sales 2.0

Sales 2.0 Innovation Leads to Sales Acceleration

When times are tough, the sales organizations that continue winning are those that deploy the right strategy and use the right tools to create more business while others fail. Sales 2.0 is the new success paradigm that combines customer-focused methodologies with productivity-enhancing technology to transform selling from an art to a science. The most astonishing part of Sales 2.0 is the rapid growth of this market segment. Just a few years ago, there were fewer than 100 Sales 2.0 solutions; today, sales leaders can choose from more than 1,000.

Sales leaders are often surprised to discover solutions that they never thought existed. The best part is that these tools not only cut the cost of sales, but also accelerate the sales process. Here are just a few examples of what Sales 2.0 solutions can do: Connect with eight or more prospects in one hour. Send an email alert at the exact time a prospect opens your email. Harvest the collective intelligence of your sales force so your entire team can replicate the best practices of your top performers. Dictate your call report into your phone and have a printed transcript dropped into your Salesforce.com notes. Get smart analytics that allow you to make decisions based on science, not on hunches.

Here, in alphabetical order, are the best of those tools.

new solutions
for managers

1. Angoss Helps Sales Teams Predict Customer Behavior

Angoss Software Corporation provides leading analytics software and solutions to financial, telecom, retail, and life sciences organizations. The software helps sales teams discover the patterns in their own data; predict the impact of their marketing, sales, and risk strategies; and then act on this insight. The result, of course, is a faster and more efficient pipeline – with more sales flowing through it. For more information, visit www.angoss.com.

2. BigMachines Helps Configure Complex Solutions

Today's customers want everything customized and configured to match their unique needs. BigMachines captures an organization's "tribal knowledge" to provide online product selection, configuration, quoting, and ordering capabilities for new products and aftermarket parts and services. It not only helps ensure accurate quote and order management, but also provides powerful reports, analyses, and forecasts – across all sales channels and customers. And because it's Web-based, the BigMachines software easily integrates into existing CRM and ERP systems. For more information, visit www.bigmachines.com.

3. Birst Makes "Business Intelligence" More Intelligent

There was a time when "business intelligence" was something of an oxymoron, at least when it came to CRM. Birst automates business intelligence for fast and flexible analysis. After a quick upload of your information, you're ready to start analyzing and creating reports and dashboards to share with your team. Birst lets you analyze your data any way you like, and its Quick Dashboards feature helps you get the insight you gain to the people who need it most. For more information, visit www.birst.com.

4. Bluewolf Moves You onto On-Demand

Bluewolf is one of the world's fastest-growing providers of on-demand software services. The company can help you with your technology staffing, database management, marketing, and CRM applications. The company has offices throughout the United States, and clients range from such giant firms as General Electric to major nonprofits, such as United Way, to innovative Silicon Valley startups. For more information, visit www.bluewolf.com.

5. Business Objects Measures Your Pipeline

Business Objects helps sales executives group information, measure it, give the sales team access to it, and share new information when it changes. The idea is to help the entire team focus on key performance metrics and transform what otherwise might be disjointed information into a real strategic asset. You can create dashboards, and scorecards provide visibility to better align the actions of the team with the strategy from the top. For more information, visit www.businessobjects.com.

6. Citrix Makes You Even More Mobile

Sales 2.0 lets you build businesses without borders; however, fuel costs and travel delays can make business travel difficult, and when you do travel, you may need data that's not on your laptop. Fortunately, Citrix GoToMeeting allows you to conduct essential sales calls online. And Citrix GoToMyPC lets you reach securely behind your corporate firewall to access your home-base computer. The combination of the two helps you become a truly mobile road warrior. For more information, visit www.citrix.com.

7. ConnectAndSell Connects You to Prospects

Most sales professionals hate making cold calls. The process can be discouraging, and it's increasingly difficult to get through to decision makers. ConnectAndSell delivers sales prospects to you, through a combination of patented switching technology and virtual sales agents. When you're connected to a prospect, the prospect believes that your sales rep has made the call. As a result, your sales reps can focus less on cold calling and more on actual selling. For more information, visit www.connectandsell.com.

8. Genius.com Tracks Your Customers' Browsing

When you use email to market your offerings, you need to know which emails were effective – before you spend the time and money to contact prospects. SalesGenius from Genius.com alerts you when your emails are opened and when prospects visit your Website. SalesGenius shows exactly which pages prospects visited and how long they stayed on each page. That way you know what interests your prospects before you make that cold call. For more information, visit www.genius.com.

9. Green Leads Builds ROI into Marketing Programs

Sales managers constantly complain that their marketing group is wasting money on unmeasured activities. Green Leads changes that by defining the success of its marketing program in terms of ROI. Green Leads identifies and targets prospects who maximize your market strategy, qualifies leads to optimize your sales resource, and nurtures market relationships until they are sales ready. It then generates appointments for your sales team and sends invoices only when the actual meetings take place. For more information, visit www.green-leads.com.

10. GroupSwim Turns Social Networking into Business Networking

If you're serious about business, you need serious tools to network and collaborate. GroupSwim's tool kit includes Collaboration, which allows your team to share discussions, files, Wiki pages, and expertise; Community, which provides an online experience for your customers and partners; and Workbench, which allows you to create widgets and other interfaces for your customers so they can ask questions, search content, and upload files – and all without ever having to leave your environment. For more information, visit www.groupswim.com.

11. Holden efox Merges Coaching with Sales 2.0

Holden's efox software is perhaps the only Sales 2.0 tool built specifically by a top sales trainer for use by sales professionals.

It has an intuitively simple interface that requires minimal data entry, and it provides graphical win/loss indicators and coaching that prompts sales leaders to make quick and precise decisions on what opportunities require immediate coaching. The activities thus generated are reinforced by the real-time, analytic reporting of leading indicators of sales performance through an easy-to-read dashboard. For more information, visit www.holdenintl.com.

12. Hoovers.com Helps You Find Decision Makers

Need to know more about your customers and competitors? There's no better way to bone up on the latest and greatest than on Hoovers.com. The site has detailed, inside information on hundreds of thousands of companies, public and private. Detailed information about industries, markets, economies, legal issues, government regulations, case studies, and even business events allows you to find out what's important to you, your customers, and even your competitors. For more information, visit www.hoovers.com.

13. InsideView Consolidates Data into Knowledge

Don't let your team drown in information. SalesView from InsideView gives your team a consolidated, rational view of relevant business information, discovered and distilled through Web harvesting, specialized research providers, and social networks. This all-important knowledge is presented within the familiar context of your CRM environment, giving your team insight into your prospects' sales readiness and relationship networks. For more information, visit www.insideview.com.

14. Jigsaw Plugs You into Your Business Network

How big is your business network? You'll never know unless you can actually locate your colleagues and friends online. Jigsaw provides a directory of more than 8 million business contacts, complete with names, titles, addresses, email addresses, and phone numbers. What's more, Jigsaw is

more accurate than prepared lists of business contacts, because more than 400,000 members build and maintain it by trading business cards they have for business cards they need. For more information, visit www.jigsaw.com.

15. LucidEra Makes Your Forecasts More Accurate

With Sales 2.0, the pipeline becomes far more than just a sales funnel; however, a more complex pipeline makes it that much more important for sales managers to understand what's going on inside each opportunity. LucidEra allows sales managers to examine their pipeline to spot risks and opportunities, and find out which deals are stuck so that they can take action to ensure that deals go through as forecasted. For more information, visit www.lucidera.com.

16. Marketo Turns Leads into Sales Leadership

It's not enough to simply land new leads; you need to nurture them into customers. Marketo helps marketing and sales teams collaborate on a single revenue cycle. It performs email marketing, lead nurturing, lead scoring, sales-lead insight, and reporting capabilities in order to help your firm generate and qualify sales leads, shorten sales cycles, demonstrate marketing ROI, and drive revenue growth. Even better, it's an on-demand application that gets up and running quickly. For more information, visit www.marketo.com.

17. Miller Heiman Provides Timeless Sales Strategy

Some sales wisdom is timeless. For 30 years, Miller Heiman has researched the sales process, defining and documenting what makes successful selling. Even in the world of Sales 2.0, successful selling is based on fundamental and repeatable processes. Miller Heiman's core programs remain the gold standard for managing complex sales and have helped sales organizations across the globe by providing a refined, systematic approach to the art of strategically managing complex deals. For more information, visit www.millerheiman.com.

18. Phone Works Builds Winning Sales Strategies

Phone Works has helped more than 250 clients design and implement successful sales strategies by building new inside sales teams or optimizing existing inside sales groups. Phone Works identifies the best strategy for you and creates predictable, measurable Sales 2.0 processes that maximize productivity, accelerate results, and increase revenues. The idea is to implement a sales strategy that combines the right people, processes, and technology for a scalable sales model that can be counted on for lasting results. For more information, visit www.phoneworks.com.

19. Research In Motion's BlackBerry Makes Sales 2.0 More Mobile

Selling Power magazine recently conducted a survey that revealed that more sales professionals carry BlackBerry smart phones and PDAs than any other brand. And no wonder – the BlackBerry is arguably the only handheld device that fully supports email, mobile phoning, text messaging, Internet faxing, Web browsing, and other wireless information services, as well as dozens of CRM and Sales 2.0 tools. And it all runs on a multitouch interface that sales pros find extraordinarily easy to use. For more information, visit www.rim.com.

20 Ribbit Gives CRM a Voice

Ribbit for Salesforce links your mobile phone to CRM, email, and short message service (SMS) with automated speech-to-text capabilities. Calls, voice notes, and voicemail flow into Salesforce and eliminate having to type updates. Everything is in one place, and you can play, read, and search messages in Salesforce. Messages map to contacts and easily attach to opportunities. While on the go you can read voicemail as SMS or email or dictate email drafts to maximize efficiency. For more information, visit www.ribbit.com/salesforce.

21. Richardson Brings Sales Training Online

Richardson offers a wealth of QuickSkill courses on consultative selling, telephone selling, negotiations, sales presentations,

customer care, and sales coaching. You can take the training on-demand or blend it with traditional instructor-led training. Richardson can also help sales managers integrate the training into their sales coaching activity with its QuickGuides. These guides help managers lead 20-minute team meetings in which they can adapt the QuickSkill to match their firm's current selling strategy. For more information, visit www.richardson.com.

22. Salesforce.com Makes On-Demand CRM Easy

Why is Salesforce.com the gold standard for on-demand CRM? Perhaps it's because the services comes with a set of powerful, built-in capabilities, as well as a fully customizable environment that's attracted dozens of application partners. Or perhaps it's because Salesforce.com can be up and running in weeks or days, rather than the months or years that's typically the case with traditional on-premise CRM. Or maybe it's that Salesforce.com is constantly expanding the AppExchange suite of on-demand applications. Any way you look at it, Salesforce.com is a Sales 2.0 leader. For more information, visit www.salesforce.com.

23. Salesgenie.com Helps Generate Better Leads Faster

How do you know if your customer data is up-to-date and accurate? Salesgenie gathers data from multiple online sources and then – here's the important part – verifies it by telephone. In fact, Salesgenie has more than 700 professional researchers who continually update the customer data by making more than 25 million calls per year! The resulting database includes customers and prospects in nearly every business in the United States. For more information, visit www.salesgenie.com.

24. Sant Automates your Proposal Process

If your salespeople are writing proposals, they are not in front of customers. The Sant Suite provides automated tools to help sales pros write winning proposals. Because Sant enforces your own best practices, each proposal will harmonize with the fundamental marketing message and

value proposition that your business wants to communicate. The result is a better bottom line, a higher win ratio, fewer demands on scant internal resources, faster responses to RFPs, and more face time with customers. For more information, visit www.santcorp.com.

25. SAVO Group Helps You Collaborate to Win More

Sales 2.0 is all about collaboration, and SAVO has a collaborative, on-demand "sales enablement platform" that makes it easy for everyone in the company to collaborate and contribute content, insight, and feedback. SAVO solutions help sales professionals harvest corporate-wide knowledge, making your entire team more effective. SAVO also helps sales teams personalize sales meetings and other customer communications to match specific sales needs. For more information, visit www.savogroup.com.

26. TerrAlign Maximizes Your Revenue – Territory by Territory

TerrAlign's solutions help organizations automate and optimize their sales resource planning process by enabling the Sales Operations group to design, visualize, analyze, and manage field forces for maximum utilization and profitability. TerrAlign automatically aligns and optimizes sales territories, giving each rep an equal amount of sales, potential, or workload while minimizing driving time. Benefits include increased selling time and revenues, with decreased costs and turnover. For more information, visit www.terralign.com.

27. Vanella Generates Qualified Sales Leads

The Vanella Group is all about telesales. This company connects your sales team with key influencers and decision makers, and provides you with valuable information during the sales cycle in order to position your team strategically within targeted accounts. Vanella has extensive experience working with top firms in the fields of software engineering, business process optimization, and integration services. Even

better, Vanella claims a lead conversion rate that's three times higher (!) than the industry standard. For more information, visit www.vanellagroup.com

28. Xactly Corp Makes Sales Compensation Strategic

Most companies keep track of their sales compensation on a spreadsheet. But that's a recipe for bad morale, because it's almost inevitable that something (like your top rep's commission) will eventually fall through the cracks. Xactly automates the creation, logging, and payment of compensation, commissions, and even sales contests. The result is a more motivated sales force that closes more business...and is happier while doing it. For more information, visit www.xactlycorp.com.

29. Xobni Turns Outlook into a Sales 2.0 Power Tool

The Xobni plug-in saves you time when you're searching Outlook for email conversations, contacts, and attachments. After a quick install, the new Xobni toolbar appears in Outlook. When a new email arrives, the sender's full communication history appears in the Xobni sidebar, including past conversations, attachments, and contact details (with picture) if they're on a social networking site. You can also search your past emails with lightning speed. For more information, visit www.xobni.com.

30. ZoomInfo Targets Your Best Opportunities

Every minute spent making fruitless phone calls is a minute lost in closing deals and making money. Whoever it is, whatever his or her title, ZoomInfo helps you get access to the right person by providing names, phone numbers, and email addresses. ZoomInfo has a special version for individual sales reps that finds them detailed bios and contact information on 1.5 million executive-level prospects. A heftier version for entire sales and marketing teams digs deep into organizations to find the hard-to-uncover decision makers at all levels. For more information, visit www.zoominfo.com.