Changing old habits to match sales priorities

How to shift from sales support to sales enablement
Zebra Technologies needed help in supporting its sales team and channel partners to change their selling habits. A rapidly evolving product portfolio and a strategic emphasis on full-scale solutions demanded a new approach to communications.

The objective for DirectionGroup was to change the behaviour of the sales people – allowing them to have profitable conversations by placing the customer at the centre of the sale.
REQUIREMENT ANALYSIS

Before we created any new sales tools, we deployed our E³ Sales Enablement Framework – a three-step approach to understanding sales enablement requirements.

The Educate phase saw us bring together the marketing and sales functions, both of which had stories and intelligence to share. This insight into what resonated with prospective customers would go on to form the basis of the new communication collateral.

The Equip phase reviewed the types of tools that would be most effective in getting the message across to sales teams and channel partners. It was important to strike a balance between adding value to the sales process without overwhelming individuals with too much new information.

Finally, the Enable phase called for content creation. This needed to be relevant to the end user’s needs; compelling enough to help move prospects along in the buying cycle; and timely in that it was suited to different stages of that cycle.

Localised to 7 languages
THE OUTCOME

Using the approach outlined above, we developed a new sales enablement programme, titled ‘Sales Lens’, which accurately captured everything Zebra was trying to achieve. Content would be easy to digest, informative and, above all, useful to sales personnel.

The launch topic for Sales Lens was an exciting new software proposition – Link-OS. This was the perfect starting point for the new programme as the subject matter leant itself to a more in-depth style of sales engagement.

THE NEW SALES ASSETS

Having worked with the marketing and sales teams as part of the Educate phase in our E³ Sales Enablement Framework, we went on to develop the insights into useful sales assets. Working with intelligence from Zebra’s Market Development Team, we were able to verticalise each asset to ensure it met our ‘relevance’ criterion.

The result was a series of highly engaging sales assets that were geared exclusively to the Link-OS sales process:

- **DEDICATED EMAIL COMMS**
  These highlighted the availability of the following tools and assets as well as launching Sales Lens as an ongoing sales resource.

- **NURTURE EMAIL TEMPLATES**
  With HTML and Outlook-based email templates, sales personnel could continue the dialogue with prospects – showcasing Zebra innovation and successes – without needing individual sign off at each stage.
**The solution**

- **DEDICATED SALES LENS WEBSITE**
  A branded portal that offered a one-stop-shop for all new content for the Link-OS campaign and future sales initiatives using easily accessible and consistent assets.

- **SALES LENS MASTERMIND**
  To encourage sales people to engage with the content at their disposal, this formed a mini incentive by asking a series of questions on the topic with rewards for the best responses.

**DATASHEETS**

These highlighted the more detailed technical information about the product portfolio and how sales partners could answer customer pain points.

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**Link-OS Landing Page and Assets**

**Downloadable Sales Guide**

**ZEBRA LINK-OS MOBILE SOLUTIONS**

Go mobile and extend your business analyst into the user's pocket. Zebra mobile printers take your business anywhere. The award-winning Zebra mobile printing solutions provide mobility that is always on.

- **QLn Series Mobile Printers**
  - Ideal for applications that require mobile printing on the move.
  - The QLn Series offers powerful printing capabilities and sleek design.
  - Supports a wide range of mobile printing needs.

- **iMZ Series Mobile Printers**
  - Ideal for on-the-go printing needs.
  - Provides excellent printing performance.
  - Perfect for mobile employees who require quick and reliable printing options.

- **E-Series Mobile Printers**
  - Designed for businesses that require a robust mobile printing solution.
  - Offers durability and reliability for demanding environments.
  - Ideal for enterprises that need a reliable mobile printing option.

**GOING MOBILE WITH ZEBRA TECHNOLOGIES & LINK-OS**

Mobile is the number one Strategic Technology Trend identified by Gartner for 2014. The proliferation of mobile technologies now allow businesses, governments, and consumers to work more efficiently and in remote self to work more proactively. With no need to return to the office or their devices, these employees can focus attention on their tasks and customers.

**WHY YOUR CUSTOMERS NEED MOBILE SOLUTIONS**

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**EXTRAS**

- **Zebra Services team offers everything your customers will need to see the immediate benefits of Link-OS.**
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**OBJECTION HANDLING AND FAQS**

- **KEY CONVERSATION STARTERS:**
  - "Are you using smartphones and tablets in your organisation?"
  - "Do your mobile staff have to return to the office to update systems, or can they update them on the go?"
  - "Is the cost of IT escalating rapidly in your organisation?"
  - "Is your mobile workforce sizeable or growing?"
  - "Do you operate across multiple sites?"

**LINK-OS MOBILE APPS**

- **Print Touch**
  - Provides one-touch access to 'how to' guides and videos.
  - Offers one-touch access to 'how to' guides and videos.
  - Helps users access the printer manuals on the go.

- **Firmware and format updates can be done automatically.**
  - Allows users to bypass the usual errors to smartphones, PCs or tablets.
  - Provides a secure way for printers to connect to applications and exchange data with attached devices such as scanners.
  - Supports a company's wider transition to mobile projects that will provide a swift return on investment.

**OTHER MOBILE PRINTERS**

- **Drop-resistant and lightweight, QLN Series Mobile Printers**
  - Best for use in environments that require mobile printing on the move.
  - Supports a wide range of mobile printing needs.

- **Reverse Logistics**
  - Enables businesses to track and manage returns efficiently.
  - Supports a company's wider transition to mobile projects that will provide a swift return on investment.

**OTHER MOBILE PRINTERS**

- **Zebra mobile printing solutions complement the roll-out of wide IT mobility projects and open up a range of benefits for both consumers and Zebra mobile professionals.**

**SALES GUIDE**

- **The Link-OS environment (Link-OS) meets growing user expectations that devices should be mobile, intelligent and interconnected via the cloud.**
  - It is an open platform that combines:
    - A control layer for IT to manage printer health
    - A powerful Developer Development Kit that allows developers to create custom applications for iOS, Android and Windows Mobile
    - Dedicated software apps (see below)

**Downloadable Sales Guide**

- **When employees work from remote offices, does everyone have access to the printer manuals?**
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- **Are you using smartphones and tablets in your organisation?**
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- **Do you operate across multiple sites?**
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**IDEA MOBILE PRINTERS**

- **Direct Store Delivery**
  - Enables businesses to track and manage returns efficiently.
  - Supports a company's wider transition to mobile projects that will provide a swift return on investment.

- **Field Service**
  - Enables businesses to track and manage returns efficiently.
  - Supports a company's wider transition to mobile projects that will provide a swift return on investment.

- **Escorted Shopping**
  - Enables businesses to track and manage returns efficiently.
  - Supports a company's wider transition to mobile projects that will provide a swift return on investment.

- **Invoices & Receipts**
  - Enables businesses to track and manage returns efficiently.
  - Supports a company's wider transition to mobile projects that will provide a swift return on investment.

- **Ticketing / Citations**
  - Enables businesses to track and manage returns efficiently.
  - Supports a company's wider transition to mobile projects that will provide a swift return on investment.
• VERTICALISED BATTLECARDS
Succinct, at-a-glance content showcasing features and benefits alongside key challenges and pain points for specific verticals. The content also included conversation starters and discovery questions to help understand customer challenges, so sales personnel could strike up meaningful discussions instead of launching straight into a product pitch.

• OVERVIEW VIDEOS
Virtual studio videos, recorded with supporting on-screen content put the product experts and sales champions in front of sales teams, giving them a simpler way to understand the new products or services.

• SALES PRESENTATIONS
Pre-prepared ‘conversation presentations’ led with customer insight and value-adding best practice so that sales teams could preview real-world solutions to prospects instead of just long lists of products.
With a restricted budget for the initial launch phase and the need to deliver a ‘live’ topic straightaway to sales personnel, DirectionGroup achieved impressive results in a short timeframe.

In the first month alone, we saw 924 web visits and 584 unique visitors to the Sales Lens portal. The real mark of success was the length of each visit: six minutes and 55 seconds on average.

An average of 6 asset views or downloads per visit were recorded in the same period, suggesting the content was useful and easy to digest. Furthermore, for the Link-OS launch topic we saw 132 entries to the Mastermind incentive, which highlighted the information on the topic was simple to comprehend and sales people felt confident enough to test their knowledge.

Start up budget of £39,000
Contact us
and discover how we can help give your marketing new direction

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