police car will travel one mile (roughly a minute depending on speed) before speeding up again. So even though getting caught could mean a hefty fine and points on their license, drivers quickly move on and return to normal behavior. This is a prime example of the cool-off factor.

How does that apply to sales?

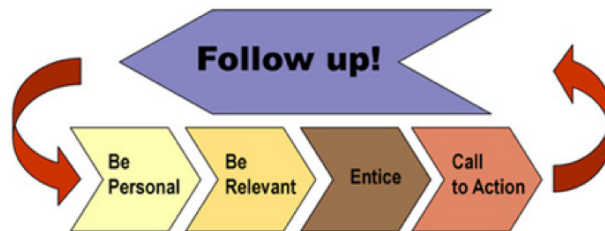
As a salesperson, whether inside sales or field sales, your goal – your mission – is not to let the prospect or client cool off. Don't let him forget the police car one mile back; don't let her forget that you were there just a few short days ago. You want to foster top-of-mind awareness. So how can you stay in the top of their mind? Massive, diligent, and constant entertaining follow-up.



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The Key to Future Success

Predictive Sales Enablement can help

This may seem daunting at first, but remember, getting to know your clients is very much like making friends. It's done through communication, common interests, shared experiences, and providing help when necessary. Think about it. With good friends, you communicate multiple times a week (if not daily), you joke about the good times you've spent together, you plan on doing things that interest you at least once a week. Getting to know your clients is no different. In fact, your ultimate goal is that all of your best and biggest clients also become your friends.



Predictive sales enablement software such as Veloxo, provides notifications about what needs to be done and when. It collects and aggregates information from sources as diverse as the geo-location of you and your clients, social media, corporate websites, CRM data, email, calendars, team communications, contacts, tasks, and much more. It then acts as your own mobile, cloud-based personal assistant making suggestions about how you can communicate with clients so you never miss an opportunity to follow-up again. These sales software solutions take the guesswork out of the follow-up process but it's still your job to make it entertaining...and relevant.



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The Key to Future Success

Follow up or be mediocre

The ultimate goal of all this is to have your client looking forward to your contact from the very first through the sales process and every day thereafter. Make it your mission to get to know them. Make it your mission to help them succeed. Make it your mission to follow-up...or remain mediocre forever. Predictive sales enablement platforms like Veloxly can help.



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The Key to Future Success

