



Ready to Close the Sale

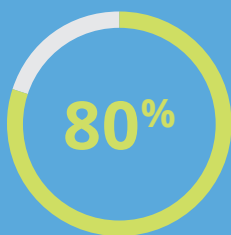
BY MICHAEL AMES, VABLET COO

It's common knowledge that customers today are further down the buy cycle, mainly because of the Internet and the availability of social information.

In fact, studies show that buyers are more than half (57%) of the way through the buying cycle before they even reach out to a salesperson. For more complex purchases, this number jumps closer to 70%.

Salespeople need to be able to identify just how far along a customer is: they need to know what information the customer is looking for and then how to satisfy that customer, often in that initial sales call.

For this very reason, sales reps need to have the right tools at their disposal so they can take the order and capture customer signatures on the spot.



of the buyer's research occurs before the meeting occurs

Competitive Advantage, Necessity, or Both?

As I mentioned, customers are incredibly savvy when it comes to tracking down information about possible products and solutions and in vetting their options. But shouldn't the salesperson have an advantage also? You want to have every possible opportunity to close a sale, and arming your sales team with any and all tools necessary should be a priority.

Today's workforce is mobile. They are doing more in the same amount of time and they need instant access to information, files, and selling solutions — whether they are connected to the Internet or not. Mobile technology provides speed of access, and that speed gives salespeople an advantage in the field.

Marketing materials are becoming more important, and when the right sales collateral is delivered in beautiful rich media formats, coupled with commonly used forms and signature-gathering capabilities, a salesperson can maximize their time in front of a customer or in a virtual meeting. Printed collateral or documents are much less desirable than they once were — as technology has overtaken almost all facets of sales. HTML5 has accelerated that process. Staying ahead of the curve, keeping your market advantage, and maximizing your ability to shorten the sales cycle are a necessity in today's economy.



Timing Is Everything, Right?

Most buyers prefer to keep sales reps at arm's length as long as possible — I know I'm that way. They want to control the sales process, and who can blame them? No one wants to be "sold" or given a hard sell if they can avoid it. Buyers feel like they are more in control if they are accessing information themselves, because they no longer have to depend on sales reps to narrow down their options or make their short list.

But, once they've narrowed their choices, the sales rep's job becomes extremely important. If the buyer is ready to close, a salesperson needs to be ready to close them at any given time.

This means that they need to have all the tools required to close the sale at their disposal.

vablet can help your sales force be ready for buyers.

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