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Smart Selling Tools for Inside Sales 2010

ebook by

Josiane Feigon and Nancy Nardin

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POWER UP WITH “TOOL FUEL” FOR INSIDE SALES SUCCESS

Once upon a time, an inside salesperson was hired because they had a nice phone voice. The key to their success was how well they met their outbound dialing metrics and how well they were liked by their field partners. They had the easy part of the job— making new introductions, setting appointments, and supporting the field—and expectations were low: they only had to know a few products and follow-up on leads. Travel for annual sales conferences and President’s Club was reserved for a chosen few. But like every “once upon a time” story, it’s about life in an old world that no longer exists.

Welcome to the inside sales model of 2010!

Thanks to the Sales 2.0 landscape, a fragile economy, reluctant customers, lean headcount, and general travel restrictions, inside sales has become the most desirable and complex position in the entire sales organization. Today, inside sales teams generate up to 50% of their company’s revenues. They are integral to the entire sales cycle, tasked with more responsibilities and expectations to grow their territories, form partnerships, recall product knowledge, and generate metrics. They no longer can rely on outdated sales tactics, other departments, and stale habits. Survival depends on who has the most *tool fuel* to make it through today’s rugged Sales 2.0 terrain.

Recent Aberdeen research confirms most “Best in Class” inside sales organizations—traditionally the early adopters of technologies—plan to deploy sales effectiveness tools in 2010 and beyond. That means it’s more important than ever to learn how you can integrate tools through the sales process—from beginning, to middle, and straight through closing. It’s time to increase your tool IQ and get smart about tools! But there’s so many tools out there, it’s hard to know where to start.

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In this e-book, we did all the shopping for you. We scoured the market, reviewed hundreds of tools, determined where they fit in the sales cycle, and wrapped them around one of 10 essential inside sales skills, and positioned them in the sales cycle for maximum impact. And we found some goodies: tools ranging from lead management, sales analytics, performance dashboards, sales intelligence, collaboration tools, data integration, and social media have all landed on our hot-list of "next generation" must have sales tools for inside sales.

Our tool selection included these criteria:

- Web-based
- Salesforce.com and Outlook compatible
- Free to download , trial evaluation, cost effective or low monthly fees
- User-friendly, easy to implement
- Inside sales-centric
- Proven track record

Power up with tool

This e-book brings two industry thought leaders together with a smart idea: to feature top tools wrapped essential skills that encourage salespeople to use these tools. Josiane Feigon (author of the best-selling book *Smart Selling on the Phone and Online,* which is quickly becoming *the* sourcebook for inside sales) and Nancy Nardin (CEO of Smart Selling Tools), selected and matched these tools to the 10 essential skills salespeople must have in order to be successful in their phone and online sales efforts. The next step is up to you.

Take the time to learn your tools, integrate them into your sales process, and commit to working smart.

Josiane Feigon, CEO TeleSmart in partnership with Nancy Nardin, CEO of Smart Selling Tools, May 2010

Feel free to post excerpts from this e-book on your blog.

Stop by our blogs—Josiane's [Cubicle Chronicles](#) and Nancy's [Smart Selling Tools](#)—to share your thoughts and experiences.

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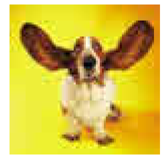

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Get complete details on all of these **Must-Have** tools

With Thanks To:

American Association of Inside Sales Professionals

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Chapter 1: Time Management

No matter how many ways you slice it, inside sales is still a numbers game. But with the sheer volume of metrics, calls, leads, and activities, and a glut of tools both old and new, most inside salespeople complain they simply have no time to make their numbers. Welcome to Sales 2.0. It's a world in which you must produce more with less and work smarter. And that starts with knowing how to manage your time—the foundation for your success in sales.

Time management is about the choices you make with your time, especially the time before and after each call. Pre-call research time estimates say that inside salespeople are averaging up to 45 minutes of research for one contact. But there are not enough hours in a day to make that time worthwhile. Worse, as connect rates continue to drop, salespeople are spending more time researching and less time contacting clients. And trying to keep track of your calendar and everyone else's just to schedule a meeting? The tidal wave of wasted time can swamp you.

You're probably already familiar with the basic tools—a CRM tool (preferably Salesforce.com) and an email tool (Outlook). If you haven't mastered them, get started now. These tools are staples of your sales life, and knowing how to use them well is critical, but they're just the beginning. Get proactive and schedule non-negotiable time right on your calendar. Say "no" to interruptions: no exceptions, no excuses. Inside salespeople who power block about two hours of non-negotiable time a few times per week see their outbound metrics climb, create new opportunities, increase your revenue numbers, and grow a healthy pipeline.

And you'll also have some to get up to speed quickly on the tools you can use to save even more time!

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Smart Selling Tools for Time Management

Hoover's is your welcoming committee. Instead of chasing through outdated corporate directories and searching through poorly organized websites, you have your own private database of 86 million people at 65 million companies worldwide. You can do quick searches, sort, build target lists, and download prospect information.

With access to more than 40 search criteria ranging from location to financials, you can find and target specific leads, quickly locate key decision makers, and instantly access the intelligence needed to effectively position products. The Hoover's database is refreshed every minute, so you have access to the most up-to date information on key people. You even have access to their direct phone numbers and e-mail addresses. This lets you call deeper and wider into an organization and connect with the right person.

You can use Hoover's before your make your calls and throughout the cycle to confirm, validate, and stay current with your data.

DiscoverOrg knows that the more targeted your prospecting efforts are, the better your chance of getting a strong response. If your primary target audience is IT decision-makers, and that's the group you want to target all day long, DiscoverOrg's in-house team of dedicated research analysts will hand you over the controls.

DiscoverOrg's research method includes calling thousands of technology decision makers. Their rigorous and constant verification system builds an impressive contact base of over 85,000 key IT decision makers. They give you direct dials, verified email addresses, and proprietary information for the VP of IS or an IT Manager. And they include in-depth profiles on the IT Departments of over 5,000 of North America's largest accounts, including the Fortune 2000, federal, state and local governments, and universities.

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Smart Selling Tools for Time Management

TimeDriver (by TimeTrade Systems) is your answer if you're spending most of your time coordinating, confirming and scheduling appointments,
demo, presentations, web conferences and proposal reviews. Not to mention the time you must block for your own time to prospect—and that requires calendaring too. It's one thing to get everyone together, but it's a whole other thing to personally manage their calendars!

Instead of waiting for everyone to make up their minds (knowing that once they do, your availability changes), use this tool. TimeDriver eliminates the back and forth by providing a full range of customization options from scheduling to tracking appointments. Users can search for the first available timeslot for their desired appointment as well as search for availability within a particular date range. The system prevents double books by automatically evaluating availability for appointment requests, and removing availability for committed timeslots.

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Chapter 2: Introducing

The sale you make is not about you. It's about the customers: these busy, distracted, risk-averse, slippery decision-makers who opt out of everything from your voice mail messages to your email introductions to your webinar invitations. These prospects are tired of being bombarded by anyone who has dialed their number, grabbed their email address, pinged them through LinkedIn, and tagged them a "prospect" with "suspect" potential for a project within 60 days.

These prospects should come with "delicate handling" instructions! They want you to know they are very independent and will only come to you when they are hungry. And once they do, they like you to cut up their food and spoon feed them tiny bites of information that they can see, hear, touch, and test before they commit to saying yes.

We are living in a self-service and self-educating economy. Your prospects may think they know more about your products and services than you do. By the time you first speak to them, their opinions may have already been shaped by their own research—and possibly by your competitors who have found a way to connect before you did.

According to an IDC report, 80% of marketing expenditures on lead generation is wasted because the leads are ignored by salespeople. The average lead is called or emailed only once or twice before the salesperson gives up. This means that a very small percentage of leads are actually being contacted. So many leads are dumped into the funnel that salespeople don't have the time to develop a comprehensive lead-nurturing strategy. And the shelf-life on a new lead is only about 48 hours after its inception.

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It’s time to develop a “multi-touch” strategy to introduce, educate, and inform your prospect *throughout* the sales cycle. Most enterprise opportunities close within 8 to 12 touches—but that doesn’t mean just leaving them 8 to 12 voicemails in the next few weeks.

Instead, devise a well-crafted messaging strategy that educates and nurtures your opportunities with unique touches. Traditional ways of educating your prospect are dramatically declining in effectiveness. In a Web 2.0 world, it has to be quick, easy, painless, and entertaining for your prospects to learn about you! For example:

- Beginning of sales cycle: vm/email, personalized video intro, invitation to web conferencing/webinar, white paper
- Middle of sales cycle: YouTube video, case study, competitive benchmark, invitation to LinkedIn tradeshow/customer reference,
- End of sales cycle: ROI calculator, personalized video

You have less than 15 seconds to make your introduction and get your prospect’s attention. Rather than swamp them in a sales tsunami of more information than they can possibly absorb, do the research that tells you what want to hear—and then deliver it to them on a silver spoon.

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Smart Selling Tools for Introducing

EchoQuote gives you get the chance to engage with an audience at the very beginning of their buying cycle— when they're researching products on their own and looking for preliminary pricing. What better time to call than when you're most able to shape the discussion? But you can't call if prospects don't "raise their hand". Using the promise of budgetary pricing quotes, EchoQuote's system lets you capture the prospect's contact information. Now your inside salesperson can be the first point of contact with a prospect company, have a greater chance of shaping the discussion and establish a trusted relationship at the earliest possible point in the decision process.

EchoQuote helps shine a light on prospects that are fumbling around in the dark, searching for answers on their own. EchoQuote does all this, and delivers leads at the earliest possible point before your competition gets them. But don't stop after you've been handed such a gift! Follow up with lead nurturing, email automation, and nurturing.

Marketo helps you deliver the right response to the right leads at the right time to ensure the right revenue results. And isn't making a good first impression all about timing?

Marketo is the most sales friendly lead nurturing and marketing automation tool out there. It gives sales reps a "sixth sense," so they know which sales leads are ready for, and most likely to appreciate, a call or email from them.

Frequent distribution of varying content (such as trend reports, webinars, and articles) is a must if you want to stop your leads from dying a fast death. You can't wait for the marketing department to help you out—they're busy on analytics! Marketo extends insight and action to the front lines by letting sales reps send personalized email campaigns, get instant updates when prospects open email or visit the website, and see detailed profiles of online behaviors and relevant Buying signs.

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Smart Selling Tools for Introducing

Goldmail is your next step. Now that you've picked up speed on an outbound email automation tool, it's time to change up your messaging. Why? Because new tools have opened up possibilities and created new expectations for response time. Once a phone call was quicker than a letter, and face-to-face was quicker than a phone call. Now e-mail is quicker than face-to-face, and texting is the fastest way to get a response.

GoldMail messages allow sales teams to voice over marketing content and deliver an engaging and personalized message to clients and prospects. Prospects can view their GoldMail message on-demand, and the salesperson can track when their messages were viewed, quickly qualifying leads and determining when and how to follow up. There's also a call-to-action feature at the end of a message that directs the viewer where to go next, such as a website or purchasing page.

Adding rich media to an email increases the likelihood that the message gets viewed. When someone gets a GoldMail email, they are sure to open it. In addition, studies have shown that the combination of voice with visuals increases message understanding and retention. Sending a GoldMail message over email allows sales teams to convey their value proposition more effectively.

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Chapter 3: Navigating

Got names? Are they the right ones? Are they *still* the right ones?

Getting to these names and making sure they are the right ones and not the "No-Po's"—the gatekeepers with no power to say yes—is a challenge. Navigating through the organizational maze is a task that seems easy, but takes skill. Done poorly, you are shut down and kept out, spinning your wheels at the door. Done well, you go straight to the top.

With the deluge of information out there, there are no more excuses for not knowing who someone reports to, what their email address is, and their direct dial. Gone are the days when you call someone and they ask, "How did you get my number?" because it's all out there, just waiting to be found. In fact, today's buyers are demanding that sales reps know who they are before they call.

Navigating is about being an online sleuth, and then being brave with the information you find. Most salespeople approach the search process by first drilling into their prospect's URL for new products and press releases, and then reading executive bios or blogs or Googling them. They may cross-reference this with pre-call sales intelligence tools like Hoover's or Jigsaw to find the power hierarchy, and then confirm their social intelligence through LinkedIn or Facebook. All this mapping is right on, but it's also extremely time- consuming. Plus once you get the right names, it can take up to 40 outbound dials until you get a live voice.

Fortunately, there are sales productivity tools that can jump-start the navigating process.

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Smart Selling Tools for Navigating

InsideSales's award-winning PowerDialer has completely changed the face of inside sales. Today's connect rates are dropping below 8%--which means that if you are dialing up to 40 outbound calls, you might only connect with up to three or four contacts. This discouraging statistic interrupts the important call and activity momentum that is essential for inside sales.

The PowerDialer solution helps salespeople focus on making sales instead of on gaming the system to create more activity. It does all the navigating, and strategically delivers "live" target prospects so salespeople can focus on their meaningful conversations instead of dialing endlessly dials in hope of connecting.

InsideView lets you use the intelligence gained from social media and traditional editorial sources to speed up sales productivity. It gives you real-time access to relevant news alerts, relationship analysis, and company information on prospects. It continuously aggregates and analyses relevant executive and corporate data from more than 20,000 content sources, including emerging social media content as well as traditional data providers. It notifies sales reps in real-time of compelling business events and provides key company insights about their prospects. InsideView also identifies connections at all levels of an organization—and it delivers this information right into your sales CRM tool. When you come in knowing, you can jump-start your smart discussions and not get shut-out.

Chapter 4: Questioning

Today's prospects have lost patience with vendors. They are tired of the same questions and annoyed when asked the typical BANT (Budget, Authority, Need and Timeframe) questions. They mistrust salespeople who start their openings with "calling to see if you have a current initiative or project going on" and they refuse to cooperate. Lead Nurturing is about building relationships and relationships establish trust.

When trust happens, the needs discovery and qualification process begins. Your multi-touch strategy plants the relationship seeds by creating, categorizing, and disseminating business-critical information to your prospects at the right time. Once you've delivered the information—whether it's a live call, email, or enhanced GoldMail—the next step is to identify which information is most relevant.

Sales portals are bursting at the seams with content. The real skill in establishing a relationship and surviving in today's selling battlefield requires you to synthesize this content. The sales rep who has the best grasp of critical information wins the relationship award—especially at the highest Power Buyer level. Relationships build trust. And when trust has been established, real qualification and sharing happens. When you are uncovering needs, understanding the unique needs of clients and prospects is critical for accelerating sales cycles, forecasting more accurately, and enhancing customer loyalty. Your qualification efforts will be more intelligent and you will gain more trust and respect from your customers.

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Smart Selling Tools for Questioning

DRE Software, Inc. provides business collaboration network (BCN)for sales professionals looking to develop deeper relationships and communicate more effectively with clients, prospects, partners, and other colleagues. Their online collaboration tool allows sales professionals to create, categorize, store, and exchange information in secure, personalized work spaces, which makes it easier to drive revenue efficiently.

Asking the right questions requires knowledge and DRE's BCN provides the platform for sharing, viewing, and managing knowledge.

The system eliminates the need for salespeople to waste valuable time searching for the right information to help them ask and answer questions effectively.

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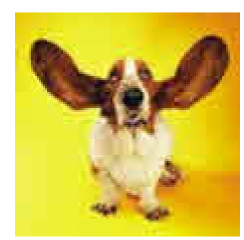
Chapter 5: Listening

In today's Sales 2.0 landscape, listening means being informed—and, just as it always has, it means really listening to what the customer says. In our "Can you hear me now?" world, we often wonder if anyone is really listening? It's time for salespeople to do some heavy listening with their prospects. Information capture is critical, but knowing what type of information you need is just as critical: Who was just promoted? Who won a business award? and, in today's new economy, Who was just hired back?

Listening is more than sitting quietly paraphrasing what your prospect has just said. It is absorbing, organizing, and sorting through tons of data that is specific to your prospect. It's having the intuition and timing to capture and extract the salient points of this data. This improves how you engage for the first time; and strategically approaching each new prospect with a more robust view of who they are and what they've published elevates the conversation, leads to more meaningful interactions, and ultimately means more closed sales.



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Smart Selling Tools for Listening

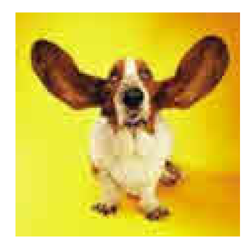
Gist does all the work for you. It assembles a collection of all your contacts and their companies and puts all this information where you already spend your time: inside MS Outlook, inside Salesforce, and even into a mobile device, where it becomes part of your existing workflow and daily activities. Then it surfaces information about target contacts and their companies that you can use to reach out in context—at the right time, about the right subject, with the right pitch.

Now you have the right information at the right moment right moment to get a meeting, deliver an amazing pitch, or just find a better way to connect. By adding rich profiles for individuals and companies to your information sources, prospecting becomes more targeted and informed.

PoliteMail for Outlook gives you something you really need—an understanding of what happens after you press “send.” Listening to client behavior is essential today. Since Outlook email is a critical component of any inside sales activity, wouldn't it be nice to know if your message actually reached your recipient? Did they click your links? Did they open your proposal or price list?

Only PoliteMail works within your regular Outlook email to track who is opening your messages—without those annoying read-receipts. You'll see who is clicking which links and when, and be able to identify who is opening or forwarding your attached product information and proposals—all without complicated set-up or web analytics. Just real-time feedback right alongside your inbox.

PoliteMail helps you focus your activity on your most interested prospects. When you see a prospect is clicking a link into your website or opening your product spec sheet, you can take immediate follow-up action via phone or email because you know they are at their desk, thinking about your product or service at this moment.

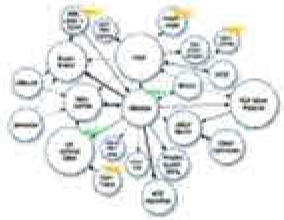


Chapter 6: Linking

It’s time for salespeople to have more conversations with Power Buyers: finding them, engaging with them, and staying on their radar is critical to your success. In the Navigating chapter, we warned you about staying away from the No-Po’s—the people who lack the power to make a purchase, but string you along to make you believe something will happen. This unpredictable economy has created a No-Po epidemic! Too many salespeople have been stuck in No-Po limbo, watching their pipelines suffer and their commissions take a hit.

Linking to the Power Buyer seems like it should be easy. Sales intelligence tools give us lots of names, and we can map these names on an org chart . . . right? Not anymore. Just chasing big titles on an org chart isn’t the way to go today because the hierarchy of power no longer exists in the traditional sense.

Today’s Power Buyers are the corporate renegades, the thought leaders, the mavericks who can traverse the playing field—talking technology one minute and business strategy the next. They’re not afraid to influence change, and they’re being rewarded for it. They may not have the budget dollars in hand, but they know how to get it. They have influence, something the No-Po will never have. Many Power Buyers are technically and socially networked and have a strong online presence. If you understand their “social graph,” you can map the strongest connection path to the Power Buyer.



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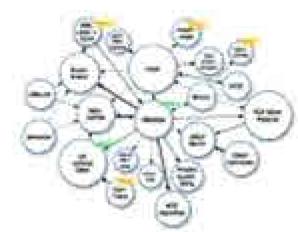
Smart Selling Tools for Linking

PeopleMaps by 7 Degrees is the answer when it comes to mapping connections. This social selling application lets salespeople leverage their personal and professional networks to see how they are connected to all of their prospects (any person or any company). Its powerful graph engine comprehensively searches personal contacts, social networks, the Internet, and commercial data sources to perform the deepest and broadest search possible to display a map of all available Connection Paths to any person or any company.

PeopleMaps identifies which employees, board members, customer references, and corporate partners have a strong personal or professional relationship with a prospect, without exposing any personal details. It analyzes and ranks sales prospects based on the strength of personal and professional connection. This gives you an easy, automated way to privately leverage relationships in order to reach your Power Buyers with a warm introduction.



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Chapter 7: Presenting

It's show time! Customizing presentations lets salespeople address the unique needs of individual prospects. Unfortunately, when multiple salespeople create multiple versions, carefully crafted marketing presentations can quickly fly out the window. You need a system to manage the process while providing the flexibility salespeople need for varying sales situations.

Equally important, prospects are demanding the ability to view presentations on their own, at a time of their choosing, without the presence of a salesperson. That can be a good thing as long as you know if – and when – they're viewing the presentation so you can follow-up at the right time.

Adding online presentations to your lead nurturing strategy dramatically increases your conversion rates. But don't take these for granted, and don't assume they only happen at the end of the sales cycle.

Presentations can happen anytime:

- Early, when you are at the educating stage
- In the middle stage when you want to deeply qualify, and
- At the end, when you want to review proposals and timelines.

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Smart Selling Tools for Presenting

SAVO's on-demand application delivers the information, materials, and subject matter experts that salespeople need for each specific sales call, in just a few clicks. With SAVO, you get more than formal content and documents; you gain access to best practices, up-to-date information from the field, win stories, competitive intelligence, and key subject matter experts who can help you with a deal. It allows you to customize materials quickly and easily, delivering a tailored message to each prospect.

With SAVO, you won't spend time searching for documents or cutting and pasting presentations together. SAVO also allows customization of follow-up materials: emails, brochures, proposals, etc. With SAVO, your sellers can deliver a tailored message at each stage of the sales cycle.

Citrix® GoToMeeting® Corporate is the easiest web conferencing tool out there. It allows salespeople to instantly conduct demos and launch one-click product demos. It also provides a 24/7 lead generation channel that accelerates new revenue.

GoToMeeting Corporate is the only online meeting solution that brings together simple operation, fast performance, and an unlimited usage licensing model. Plus, because GoToMeeting Corporate is the most accessible and easily managed Web presentation product on the market, it reduces the total cost of ownership—making online presentations easily accessible.

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Smart Selling Tools for Presenting

Brainshark Communications Platform is a web-based application that makes it easy to create, manage, and deliver on-demand multimedia presentations. Today, downloads for on-demand webinars are exceeding live webinar registrations—which fully one-third of registrants don't even attend. Not only do prospects have the luxury of choosing to view your presentation, they can and do view it much earlier in the sales cycle. And an added bonus, on-demand presentations have a longer life and build stronger value in the sales cycle.

Brainshark lets you deliver tailored, high-impact content to tell your story, produce more qualified sales conversations, and optimize selling time with the prospects who are most interested and engaged with your message. Instead of leaving just another voice mail message, make every call a warm follow-up call by sending your prospects relevant, engaging content. And gain immediate feedback about how it's being received— knowing who is viewing your content, when they are viewing it, and how interested they are in your message.

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Chapter 8: Handling Objections

You! That's right. *You* are your most important product when handling objections.

If you've taken advantage of the tools we've mapped to the sales cycle in this e-book, the objections you get in future sales may be few and far between. Let's walk through a typical sales cycle and suggest the tools you can insert along the way. Remember the more you put in, the more you will get out and the less objections you'll receive:

- Today, if it's not in your calendar, it really doesn't count. Start by scheduling time to learn how to use your tools, then schedule time for planning your territory strategy. **TimeDriver** keeps you and your prospects on track.
- Take time before making your calls to do some smart pre-call research**. Hoovers** is in the information business, get your latest updates from them.
- Your sale is primarily an IT sale, nothing else. Stick with **DiscoverOrg** to lead you through the maze of contacts in the IT world.
- If you want sales intelligence tools that are socially relevant, **InsideView** gives you the key players and **PeopleMaps** give you the relationships.
- Once you have prospects in your pipeline, invite them to collaborate with current customers using **DRE's BCN network** and Outlook plug-in **GIST** to easily keep tabs on their social network activity.
- As you organize your prospecting efforts, **EchoQuote** will alert you to high priority prospects looking for budgetary pricing.
- First impressions count! Use **GoldMail** to send presentations that "speak to" prospects or send a **PoliteMail** through Outlook when you want to know exactly what happened after you press "send."

Chapter 8: Handling Objections

- Sales 2.0 is all about putting your marketing hat on. **Marketo** knows the importance of "dripping" multiple messages throughout the sales process. Your lead nurturing strategy must include a marketing automation tool.
- I know it's frustrating when you spend all morning dialing but never got a live voice. **Inside Sales** can help you with the heavy lifting.
- Ensure all your sales conversations are "meaningful". Use **Savo** to communicate quickly and effectively, satisfying your prospect's requests without wasting time searching through folders, or searching for the right subject matter expert within the company.
- Your prospects have asked for more, they want a demo or a quick pitch on your product. No problem, launch **GoToMeeting** and have real-time access to your desktop.
- If they want you to send them a slide share presentation to review on their next flight, load it on **Brainshark** and you can guarantee they will review it.
- It's time to thank them for their time. Wrap your email follow-up with graphical, hyper-linked marketing messages using **WrapMail.**
- You did such a good job learning about your prospects, their companies, they social networks, but you forgot about yourself. Your strengths and weaknesses have a lot to do with the objections you may be creating. Use **ASP Profile's** online assessment tool to shine a light inside.

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Chapter 9: Closing

It's time to take a deep breath! You've survived one of the toughest sales hurricanes in history. The worst is over, and we are slowly recovering. Now the rebuilding process is underway.

The crisis gave you motivation. Now, as you gain more control, you realize you can no longer just wing it. No more trusting the PO you've waited months for will eventually come in. There's no more lying— to your manager, your prospect, your peers, and yourself.

Funnel control is the key to closing more sales. Rebuilding, managing and maintaining healthy pipelines require daily focus. The "radio silent" prospects are leaving as quickly as they came, which explains why lead nurturing is critical to a robust sales funnel. For many sales teams, the closing phase is a race to satisfy prospect's last-minute requests, objections, and questions.

But closing is a process that involves a steady flow of communicating the right information throughout the sales cycle. And when you have your prospect's commitment to move forward- don't let time be your enemy. Getting the contract signed quickly is imperative so you don't risk losing the deal due to last minute developments

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Smart Selling Tools for Closing

SAVO allows teams to anticipate last-minute requests, objections, and questions and allows them to respond quickly and effectively, satisfying prospect's requests without wasting time searching through folders, or searching for the right subject matter expert within the company. SAVO ensures that for any last-minute request, the salesperson can deliver the very best answer from your company. And, using SAVO, salespeople can quickly and easily generate customized proposals, emails, and other materials allowing them to deliver a tailored message to each prospect.

EchoSign is an electronic signature solution. In just one click, it automates the entire signature process— from the request for signature to the distribution and filing of the executed agreement or form. This is crucial. Because after they prospects says yes, after you've engaged in a grueling and unpredictable sales process, many companies report that the post-sales paperwork can often bring on a bout of buyer's remorse. EchoSign speeds the process to closure.

With nothing to download, learn or install, there is simply no faster or more secure way to ensure your sales deals are signed, tracked, and filed. EchoSign customers close over $200M in contracts each month with an average 'quote to close' time of 42 minutes.

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Chapter 10: Partnering

In today's highly competitive selling climate, salespeople cannot win by flying "solo" they must know how to build, strengthen and manage both internal and external partnerships. There are many qualities that make up a good partnership and many that can ruin partnerships but measuring your partnership worthiness begins with you.

Sales teams must partner with Marketing to bridge the divide that often exists between the two departments. And the best salespeople are the ones who have an good awareness of themselves- they have spent time on personal development and know their strengths and weaknesses. The more in-tune they are with these qualities, the better partnerships they can form.

There are many personality tools out there and when most salespeople get hired, HR may provide them with a tool. The one we recommend is an on-line tool which salespeople can test themselves on their own.

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Smart Selling Tools for Partnering

ASP Profile is an online sales competence assessment tool designed from more than 16 years of research. It assesses a rep's strengths, weaknesses, and ongoing development requirements in three key areas: attitude, skills, and process.

Each assessment has two distinct sections. The first includes a set of individual questionnaires that measure personality traits. There are seven questionnaires in total within this section, and the results allow them to build up an extremely accurate personality profile.

The second section benchmarks not only selling skills but also which sales process tools are being used (got to love that!).

We also love that the ASP Profile for Inside Sales tests for 10 competence areas:

1. Personal Organization
2. Communication
3. Business Development
4. Qualification
5. Interpersonal Skills
6. Integration Skills
7. Resilience
8. Pro-Activity
9. Team Working
10. Attitude

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Smart Selling Tools for Partnering

WrapMail gives you more from your sales' partnership with Marketing—and their investment in developing the most effective messaging and promotions—by "wrapping" every email the sales team sends with key marketing messages. WrapMail offers a solution that seamlessly adds interactive client-designed letterheads to every outgoing email, making each and every one a promotional piece for the company—and, when clicked, it delivers the reader to the website.

WrapMail also tracks the clicks and reports who is clicking on what and when—in real time—turning the system into a research tool. Dropping subtle hints by creating a letterhead for your external email is a great idea. WrapMail turns every email into a marketing-tool with the text surrounded by a frame containing images and embedded links.

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Epilogue: The 215 Principle

How would you sell if you knew there were only 215 days in the year? For most salespeople, that's all there are! Don't believe me? Do the math:

Start with 365 days in the year, then subtract

- 104 weekend days
- 15 Vacation and sick days
- 24 days for non-selling meetings, training, and travel time

Just like that you're down to 215 precious days in which you can sell. What will you do with your 215? There's only one sure-fire way to sell more: spend more of your 215 on the phone with prospects. To do that, you'll need tools that eliminate or reduce the amount of time it takes to do everything else.

Think about it . . . Just 2 ½ minutes saved every day puts 9 hours of selling time back in your pocket:

2 ½ minutes x 215 days = 9 hours per year

Spend just 1 hour less each day on non-selling activities and you'll end up with a whopping *27 days* of extra selling time!

Having the right tools in place and managing them well makes an enormous difference in how productive salespeople are. In this book, we've done the legwork for you. Now go out there and start selling smart!

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Appendix: Vendor Profiles

These profiles were provided by the vendors at our request. We asked them each to answer the same set of questions:

- What makes your product an essential inside sales tool?
- How does your product fit into the sales cycle and increase revenue?
- How do you implement your product?

The following 18 profiles are listed in alphabetical order.

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ASP Profile

ASP Profile (http://www.jonathanfarrington.com/aspProfile.php) is the most cost- effective sales competence assessment tool available.

This unique concept represents the culmination of 16 years of ongoing research and experimentation. It has involved consultation with hundreds of individuals, including captains of industry, psychologists, professional buyers, and front line salespeople from every industry sector. We are now able to recognize the three levels of selling that exists–attitude, skills, and process (and a fourth, if you include sales management). The result is a model at each level that accurately profiles the characteristics and working styles of the very best performers.

ASP Profile assesses existing strengths, weaknesses, and ongoing development requirements in three specific areas: Attitude, Skills, and Process. It was created by **Jonathan Farrington**, universally recognized as one of the leading pioneering sales experts in the world, who is continually at the forefront of new and original sales team development concepts. He believes that this initiative is an essential first step towards developing “Optimum Performance” levels.

Why ASP Profile is an essential inside sales tool

ASP Profile is rapidly gaining recognition as a world-class product in the field of sales team performance assessment. It has already been adopted in earlier and current forms by hundreds of forward thinking organizations around the globe including: - Autodesk, France Telecom, Global One, Computer 2000 Group, Northumbria Water, ISI Group plc, F.I. Scotland, CISCO, Platinum Technology, Computer Associates, Belle Systems, Allied Dunbar Assurance plc, Exodus, Mclaren Consulting, Domino UK Ltd, Parker Hannifin, and Hewlett-Packard.

The sales team is our forward line. If they are not scoring regularly, we cannot possibly achieve our overall commercial objectives—i.e., nothing happens until somebody sells something, and all of that investment in costly accounting systems, and new office equipment, expensive IT systems etc will count for nothing.

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ASP Profile

How ASP Profile fits into the sales cycle and increases revenues

- **To assist salespeople and management in making effective human resource decisions.** The decisions made about people, their recruitment, ongoing development, and promotion will enable organizations to minimize the cost of recruitment and selection.

Jonathan Farrington is universally recognized as one of the leading sales experts in the world. He is continually at the forefront of new sales team development concepts and he believes that the ASP Profile is an essential first step towards developing levels.

How to implement ASP Profile

Please download a copy of the full Prospectus and/or a sample feedback report here:

http://www.jonathanfarrington.com/aspProfile.php

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BrainShark

brainshark

Brainshark (www.brainshark.com) enables you to deliver powerful, trackable communications that rise above the noise. The Brainshark Communications Platform is a web-based application that makes it easy to create, manage, and deliver on-demand multimedia presentations—so you can deliver tailored, high-impact content to tell your story, produce more qualified sales conversations, and optimize selling time with the prospects that are most interested and engaged with your message.

Brainshark offers a range of solutions to fit your needs. Enterprise solutions are available for organizations of all sizes. An optional integration with Salesforce.com makes it easy for salespeople to deliver presentations to their contacts and see in-depth information about how their contacts are responding to and interacting with their presentations—all from within Salesforce.com. For individual sales professionals or SOHO businesses, try myBrainshark Pro, a single-user account available for $9.99 per presentation.

Why Brainshark is an essential inside sales tool

Brainshark is a powerful tool for prospecting and selling. It helps you gain interest, generate leads, and keep your audience engaged throughout the sales cycle—while enabling you to know exactly who you should be following up with first.

Instead of cold calling—which might take 100 dials to find one qualified prospect— make every call a warm follow-up call by sending your prospects relevant, engaging content. And gain immediate feedback about how it's being received—know who is viewing your content, when they're viewing it, and how interested they're in your message.

Traditional ways of educating your prospect are dramatically declining in effectiveness. In a Web 2.0 world, it has to be quick, easy, painless, and entertaining for your prospects to learn about you! Whitepapers, even if they are downloaded from your web site, seldom get read. And emails that take your prospects to a landing page where—guess what— you ask them to READ more don't leave a lasting impression. And webinars are often inconvenient. Typically, one-third of registrants don't show up for the live event! By delivering on-demand Brainshark presentations that are tailored to your prospects' needs and stage of the buying cycle, you'll increase your reach and response, accelerate prospect education, and shorten your sales cycle.

BrainShark

brainshark

How Brainshark fits into the sales cycle and increases revenues

- **Increase prospecting success.** Make it easy for prospects to get educated about you, driving greater quantity AND quality of response.
- **Shorten the chase and your sales cycle.** Get your message in front of the toughest-to-reach influencers that are involved in the buying process; know how interested and engaged they are.
- **Increase your average selling price.** Deliver consistent messages directly from your best experts to effectively communicate your value.
- **Connect with the right people at the right time.** With immediate and detailed tracking, place follow-up calls when your chance of connecting is highest—exactly when you have your prospect's interest.

How to implement Brainshark

- Brainshark's Software as a Service offerings are available on a subscription basis. There are no software downloads required, nor hardware to install.
- Professional Services are available to help you get started and to quickly achieve your business goals.
- Learn more and build your own Brainshark presentation at www.brainshark.com
- View a brief overview of how Brainshark can help drive revenues and reduce cost across your business.

DiscoverOrg

DiscoverOrg (www.discoverorg.com) is the marketing system and Key IT decision-maker database that the technology market is raving about.

The DiscoverOrg system provides in-depth profiles on the IT Departments of over 5,000 of North America's largest accounts, including the Fortune 2000, federal, state and local governments, and universities. The data—which includes direct dial phone numbers and verified email addresses, as well as IT organizational charts—is accessible through DiscoverOrg's online platform, centered around a suite of tools designed to make the sales process more efficient and productive. The DiscoverOrg database contains over 85,000 Key IT Decision Maker contacts. The database is constantly growing and being updated.

DiscoverOrg employs a rigorous and constant verification system. Every contact in the database is touched for verification by our team of analysts at least once every 90 days. All aspects of our contact information—e-mails, phone numbers, titles, etc.-- is verified with each company.

The DiscoverOrg service is offered as an annual subscription. It gives customers access not only to a database of the technology operations at major organizations and their key technology decision makers, but also direct access to DiscoverOrg's in-house team of dedicated research analysts.

Why DiscoverOrg is an essential inside sales tool

All too often, inside sales professionals end up ditching their function as sales representative and become technology department researchers. Instead of spending their time connecting with Key IT Decision Makers, inside sales reps spend countless hours researching the IT Departments of their targeted accounts to find the correct decision maker. DiscoverOrg takes the tedious task of researching accounts away from its clients, and provides deep information on the IT Departments of over 5,000 of North America's largest organizations.

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DiscoverOrg

What makes DiscoverOrg truly different is its team of in-house enterprise research analysts. Instead of using software or search mechanisms to gather its information, DiscoverOrg uses a rigorous method involving primary research and hundreds of thousands of calls to technology decision makers each year. Through extensive interviews with technology buyers at the organizations it profiles, DiscoverOrg builds and maintains extensive profiles outlining the management structure and technologies deployed at its profiled companies.

How DiscoverOrg fits into the sales cycle and increases revenues

- **Collapses valuable•sales time.** Uncover IT decision makers and org structures at Fortune 2000 accounts. Achieve shorter sales cycles, more revenue from each account and a lower cost of sales.
- **Penetrates deep.** Find enterprise accounts, target ideal prospects, get proprietary intelligence on inbound leads, and much more.
- **Find unlisted direct dial numbers.**
- **Live chat directly.** DiscoverOrg's online research analysts will get you the information you need in real-time.

How to implement DiscoverOrg

For a customized demo of the DiscoverOrg services and a free trial:

- Please click here, or
- Email Andy Brewer, Director of Enterprise Sales at abrewer@discoverorg.com.

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DRE's Business Collaboration Network

DRE's *Business Collaboration Network (BCN)* (www.dresoftware.com) is an online collaboration tool that allows sales professionals to create, categorize, store, and exchange information in secure, personalized work spaces, which makes it easier for them to drive revenue efficiently. BCN's discussion forums, group calendars, whiteboards, file libraries, and to-do lists give sales professionals key tools to help reduce the cost of sale and enable them to close deals more quickly.

Despite all the technologies available today, companies still need a better way to create, categorize, and disseminate business-critical information among employees, prospects, and customers.• Additionally, sales teams need more insight into existing relationships, since understanding the unique needs of clients and prospects is critical for accelerating sales cycles, forecasting more accurately, and enhancing customer loyalty.• DRE's *Business Collaboration Network (BCN)* was uniquely designed for this specific reason.

How DRE's BCN fits into the sales cycle and increases revenues

IInside sales professionals can use DRE's BCN to:

- **Easily access the most relevant information.** Create, modify, and share proposals, call scripts, email templates, and other sales collateral. All versions are stored and easily accessible, helping to ensure that valuable work is not lost or duplicated.
- **Leverage the reference power of existing customers.** Create an online meeting place where prospects can engage with your evangelizing customers with your oversight and involvement.
- **Handle Objections.** Create collaborative spaces where company subject matter experts and customers/ prospects are grouped together. This makes it easier for customers and prospects to get questions answered throughout the sales process. BCN will track, organize and store all responses for future reference.

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DRE's Business Collaboration Network

DRE Software INC
DRIVING REVENUE EFFICIENTLY

- **Stay organized.** Keep track of action items and next steps as a deal moves to closure. DRE's BCN makes it easy for everyone to stay on the same page.
- **Improve customer loyalty.** Making it easier for customers to do business with you will enhance their loyalty towards your company and product or solution.

DRE's *BCN* is a single source for simplified collaboration and communication and can be accessed anytime, anywhere from any browser or mobile networked device. Notable features include:

- User Friendly Interface
- Simplified Work Space Creation
- Enhanced Security
- Unlimited Storage
- Data Categories
- Email Integration
- Comprehensive Library
- Integrated Event Calendar
- Collaborative White Board

How to implement the DRE's BCN

DRE's Business Collaboration Network is available on demand so there is no need to install software, or invest in IT esources. To register for a free trial please visit our website (www.dresoftware.com).

Our standard rate is only $10 per user per month, but please email sales@dresoftware.com to learn about our discounted corporate and group plans.

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EchoSign

In just one click, the **EchoSign** (www.echosign.com) electronic signature solution automates the entire signature process from the request for signature to the distribution and filing of the executed agreement or form. With nothing to download, learn, or install, there is simply no faster or secure way to ensure your sales deals are signed, tracked, and filed.

Why EchoSign is an essential inside sales tool

EchoSign customers close over $200M in contracts each month with an average "quote to close" time of 42 minutes. Over 1.2 million users at organizations such as Aetna, British Telecom, Comcast, Delta Airlines, GE Capital, Qualcomm, and Time Warner Cable use EchoSign everyday to get contracts signed, tracked, and filed in the most efficient and effective way possible. With EchoSign, companies of all sizes can:

1. Implement a web-based application that can pay for itself in less than 30 days
2. Accelerate the sales process with e-signatures
3. Track deals in real-time across sales, legal, and finance

Decrease post-sale paperwork by 20% to 50%

EchoSign

How EchoSign fits into the sales cycle and increases revenues

EchoSign for Salesforce—winner of the 2008 and 2009 Appex Award for Contract Management—is the #1 rated electronic signature application on the salesforce.com Appexchange.

- **Integrates with Salesforce.** EchoSign is the only esignature system with complete integration to Salesforce. It delivers electronic signature automation in Salesforce for e-signatures and fax signatures. Users can send contracts directly from Salesforce, view agreement history, and save e-signed contracts with the opportunity or contact. EchoSign has native integration with Apttus and CongaMerge.

- **Integrates with other tools.** EchoSign also has integrations with Google Apps, Netsuite, and Oracle CRM On Demand.

- **Goes global.** The EchoSign Global Edition allows US-based companies and European-based organizations to leverage localized electronic signatures for their customers and partners. Signers can now electronically sign documents in their native language. EchoSign Global supports a variety of European languages, including English, German, French, Spanish, Italian, Dutch, and more. For faxed signatures, users will receive a fax cover sheet in their native language and will be able to send the signed copy to a fax number in their region through EchoSign's Global Fax Network.

How to implement EchoSign

As a web-based product, EchoSign can be “turned on” immediately. There are no implementation or startup fees.

To learn more:

- Attend a free 45 min webinar with a live product demo.
- Register for a free account (you can send up to 5 contracts for signature).
- Sign up for a free enterprise trial (a fully functional trial available for free for 15 days).
- Pricing is available on our website.
- For more information email sales@echosign.com

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EchoQuote

EchoQuote (www.echoquote.com) is a Software-As-A-Service (SAAS) tool that surfaces high-quality prospects from your existing website using the promise of self-service pricing. MarketingSherpa reports that budgetary pricing is the most important piece of information serious prospects need early in the sales process, but can't find on most B2B websites.

"EchoQuote is the best sales conversation starter I've seen in 20 years" – VP of Sales

On the other hand, vendors generally cannot publish pricing because of product complexity and/or sales channel policies. EchoQuote solves all of these issues, keeps the vendor in con-trol of pricing, and converts more high-quality leads than typical contact forms.

Why EchoQuote is an essential inside sales tool

Customers use voice mail and email spam filters to block outbound marketing efforts, reducing the effectiveness of an inside sales team. Potential customers do their own Internet research and engage sales people only as a last resort. EchoQuote exploits the self-service trend and connects your inside sales team with prospects early in their research. The result is a productive sales conversation with an interested prospect. One EchoQuote client (VP of Sales for a high-technology company) said, "EchoQuote is the best sales conversation starter I've seen in 20 years."

How EchoQuote fits into the sales cycle and increases revenues

- **Surface customers early.** EchoQuote surfaces potential customers very early in their project research cycle when your value proposition can influence them the most.
- **Get the inside track.** Once connected, it is up to the sales team to position its products and/or services for the future purchase. Think of EchoQuote as an early alert system giving you the inside track on future projects.

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EchoQuote

How to implement EchoQuote

EchoQuote is designed for companies that sell expensive, complex products and/or services. Our typical client sells products or services that cost in excess of $10,000 although lower cost items can certainly be included.

- EchoQuote uses website *budgetary* quote requests as "conversation starters". One quote means one conversation with an interested prospect. Our pay-for-performance service is priced on a per quote charge (you approve and control all quotes). Since the sales team must approve all quote requests, there are never any hidden charges or fees. To get your own quote for our services, please use our Self-Service Pricing portal.
- EchoQuote is a month-to-month service with no long term contract. You may cancel the service at any time simply by removing the links to EchoQuote from your website. Setup takes less than one hour. Check out our 2-page EchoQuote Setup Summary Guide.
- EchoQuote is available as a free trial for up to 60 days. We can also schedule an online demonstration via GoToMeeting. Feel free to Email us or call Dale Underwood at 301-560-7127 to discuss how EchoQuote can help you find more serious customers.

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Gist

Gist (http://www.gist.com) helps you build stronger professional relationships. It brings together information from across the web for all your contacts and their companies, giving you the right information at the right moment to get a meeting, deliver an amazing pitch, or just find a better way to connect. Gist does all the work for you, assembling a dynamic collection of all your contacts and their companies from your email inbox, your social networks, or even your CRM system. And it automatically builds and updates their profiles as new content is published—by them or about them.

Why Gist is an essential inside sales tool

Adding rich profiles for individuals and companies to your information sources makes your prospecting more targeted and informed. Gist surfaces information about target contacts and their companies that can be used to reach out in context—at the right time, about the right subject, with the right pitch. Knowing about a recent promotion, business award, or record results takes the cold out of cold calling and allows you to demonstrate an informed approach in outreach efforts.

Best of all, Gist puts all this information where you already spend your time—inside MS Outlook or Lotus Notes, inside Salesforce.com, and on a mobile device (iPhone). It becomes part of your existing workflow and daily activities.
All we need to get started is a name, company, email address, or web site.

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Gist

How Gist fits into the sales cycle and increases revenues

- **Rich information means hitting your target.** Lists of contact names, phone numbers, and email addresses are not enough to get to the right person in the right way at the right time. Additionally, there is no shortage of on-line information available about you, your competitors, and everyone's experiences with those products or services.
- **Makes your first call a meaningful call.** Improving how you engage for the first time and strategically approaching each new prospect with a more robust view of who they are and what is being published about them or by them elevates the conversation, leads to more meaningful interactions and ultimately more closed sales.

How to implement Gist

Gist is free to try and is available on-line at http://www.gist.com. You can connect to your various email inboxes, social networks or CRM system or you can upload a spreadsheet of contacts and Gist will automatically create and curate profiles for those contacts and their companies.

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GoldMail

GoldMail Enterprise is a Web Sales 2.0 enablement tool that allows sales teams to voice over marketing content and deliver an engaging and personalized message to clients and prospects. GoldMail messages are delivered over standard email as a link or as a clickable image, over social networks like Facebook, Twitter, and Linked-In, or embedded as rich media within email marketing templates. GoldMail messages have the power of video, but they can be made far more quickly and easily and at a fraction of the cost.

Why GoldMail is an essential sales tool

GoldMail Enterprise solves the current sales dilemma of over-contacting and under-connecting. Seventy percent of all calls go directly into voicemail. And sending information as an attachment is not a compelling way to communicate.

GoldMails are high impact and engaging, with a proven record of generating significantly more action (click-throughs, etc.) than email and voicemail. GoldMail messaging is on-demand, which allows prospects to view it on their own time. Further, GoldMails can be tracked, so the sales person knows who's viewed it and can thus focus on the most promising prospects.

How GoldMail fits into the sales cycle and increases revenue

- **Sales teams to convey their value proposition more effectively.** Adding rich media to an email increases the likelihood that the message gets viewed. And studies have shown that the combination of voice with visuals increases message understanding and retention.
- **Qualify leads quickly.** Know who viewed your message and when so you can qualify leads and determining when and how to follow up. The call-to-action feature at the end of a message tells the viewer where to go next, such as a website or purchasing page.

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GoldMail

- **Send consistent, personalized messages.** Marketing creates and records concise action-driven messages, and a sales person can either add a customized greeting to the front of that message or re-record the entire message in their own voice. This gives marketing the benefit of knowing the messages are consistent, while giving sales the ability to take otherwise generic material and personalize it for the recipient..

- **Create messages for all phases of communication within the sales cycle.** Once a message gets past the initial gatekeeper of an organization, sales teams can rest assured that their messages can be accessed by the ultimate decision maker, so the value proposition never becomes diluted or expressed second-hand. GoldMail Enterprise also integrates with CRM software and system playbooks, so the effectiveness of a sales team messages can be tracked.

GoldMails have been proven to save time, decrease costs, and drive additional revenue. For example, Bell Micro increased its revenue by 15% and profits by 30% by having their sales team use GoldMail, even though they cut their staff significantly during this time frame. And an advocacy group using GoldMail within an email campaign generated five times more revenue than their previous campaign that utilized traditional HTML email, without a GoldMail.

How to implement GoldMail

- To view a quick demo about how GoldMail Enterprise can help your company drive revenue, click on the following link: http://play.goldmail.com/ru40yp75mu6v

- Everyone can attend live webinar sessions and view the scheduled webinar times at: www.goldmail.com/support/webinar_schedule.html

To enquire further about GoldMail Enterprise click on the following link: http://www.goldmail.com/redirect_by_category.aspx?redirecttype=synergy_inquiry_form

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GoToMeeting Corporate

GoToMeeting - Online Meetings Made Easy™

Citrix® GoToMeeting® Corporate allows organizations of all sizes to enable their employees to conduct unlimited online meetings, which provide a 24/7 lead generation channel that accelerates new revenue. Salespeople use it to launch instant one-click product demonstrations with prospects while already on the phone, as well as to enhance prospect communication, negotiate more effectively and accelerate sales cycles. Because GoToMeeting Corporate brings together simple operation, fast performance and an unlimited usage subscription model, it reduces the total cost of ownership and quickly generates a proven ROI.

How is GoToMeeting an essential inside sales tool?

Sales organizations are under constant pressure to maximize efficiency and close more deals faster. ”Business as usual” has gone by the wayside: Companies today are on the hunt for strategies that increase sales-team productivity and help sales organizations reach more prospects more often, more quickly, and extend their access to geographically dispersed customers. They are also looking for methods that help beat the competition, such as online presentations that enable sales staff to better connect with prospects and customers.

While shortening the sales cycle is fundamentally important, savvy sales managers know that a key ingredient for successful selling is arming sales staff with the necessary tools and information to be productive and effective. Promoting a team-selling approach and fostering effective oral and visual communication between sales reps and their prospects go a long way in closing more sales. The bottom line is this: Along with reaching and qualifying more prospects more often, more quickly, today’s sales organizations need to maximize the revenue opportunity for each deal. To do this they need to present uniquely targeted messages to engage key decision makers and build strong, lasting customer relationships that create cross-selling and up-selling opportunities.

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GoToMeeting Corporate

GoToMeeting Corporate makes it fast and easy to deliver more personalized sales presentations, more often – first, because it eliminates unnecessary travel and second because its user interface is so simple to use for both sales staff and their attendees.

How does GoToMeeting fit into the sales cycle and increase revenue?

GoToMeeting Corporate is convenient to use during many stages of the sales cycle. At the beginning of a customer relationship, sales staff can use it to deliver impromptu demos to prospects and for longer informational presentations. Later, GoToMeeting Corporate can be used for follow-up meetings and tying up loose ends during contract negotiations – saving valuable time at a critical stage in the sales process. Finally, online meetings provide a great vehicle for maintaining good customer relations post-sale through online training and product updates. In addition to helping sales organizations win more sales, accelerate the sales cycle, and keeping in touch with customers, GoToMeeting Corporate increases revenue by reducing operational costs incurred by frequent travel.

How can sales teams implement GoToMeeting?

GoToMeeting Corporate's distinctive All You Can Meet® flat-fee subscription model makes it easy for every employee to host frequent online meetings. GoToMeeting Corporate is priced so your business can use it more without paying more, providing a new level of value and ROI. There are no restrictions on usage, so organizers can hold online meetings as often and for as long as they like and gain maximum productivity from the solution. Plus, a convenient administration center simplifies the process of deploying the solution, making it as easy as sending an email.

Contact us to request a complimentary evaluation of GoToMeeting Corporate. Call us toll-free at 1 800 372 6207 or direct dial +1 805 690 2340. Or sign up online at http://www.gotomeeting.com/smartselling

You can also view a flash demo at http://www.gotomeeting.com/.

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Hoover's

Hoover's (www.hoovers.com) delivers comprehensive insight and analysis about the companies, industries, and key people that drive the economy. Designed for sales, marketing, business development, researchers, and other professionals who rely on quality insight and information, Hoover's covers both U.S. and global organizations and also provides powerful tools for list-building, prospecting, and finding and connecting with the right people, along with insight from an in-house staff of industry experts to ensure your message is meaningful.

Why Hoover's is an essential inside sales tool

Finding the right contact and getting your product and message in front of them (in the least amount of time and effort *and* in a way that's relevant to your prospect) is critical to closing the deal ahead of the competition. With a database covering more than 85 million people at 65 million companies worldwide, Hoover's is the best tool to help sales professionals do just that.

Quickly search, sort, and download company and prospect information. With access to more than 40 search criteria ranging from location to financials, you can focus on the best prospects, locate key decision makers, and access the intelligence needed to position products.

Connect with the key decision maker directly through ConnectMail, powered by Jigsaw. This tool enriches the Hoover's database of key people with direct phone numbers and e-mail addresses, letting you call deeper into an organization and connect with the right person.

Stay informed about issues and trends that matter to their prospects through in-depth coverage of more than 45,000 top organizations. This insight offers key challenges and opportunities in targeted industries as well as comprehensive business intelligence. Understand the pain points of the industry, the issues that need to be solved, and the trends within each industry, and how your product addresses their client's needs—before making the call. Then set sales triggers to receive alerts on targeted companies from thousands of sources, consolidated into one e-mail report that's delivered daily.

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Hoover’s

How Hoover’s fits into the sales cycle and increases revenue

- **Streamlines sales efforts throughout the sales cycle.** Make better, faster decisions, maintain a competitive edge, and improving efficiency and effectiveness.
- **Provides prospecting and lead generation capabilities.** In addition, tools and data about current customers can help teams cross-sell, up-sell, and develop relevant messages for retention efforts.
- **Get targeted and information and connect with the right contact.** Saving time and sales effectiveness translate to a positive ROI

How sales teams can implement Hoover’s

- Hoover’s (www.crm.hoovers.com) is available for SalesForce, Oracle On Demand, and Microsoft Dynamics, Access. Hoover’s editorial coverage for 45,000 companies worldwide is integrated directly with the CRM’s many sales teams use every day to records leads, develop prospects, and track customers. Pull, track, and retrieve the information you need to get the job done using the tools already in your workflow.
- For teams with different CRM’s or specialized internal processes, Hoover’s offers an Application Programming Interface, or API (www.hooversapi.com). Hoover’s API delivers rich, on-demand business information directly into your application.

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InsideSales.com

InsideSales.com (www.insidesales.com) was the first company to combine dialer technology embedded directly into a hosted CRM solution. It is not just a single tool, but a suite of integrated power tools for inside sales professionals. As a full platform of sales and marketing automation technologies that works with or without world-class CRM solutions like Salesforce.com, InsideSales.com provides the best-of-class essential capabilities to:

- Generate leads
- Capture inquiries
- Route appropriate
- Score and qualify
- Respond immediately & persistently
- Contact optimally
- Qualify effectively
- Close more productively
- Nurture innovatively

Why InsideSales.com is an essential inside sales tool

InsideSales.com is the pioneer of immediate response technologies in conjunction with university and corporate research from Kellogg, MIT, SKKU, FranklinCovey, and *info*USA showing tremendous increases in contact and qualification rates by contacting web-based leads within five minutes or less. This is a dramatic shift from the typical 48-hour response rate that companies usually demonstrate as proven in over seven subsequent lead response studies.

These same studies also found that the average lead is only called or emailed between one and two times before the salesperson gives up. This means a very small percentage of leads are actually being contacted. InsideSales.com and many of its clients consistently contact over 90% of all contactable leads through a combination of immediate and persistent call strategies. These research studies have been presented at MarketingSherpa, Sales 2.0 Summit, Dreamforce, Omniture Summit, and Cloudforce 2 Tours.

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InsideSales.com

How InsideSales.com fits into the sales cycle and increases revenues

- **Know *who* to call and *when* to call to increase contact, qualification, and close ratios.** This essential technology of immediate response has also been combined with a predictive 2.0 algorithm approach that makes previous versions of predictive dialer technology obsolete. InsideSales.com has moved the emphasis away from making more calls to calling at the best time, with the highest skilled people, to the lead sources and offer types that have shown to leverage the highest ratios of closed sales.

- **InsideSales.com works differently for different kind of sales reps.** Appointment setters will increase their *quantity* of calls, Closers will increase their *quality* of calls. Generalists who take a sale from lead to close will have power tools to increase both quantity and quality of their call process while increasing qualified leads and sales revenue.

- **Management gets deeper visibility into the metrics of calls and the ratios of sales.** They also get full recordings and monitoring capability to help increase the quality and compliance they are striving to achieve.

- **Calls are able to increase by up to a factor of 7x.** Go from 50 calls, which is the average according to recent research from Aberdeen, to 350 calls a day. This allows management to predefine *who* to call and *when* to call to optimize sales results.

How to implement InsideSales.com

- InsideSales.com offers a [free trial](#) following a live web-based demonstration of any or all of the power dialer and database technologies.

- Include the promo code “smartselling” to receive 1,500 free minutes of long distance to use to ensure an adequate opportunity to try it out for your sales or lead generation department.

SalesView by InsideView

SalesView by InsideView (www.insideview.com) discovers sales opportunities across both traditional editorial sources and social media and can present them directly within CRM applications for optimum impact.

Leveraging Sales 2.0 technology where traditional data providers have toiled with editorial staff, SalesView intelligently aggregates and analyzes the ever-growing personal, professional, and corporate information available in social networks, websites, and subscription-based sources to uncover new customer engagement opportunities.

SalesView's native CRM mash-ups provide real-time access to relevant news alerts, connections, company information, and contact details at the point of need.

Why SalesView is an essential inside sales tool

SalesView provides comprehensive and powerful capabilities to inside sales professionals right where they need it, such as within their CRM application, web browser, and mobile devices.

SalesView continuously:

- Monitors thousands of data sources for information on companies, their activities, and personnel
- Delivers alerts on key events and business insights
- Identifies the best prospects in target markets and customer accounts
- Discovers connections between the user and decision makers in target accounts
- Presents extraordinary relevance and user-specific intelligence about prospects and customers, at the point of need

SalesView by InsideView

How SalesView fits into the sales cycle and increases revenues

- **Maximize sales team productivity.** SalesView delivers a one-stop shop for your prospecting needs.
- **Accelerate the sales cycle.** SalesView enables salespeople to call the right prospects at the right time.

How to implement SalesView

SalesView is delivered as a Software-as-a-Service (SaaS) application and can be easily and conveniently accessed directly using the browser or as a mashup within CRM applications.

nsideView offers FREE, PRO, and TEAM editions for SalesView.

o arn more about the various products, go to http://www.insideview.com/cat-products.html.

- **FREE**: Sign up online at http://info.insideview.com/forms/Signup-Free.
- **PRO**: Purchase online at http://www.insideview.com/cat-professional.html.
- **TEAM**: Go to http://www.insideview.com/cat-salesteam.html and either attend a webinar or have a rep call them.

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Marketo

Marketo (www.marketo.com) provides marketing automation and sales effectiveness solutions that help B2B marketing and sales teams at global enterprise and mid-sized companies unlock growth across the revenue cycle. Marketo's powerful on-demand solutions are easy to learn and use, meaning customers are successful faster without sacrificing the high-end functionality they need.

Known for providing breakthrough innovation and explosive growth, Marketo was voted 'Best Marketing Automation Application' and 'Best Mass Email Solution' by Salesforce customers on the Force.com AppExchange. As of March 2010, more than 500 enterprise and mid-market clients in 14 countries have selected Marketo.

Why Marketo is an essential inside sales tool

Marketo Sales Insight allows sales to prioritize, understand, and interact with the hottest sales leads and opportunities, an effective solution to close more business faster. Reps get a "sixth sense" so they know which sales leads are ready for, and most likely to appreciate, a call or email from them. And it lets **reps send smart campaigns** and get instant updates when leads and opportunities open their emails, visit the website, or show other 'Interesting Moments' and buying signs.

As a result, reps are better prepared at every stage of the revenue cycle to deliver the right response to the right sales leads at the right time to ensure the right revenue results.

Only Marketo helps reps focus on the key moments that really matter to sales. And, as a 100% native Force.com application, Marketo Sales Insight works natively inside Salesforce CRM, meaning there's nothing new to learn, no new tools to install, and no need for additional IT.

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Marketo

Marketo

How Marketo fits into the sales cycle and increases revenue

- **Get prioritized sales intelligence.** Marketo delivers the sales intelligence that matters, with detailed activity data organized by “Best Bet” priorities and relevant “Interesting Moments.”
- **Track, launch, and find.** Send trackable emails, launch automated campaigns and find new prospects by monitoring anonymous Web traffic.
- **Get information anywhere, anytime.** Get information where you want it and when want it with “Lead Feed” updates to any device.

How to implement Marketo

Marketo’s on-demand solutions are easy to buy because they don’t require complex implementation or upfront fees, easy to own because they don’t require IT support, and easy to use without specialized technical skills or significant training.

Pricing for Marketo Lead Management starts as low as $1,200 a month. Qualified customers who commit to running a production campaign can get started with a free trial that includes set-up, training, and integration. Marketo Sales Insight is sold on a per-seat subscription basis in conjunction with Marketo Lead Management and Salesforce CRM.
Visit www.marketo.com to:

- Sign up for a free trial.
- Watch a 3:20 min overview of Marketo.
- Register to watch a deep dive of Marketo Lead Management (6:48 min) and Marketo Sales Insight (4:28 min).

PeopleMaps

PeopleMaps by 7 Degrees is the leading social selling application. It enables salespeople to leverage their personal and professional networks to see how they are connected to all of their prospects (any person or any company).

PeopleMaps' powerful graph engine comprehensively searches personal contacts, social networks, the Internet, and commercial data sources to perform the deepest and broadest search possible to display a map of all available Connection Paths to any person or any company. This information enables salespeople to dramatically accelerate sales by quickly and easily getting warm introductions to their sales targets.

Why PeopleMaps is an essential inside sales tool

In addition to quickly and easily enabling warm introductions to sales targets, the PeopleMaps Professional Edition provides many valuable tools, including:

- Safe Contact Sharing, an innovative tool that leverages the collective relationships within an organization to enable warm introductions to sales targets. For each of a company's sales prospects, PeopleMaps identifies which employees, Board members, customer references, and corporate partners have a strong personal or professional relationship with a prospect, without exposing any personal details. This gives organizations and teams an easy, automated way to privately leverage relationships in order to reach targets.
- Automated Prospect Ranking™ is another first-of-its-kind tool that instantly analyzes and ranks sales prospects based on the strength of personal and professional connections, so salespeople can sort prospects based on the strength of professional and personal connections within their organization.
- PeopleMaps Lead Assignment tool makes it simple for sales managers to assign each lead to the salesperson who has the strongest connection to the lead.
- Fully integrated into Salesforce.com and other CRM providers are coming soon.

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PeopleMaps

How PeopleMaps fits into the sales cycle and increases revenues

PeopleMaps enables salespeople to sort their leads, prospects, and accounts based on their Connection Strength to them, and then quickly see how they can get warm introductions to all of them. This dramatically accelerates the sales process and enables each salesperson to make more sales more quickly.

How to implement PeopleMaps

- The PeopleMaps Professional Edition, which includes Salesforce Integration, Automated Prospect Ranking™ and Safe Contact Sharing, is available for $49 per month.
- A Free Trial, Quick Tour, and Video Demo are available at http://www.MyPeopleMaps.com

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PoliteMail

What happens to the email you send? Because Outlook email is a critical component of any inside sales activity, wouldn't it be nice to know if your message actually reached your recipient? Did they click your links? Did they open your proposal or price list? With PoliteMail for Outlook, you'll know.

Why PoliteMail is essential for Inside Sales

Only PoliteMail works within your regular Outlook email to track who is opening your messages—without those annoying read-receipts. You'll see who is clicking which links and when, and be able to identify who is opening or forwarding your attached product information and proposals. All without complicated setup or web analytics. Just real-time feedback right alongside your inbox.

how PoliteMail fits into the sales cycle and increases revenue

- **Instantly Qualify Interest:** With PoliteMail, you'll know who is really interested, and in which products and services, based upon their click behavior. Now you'll know which links your prospects are clicking, and what products they are most interested in. Because you only have so much time in a day, PoliteMail helps you focus your activity on your most interested prospects.

- **Improve Follow-up Timing:** When you see a prospect is clicking a link into your website or opening your product spec sheet, you can take immediate follow-up action via phone or email, because you know they are at their desk, thinking about your product or service at this moment. If timing is everything, then PoliteMail is just in time.

- **Nurture Prospects Along:** PoliteMail allows you to send personalized messages to lists, and build automated sequences of Outlook email that will be sent out over time. PoliteMail makes it simple to run your own targeted campaigns, right from Outlook. Just add your prospects or customers to the list, and let PoliteMail do the work. Every email is sent individually, not bulk, and personalized so it appears exactly as if you sent it to each person individually. When they express interest with a click, you'll know immediately and can take action.

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PoliteMail

How to implement PoliteMail

PoliteMail is an Outlook add-in that is simple to install and easy to use. Compatible with Microsoft Office Outlook 2003, 2007 and 2010 (upon release). Provides complete, automatic opt-out and CAN-SPAM compliance.

- Try it Free: Download and install a free trial, and send 100 tracked messages at no cost.
- Attend a free 45-minute online webinar to see PoliteMail in action, discover how it will work for you, and ask any questions you have about the product.
- For more information, talk to TimPowers@politemail.com

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SAVO

SAVO is the industry-defining leader in Sales Enablement, maximizing a selling organization's ability to communicate value and differentiation in clear, consistent, and compelling ways. SAVO's innovative on-demand application captures the materials, knowledge, best practices, and subject matter expertise your sales team needs to have effective sales conversations, and delivers it to salespeople based on their specific sales situation. The combination of SAVO's real-world experience with over 200,000 users worldwide, an innovative consulting approach and award-winning technology uniquely positions SAVO to enable the entire sales organization.

Why SAVO is an essential inside sales tool

Oftentimes your company's inside sales team is the first point of contact with a prospect company. For each call, it's critical that your team can demonstrate knowledge of the company, industry, and key value prop for that industry in the first five seconds.

Your team needs to be able to speak confidently to prospects in a wide range of industry verticals. As a result, they need access to a broad range of information and materials, and know what to draw from to have a fluent conversation with a prospect. They need to be able to anticipate customer questions and objections, and have the very best answer your company can give, every time.

Additionally, many inside sales teams have a unique sales cycle. Following this sales cycle, with all of its stages, is critical. At each stage, the ability to share the right piece of information that positions your company best, will allow them to move the deal forward.

SAVO was designed to enable salespeople to have these critical customer interactions. SAVO's on-demand application delivers the information, materials, and subject matter experts that salespeople need for each specific sales call, in just a few clicks.Gain access to best practices, up-to-date information from the field, win stories, competitive intelligence, and key subject matter experts who can help them with a deal. It allows them to customize materials quickly and easily, delivering a tailored message to each prospect.

SAVO

Enable great conversations. Sellers gain access to critical content and information that drives great conversations, allowing them to tailor the message to their prospects, and gain insight that moves deals forward.

With SAVO, salespeople get more than formal content and documents; they gain access to best practices, up-to-date information from the field, win stories, competitive intelligence, and key subject matter experts who can help them with a deal.

How SAVO fits into the sales cycle and increases revenues: Presentations

- **Create and customize presentations in a few clicks.** Customize presentations quickly and easily, adding contact information, or pulling in external data, customer references, or other information for a tailored, brand-compliant presentation that's ready for the customer.

How SAVO fits into the sales cycle and increases revenues: Closing

- **SAVO is an essential inside sales tool for closing.** Anticipate last-minute threats to each deal and respond quickly and effectively. SAVO ensures that for any last-minute request, sellers can deliver the very best answer from your company. Finally, using SAVO, sellers can quickly and easily generate customized proposals, emails, and other materials, allowing them to deliver a tailored message to each prospect.

How to implement SAVO

SAVO is available integrated into CRM or as a standalone application. In both cases, SAVO is the tool to allow your inside sales team to have confident conversations that move deals forward at each stage.

For a customized demo of SAVO and a free Sales Enablement assessment, please click here.

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TimeDriver

TimeDriver (www.timedriver.com) by **TimeTrade** combines appointment scheduling with a powerful emarketing system so you can proactively invite people to schedule an appointment with you.

Why TimeDriver is an essential inside sales tool

TimeDriver is an easy-to-use Web-based appointment scheduling system that delivers 56% more confirmed sales meetings* with no phone or email tag. It enables your sales team to invite customers and prospects to schedule time for sales demos, account reviews, phone consultations and other sales interactions.

Your team will get more appointments with fewer hassles than ever before. Appointments automatically flow into your Salesforce.com, Google, or Outlook calendar, and confirmations and reminders are sent automatically.

How TimeDriver fits into the sales cycle and increases revenue

- **Makes it easy for the prospect to schedule a call or meeting.** TimeDriver allows a "Schedule Now" button to be embedded in a rep's outgoing e-mail so that prospects can access the salesperson's calendar and schedule time for a call or demo. TimeDriver moves the ball into the prospect's court and allows them to schedule a convenient time to meet with a rep so that qualified prospects are the people who are contacting you.
- **Save time and make more calls per day.** TimeDriver also seamlessly integrates with SalesForce.com. Sales reps have the ability to offer appointments to leads and contacts directly from within SalesForce.com, thus saving reps time and allowing them to make more sales calls every day.

*Based on controlled test of 6,373 e-mails that gave customers the option to schedule a sales meeting.

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TimeDriver

How to implement TimeDriver

Because TimeDriver is an on-demand solution that runs on the Web, it's easy to get started.

You can begin with just a few seats and then ramp up as your sales team discovers the power of TimeDriver to increase sales. TimeDriver is $29.95 per user per year – less than $2.50 per month. Sign up today for a free trial.

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WrapMail

Wrapmail (www.wrapmail.com) is a dynamic, interactive letterhead that is wrapped around every external email and linked to your website. WrapMail surrounds the text with a frame containing images and embedded links, turning every email into a sales tool that helps brand market the company and promote products and services.

Why WrapMail is an essential inside sales tool

WrapMail offers a solution that does not require any installation but that seamlessly adds interactive letterheads (designed by the client) to every outgoing email so that each and every one becomes a promotional piece for the company and when clicked delivers the reader to the website. Furthermore the solution tracks the clicks and reports who is clicking on what and when (also in real time), turning the system into a research tool.

How WrapMail fits into the sales cycle and increases revenues

- **Get the corporate message out.** Wrapmail is a perfect partnering tool that helps sales representatives help Marketing get the corporate message out.
- **Wraps are trackable.** WrapMail's wraps are also tracking, giving invaluable data back to both sales and Marketing. An "Immediate Click Alert" tells you who has just clicked on what link.

How to implement WrapMail

This "hidden" advertising medium is probably the most viral available and the least costly. WrapMail costs $5 per user per month, plus a onetime $150 signup charge that includes a free custom wrap.

- To implement WrapMail, just SIGN UP.
- For more information, visit our website at www.wrapmail.com or email us at info@wrapmailinc.com

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Smart Selling Choices: Josiane Feigon

READ "**Smart Selling on the Phone and Online.**"

This comprehensive skills sourcebook was written specifically for inside sales teams and managers who must navigate the Sales 2.0 landscape. This cubicle must-have is based on the proven and time-tested TeleSmart10 System, the Sales 2.0 training methodology that global Fortune 500 companies rely on for developing their sales talent. This book was chosen by 800-CEO-READ as one of the best sales books of 2009.

DOWNLOAD **free webinars and podcasts.**
Josiane knows how to educate, inspire, and train from the desktop. Watch and participate right where you are.

Josiane Chriqui Feigon is President and Founder of TeleSmart Communications, a global training and consulting company based in San Francisco that specializes in inside sales. Her organization provides consulting, coaching and training for scores of Fortune 500 companies—including Apple, Cisco, Microsoft, and Oracle—whose global inside sales organizations range from 20 to 800 salespeople. A pioneer of the Sales 2.0 movement and one of high tech's most in-demand inside sales trainers, Josiane has mastered inside sales from inside the cubicle to the mind of the customer.

For More Information, Contact Josiane:

Web: www.tele-smart.com

Cubicle Chronicles Blog: www.tele-smart.com/blog

Twitter: @josianefeigon

Facebook: Josiane Feigon

YouTube: www.youtube.com/user/josianefeigon

LinkedIn: www.linkedin.com/in/josianefeigon

Email: getsmart@tele-smart.com

Call: 415-543-6537

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Smart Selling Choices: Nancy Nardin

READ "Increase Sales in 2010: Sales Tools and the Path to Productivity Gains"

This report sets out to answer the most important question of all: "How do you sell more?"

The key to increasing sales productivity in 2010 is to understand what tasks and activities keep reps from spending more time in front of prospects. This report gets down-and-dirty, providing detailed examples of how sales reps spend their time and how to accomplish more by deploying the right tools.

Nancy Nardin is the founder of Smart Selling Tools, where sales professionals learn about tools that help them sell more, faster, easier. Ms. Nardin is a 25-year veteran of high-tech and IT market research sales and is considered the leading expert in selling tools. Her popular ebook "Increase Sales in 2010: Sales Tools and the Path to Productivity Gains" was published in January. This 100-page ebook is available for free at www.smartsellingtools.com.

For More Information, Contact Nancy:

Web: www.smartsellingtools.com

Find tools to help you sell more, faster, easier. Smart Selling Tools site profiles over 100 sales tools in easy to find categories. It's your shortcut to finding the right tools for your sales needs.

Blog: www.smartsellingtools.wordpress.com

Twitter: @sellingtools

LinkedIn: linkedin.com/in/nancynardin

Email: nancy@smartsellingtools.com

Call: 916-596-3035

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With Special Thanks to:

American Association of
Inside Sales Professionals

The American Association of Inside Sales Professionals ("AA-ISP") is dedicated exclusively to advancing the profession of Inside Sales. As the only organization of its kind, the AA-ISP serves as an authoritative resource to leaders and individual sales representatives who want to take their organization and careers to the next level of professionalism and performance.

Join AA-ISP Now

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THANK YOU!

Smart Selling Tools for Inside Sales 2010

Click here

For more Information