



Gryphon President Jeff Fotta blogs about Sales Intelligence

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Wiring Your Sales Team for a Modern World

We've seen an enormous change in the way the world does business, and this change has been driven largely by the increase of mobile in the enterprise. In fact, a study by IDC predicts that the mobile workforce population will reach 1.3 billion by 2015. That's 32 percent of the entire workforce, and the enterprise tech sector has done more than its fair share to accommodate the changing needs of today's employees. For the most part, that is.

Historically, sales teams have been shortchanged along the way. Sure, CRM systems are here to stay, especially with the "mobile first" mentality of most, but they actually leave some pretty significant holes that make it harder to accurately forecast and manage salespeople, who are part of that ever-growing mobile, dispersed workforce. A major reason for this is that traditional CRM systems require salespeople to manually enter data into the system. But as we all know, salespeople want to sell, not perform data entry, and because many are unfamiliar with how their system works, many end up skipping the process altogether. This leaves managers with a "visibility gap" into sales activity, oftentimes drawing on incomplete and inaccurate information to manage and forecast. As a result, it's difficult for managers to make decisions that improve sales productivity and effectiveness.

The solution is to gain on-demand visibility into sales agents' activity – from call attempts, conversations had, time on call, to call outcome, and more. Like all data, this data is only as useful as the context and actionable intelligence managers can derive from it.

Enter sales intelligence.

Whether sales reps are making their calls from the office, home, or mobile device, sales organizations are now using technology to automatically capture and analyze sales activity data to eliminate many of the manual processes associated with traditional CRM systems. As a result, managers gain reliable, actionable sales intelligence to forecast based on actual activity, not hunches. Now armed with accurate data, managers can also set key performance indicators and customize the data to see metrics that are most important to their business while also receiving the context behind them through targeted speech analytics.

Getting the most from employees at all skill levels is challenging for anyone, even for those that have all of the latest technology at their disposal. Automated analytics enables managers to spot reps who are falling short of goals and identify *why* they aren't performing. Are they not making enough calls?

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Straying too far from the script? Vice versa, managers can understand what techniques are working best for top performers and apply them to their training programs to drive results across the board.

This kind of sales intelligence also enables sales managers to see trends and compare metrics across the enterprise by region, office, team, or individual rep, and to discover additional call activity that leads to most desired results. With these insights in hand, organizations can establish best practices, optimize team performance, and gain new confidence in forecasting and revenue goal attainment.

But managers are not the only benefactors here. Sales executives, by nature, thrive in a competitive landscape, and with intelligence in play, they can spend more time hitting goals rather than manually entering in all of their sales activity. Furthermore, sales intelligence allows managers to set individuals against targets and averages while allowing reps to see how they stack up against their colleagues, which further motivates reps to perform.

So why bother making the switch from your existing system to one that focuses more specifically on sales intelligence? Think of all the money your organization spends on business intelligence and CRM. Don't you think after all that money spent, you shouldn't still have to guess what's going to come in and what's not? Just because the modern workplace has changed and employees operate remotely through a variety of devices and channels doesn't mean you have to compromise your accuracy and the performance and development of your team as a result. What good is data if it's not reliable and not easily converted into true information?

Sales intelligence empowers not only you but your reps with meaningful insights that kick your activity, and your bottom line, into overdrive.

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For more information, please visit www.gryphonnetworks.com. ■

About Symmetric Capital

Symmetric Capital, a private equity firm focused on profitable growth companies throughout the United States and Canada, invested in Gryphon Networks in 2009. With the flexibility to invest in either minority or majority positions, Symmetric structures transactions that meet both the immediate and the longer-term objectives of owners and managers – all without changing a company's entrepreneurial culture or introducing excessive debt that restricts growth. Since 1990, Symmetric's principals have built dozens of successful, collaborative partnerships, beginning in each case with an equity investment to fund growth, shareholder liquidity, debt repayment, a management-led buyout or a strategic acquisition.

Symmetric targets companies with at least \$10 million in revenues and \$2 million in operating profits. Sectors of interest include business and financial services, healthcare, technology, software, education, and consumer and industrial products. With over \$200 million in committed capital under management, Symmetric typically invests \$5-25 million in each company. Larger transactions can be funded in conjunction with our limited partners or with other co-investors. For more information on Symmetric, please visit www.symmetriccapital.com.