



Presents

# The Case for Sales Mobility

- ✓ Equip your Sales Team with the iPad advantage
- ✓ Intuitive, interactive content, to go with the smart mobile devices
- ✓ Customised Sales experience for your clients based on their specific needs

August 2011

# Overview

*Don't miss this*

Current technological platforms and devices like the iPad with their **mobility and multi-touch capability** are redefining the potential of the customer's interaction with your Sales team. Organisations are realising the value added by these devices in personalising the client-sales team interaction and are equipping their Sales Teams with these smart devices. While devices like the iPad are one piece of the message delivery puzzle, the real magic can only be added with the use of **dynamic, interactive content** that fully exploits the **interaction capability** of these devices.

Operating at the intersection of Design, Technology and Business, Ideafarms understands the value of an interactive experience. Our extensive experience in

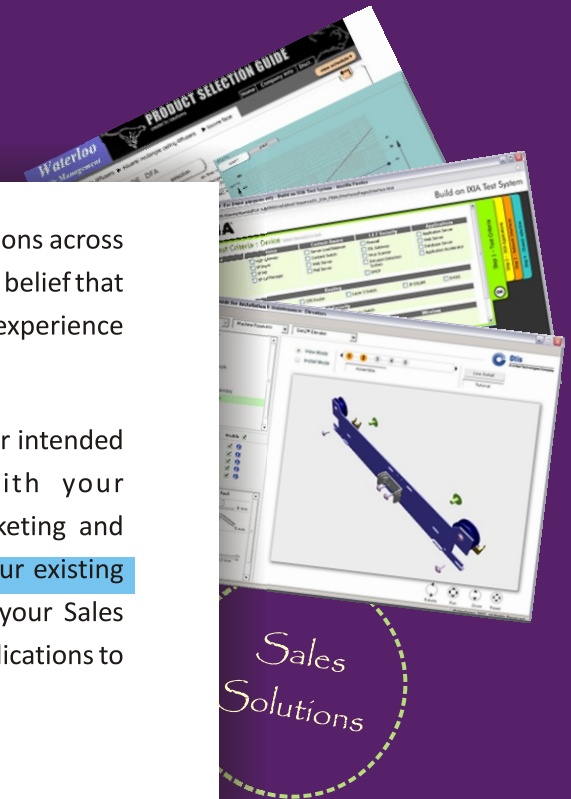
crafting Sales Configurator solutions across different verticals also affirms our belief that your client values an intuitive experience that is contextual to her needs.

This document is a thought paper intended to trigger a discussion with your organisation on how your Marketing and Sales functions can **maximise your existing investments** as well as provide your Sales team with the right tools and applications to win that next deal.

For more information on Sales tools for smart devices and our Sales Configurator solutions please contact :

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This pdf is a thought paper and contains interactive **videos embedded within the document** for depicting the concept discussed in the paper.



## Is your Mobile Sales Team\* equipped with the right product information at the tip of their fingers to close that next deal? And do you have existing collateral that you can directly use on the mobile devices?

As quality and product features are increasingly considered a given, organizations always look for new ways of providing value to their customers. In such a scenario, the sales group can bring products to life by giving customers a way to 'virtually' experience the actual product.

Traditionally, Sales teams have been equipped with collaterals like – brochures, power-points, interactive flash-based presentations etc. These are however difficult to maintain / update and require the presence of a highly skilled Sales guy to lead the customer through the sales process

*Enter the iPad.* New-age devices like the iPad and the technological capability they bring to the table can enable the Sales teams to reach customers in ways that are novel, highly engaging, customizable and accessible on the go. Devices like the iPad are fast proving to be effective message-delivery platforms across organisations leading to successful conversion in face-to-face customer interactions.

### Mobility

Your Sales team spends most of the time on-the-road trying to close deals with your clients - it's about bringing home the deal. The mobility and flexibility that electronic devices like the iPad can provide enhances the Sales team's ability to conduct business anytime, anywhere and stay connected to the home-office at the same time. The Sales team can easily leverage the capability of these mobile devices to demonstrate a tangible difference during face-to-face sales interactions by showcasing products and solutions directly to prospects.

### Engaging, Interactive content, on-the-go!

While devices such as the iPad – is one piece of the message delivery puzzle, the sales team must also have dynamic interactive content to go with the device that will fully exploit the capability of the device to engage the customer directly and personally in learning about the benefits of the specific product and/or solution. The "secret sauce" for successful



Engage your customer by giving them a virtual experience of the product - Rotate, Zoom & Pan product models - & bring your products to life.

play video »

\* Mobile Sales Team is your Sales Team when it is equipped with smart-mobile devices.

new mobile tools, as well as tried and true platforms like the Internet, is interactive, customer-engaging content. While there's much talk about the use of devices like the iPad, there's never enough conversation about the presentation content and how compelling it must be. Using interactive 3D product models to deliver comprehensive, consistent, and compelling virtual demonstrations of entire product portfolios can lead to selling success. Interactive 3D product catalogs of photo-realistic representations for each product that permits users to rotate, zoom and measure are providing unparalleled capabilities to explain and “show” a company’s differentiation. Additional functionality lets the user see how the products work, or how components can be removed, upgraded or maintained.

### Self-paced, Configurable & Customisable

With customers now using the Internet as a tool for their own information gathering, it’s increasingly necessary for marketers to provide their sales organizations with more engaging, persuasive sales solutions. The challenge is to deliver marketing tools that result in innovative customer interactions, unlike traditional tools, such as slide presentations, videos and brochures.

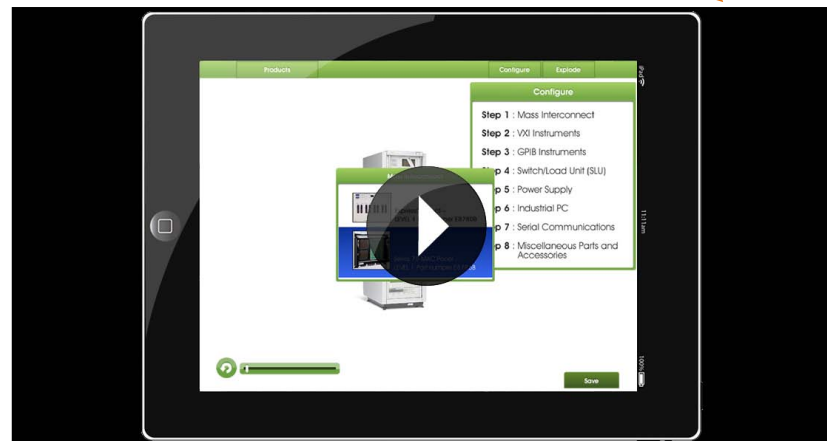


Interact with each product individually to learn more about it.

*play video*

The client should be able to select product options and drill-down to explore further based on his specific needs and the device should be able to configure and customise content based on the client’s selection(s).

*play video*



Drill down of product options based on your selections.

### Ubiquitous

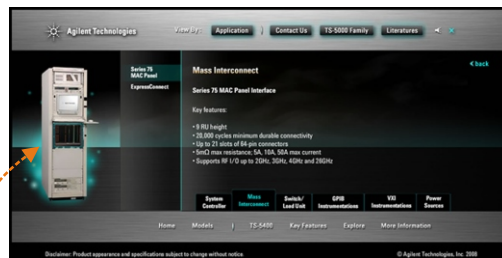
The “virtual product experience” can also be designed so that it is available on ALL platforms that drive audience



engagement, including iPads, iPhones, laptops, large interactive touch-screen displays, and websites. Companies can create content for delivery across all sales and marketing venues without having to re-generate platform-specific versions. Creating a reusable application (not just an iPad or iPhone app) lets the sales team deliver the same high value experience consistently for all prospects and provide the sales and marketing team with necessary tools to “show” what the benefits and value of their products and solutions are, rather than simply telling them.

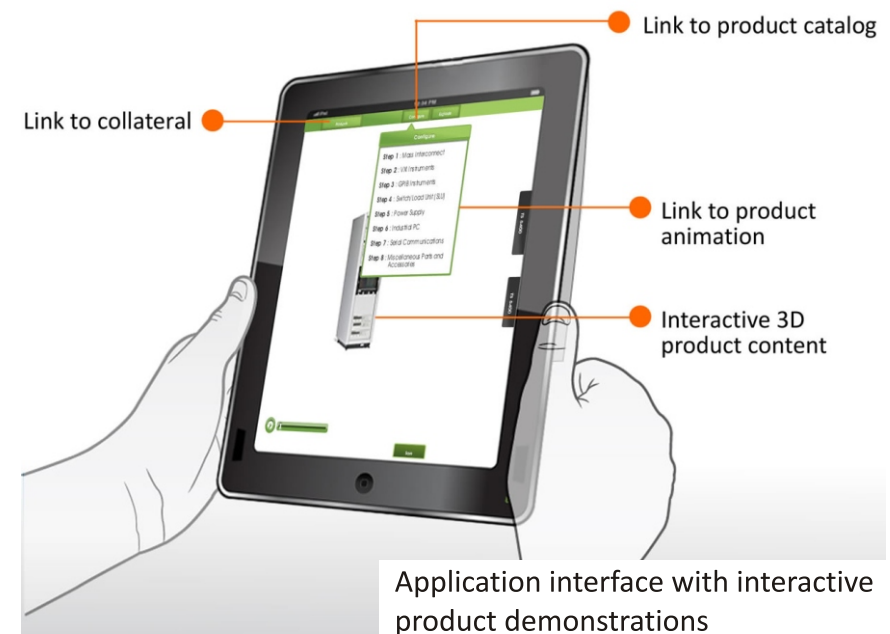
### Re-purposing existing Sales Collateral

The Marketing department can also consider repurposing existing collaterals and sales assets to produce real-time interactive simulations of products on the web / stand-alone marketing



Sales Collateral 1.0 - Existing Interactive Flash Presentation  
TS 5400, Series II

presentations to help customers see the product and customize it. This helps to crunch the sales cycle.



## Benefits of using an iPad for Sales



### Mobility

- Smart devices like the iPad provide flexibility of using content on-the-go



### Engaging & Interactive

- Highly interactive and engaging
- Intuitive enough to let the customer explore the product at his own pace and according to his preference.
- Virtually interact with the product & explore from all dimensions - rotate, pan, zoom - as if the product is right in front of you.



### Configurable

- Get selection based product suggestions
- Explore and compare products and product features.
- Select the option best for you.
- Self-paced. Reduced dependency on skilled Sales personnel.



### Ubiquitous

- Organise content to get the virtual product experience across devices.



## Ideas are seeds.

We give them the right soil and nourishment and grow them into valuable solutions for society.

Ideafarms operates at the intersection of *Design, Business and Technology* and employs distinctive and innovative organizational, technical and process DNA.

Our business model brings key concepts of **Industrial Design** - *Usability, Aesthetics, HCI, Rapid Visualisation & Prototyping, and Simulation* - to ICT.

Hybrid *interdisciplinary* competencies and a compelling participative culture built on mutual respect ensures demonstrable value to our clients.

Follow us on Twitter: **@Ideafarms**



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