


EBOOK

A Sales Reporting Masterclass

for Field Managers

MacBook Pro



The foundation of any successful sales process is built upon sales reporting. It guides a sales manager's decision-making process, provides invaluable insight into team performance, sales pipeline status and opportunity management.

But most importantly of all, sales reports enable managers to leverage valuable data in regards to their sales team's performance. Accurate, real-time KPI data allows managers to identify **coaching opportunities** and support their sales team.

They pinpoint which skills a sales rep needs to develop, whether they are hard skills (using the CRM, copywriting or data analytics) or soft (time management, active listening and communication). They also help address behavioral issues that might be impacting a rep's ability to perform their jobs and help them proactively solve problems.

However, all this is only possible if the sales reports are:

- 
- **Accurate**
 - **Relevant**
 - **Focused**
 - **Customizable**

Unfortunately, the majority of reporting taking place amongst field sales teams is missing at least one of these key characteristics.

Their accuracy is often obscured by poor quality data, relevancy diminished through a lack of focus and customization is restricted by sub-standard sales software.

The good news is this **can all be fixed**.

This eBook will highlight the common problem areas sales managers face, offer solutions on how to fix them and give you the concise, actionable sales reports needed to increase your team's sales performance.






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What do the sales experts say?

Sales reporting by the **numbers**

To get a real understanding of the problems facing field sales directors we took a fine-tooth comb through the market data. In a survey of over 150,000 sales professionals we discovered there are **6** key elements and characteristics directors consider core to effective sales reporting.

What are the most important characteristics of a sales report?

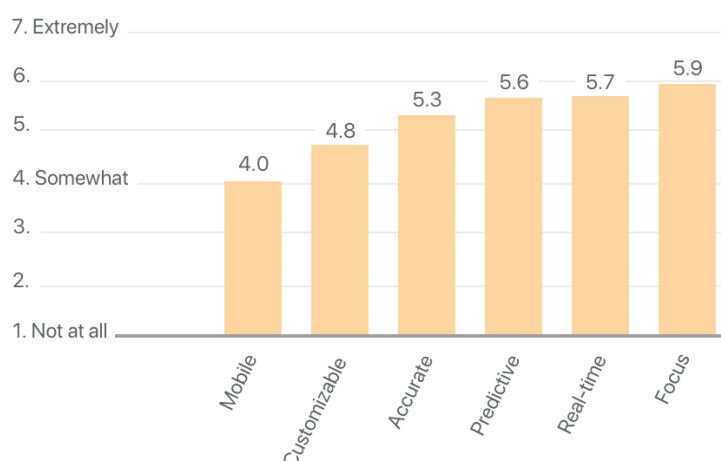


Figure 1.1, The Sales Management Association - Research Brief, Sales Performance Reporting

Focus → ability to read, analyze and extract the necessary information quickly.

Real-time → the information being analyzed is current and updated regularly.

Predictive → the data can be used for sales forecasting.

Accurate → reports should accurately reflect sales performance.

Customizable → the reporting tool needs to be flexible to a director's needs.

Mobile → ability to share and access reports from a mobile device.

¹The Sales Management Association - Research Brief Sales Performance Reporting

Focus and **real-time** data accuracy received the highest ratings of all the attributes measured on a 7-point scale (1 being “not so important” and 7 being “we can’t live without it!”).

It’s interesting to note that the attributes considered most important by sales managers are all associated with **decision making accuracy** and **speed**.

The research indicates that managers value real-time information, organized efficiently for immediate insights that accurately forecast revenue the most when analyzing sales reports.

However, when asked to rate their performance for each attribute respondents typically scored well below their desired results:



Figure 1.2, The Sales Management Association – Research Brief, Sales Performance Reporting

So why is it, then, that directors fall far short for every category? What are the key problems or obstacles hindering their ability to conduct effective sales reporting?

Let’s take a quick look.

What prevents managers from having clear, concise sales reports?

The two common evils facing field sales teams

Lack of visibility? Then you're likely missing sales data

As a sales director you've probably come across two major problem areas when making a sales report. Either you had an excess of sales data or on the contrary, **not enough** of it.

Why is this a problem?

Without accurate, real-time data directors are left in the dark. They have little to no visibility over key areas such as:



- Sales forecasting
- Pipeline status
- Team performance
- Sales rep activity

A sales manager's ability to accurately extract, analyze and act upon the information they receive from the field is arguably their most important trait. But if they are only painted half a picture, the insight will be lacking and the decisions made will be poor as a result.

Where does the problem originate?

In the case of field sales teams it nearly always stems from the **data entry** process.

Field reps are given slow, cumbersome CRM tools to record their sales visit information. They are extremely difficult to use (especially from a mobile device) meaning frustration begins to take hold causing them to abandon the CRM.

Of course, if they are abandoned, then there's very little (if any) data being entered and available for analysis in a report...

Inaccurate data kills sales reporting



Difficult to use CRMs are abandoned by the field reps



No sales data is being entered



Leaving you in the dark:

- ✗ No visibility
- ✗ No insight
- ✗ No decisions

Suffer from “analysis paralysis”?

Then you likely have an **excess of data**

You’ve probably come across the expression it’s possible to have too much of a good thing. Well, this is age-old phrase is doubly true when it comes to sales data...

Why is this a problem?

Remember, our research indicated that sales directors “value real-time information, organized efficiently for immediate insights...” more than anything else when analyzing sales reports.

However, many of these same directors are convinced they need to cram every data point available from their CRM into a single sales report.

Of course, the resulting report becomes so dense and packed full of differing graphs, tables and metrics it ultimately ends up as one confusing mess - not exactly conducive to extracting “immediate insights”...

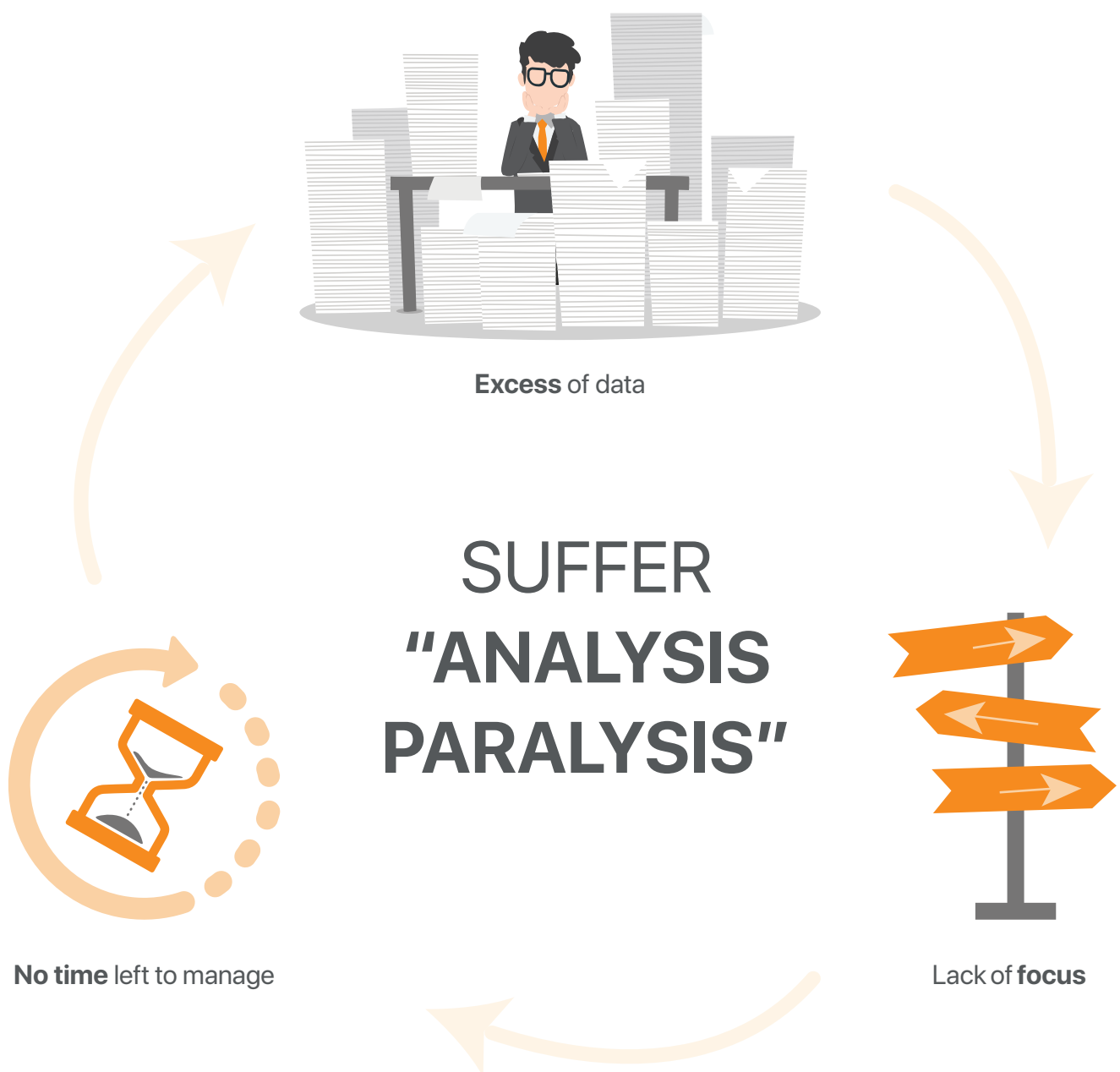
Where does the problem originate?

It all comes down to a **lack of focus** when deciding what to include in the report. Again, many managers forget to ask themselves key questions such as:

- Should I include the number of sales calls or visits?
- Is it more important to focus on the number of qualified leads or include metrics on the efficiency of my team?
- Are these metrics indicative of the direction my sales strategy is taking?
- What do I have to prioritize, take into account or eliminate; of all the information obtained?

Field managers must decide **what** they want to measure and more importantly **why** before thinking about putting a report together. If not, this type of information overload will cripple their ability to extract any real, actionable insights.

Sales directors and the **excess of data** which cripples their ability to make **tactical decisions**



How are you spending your time?

Distribution of a sales team's time

As we've just seen, a **lack of focus** when forming sales reports can make pulling out actionable insights extremely difficult for sales managers. However, it has an equally significant impact on time management.

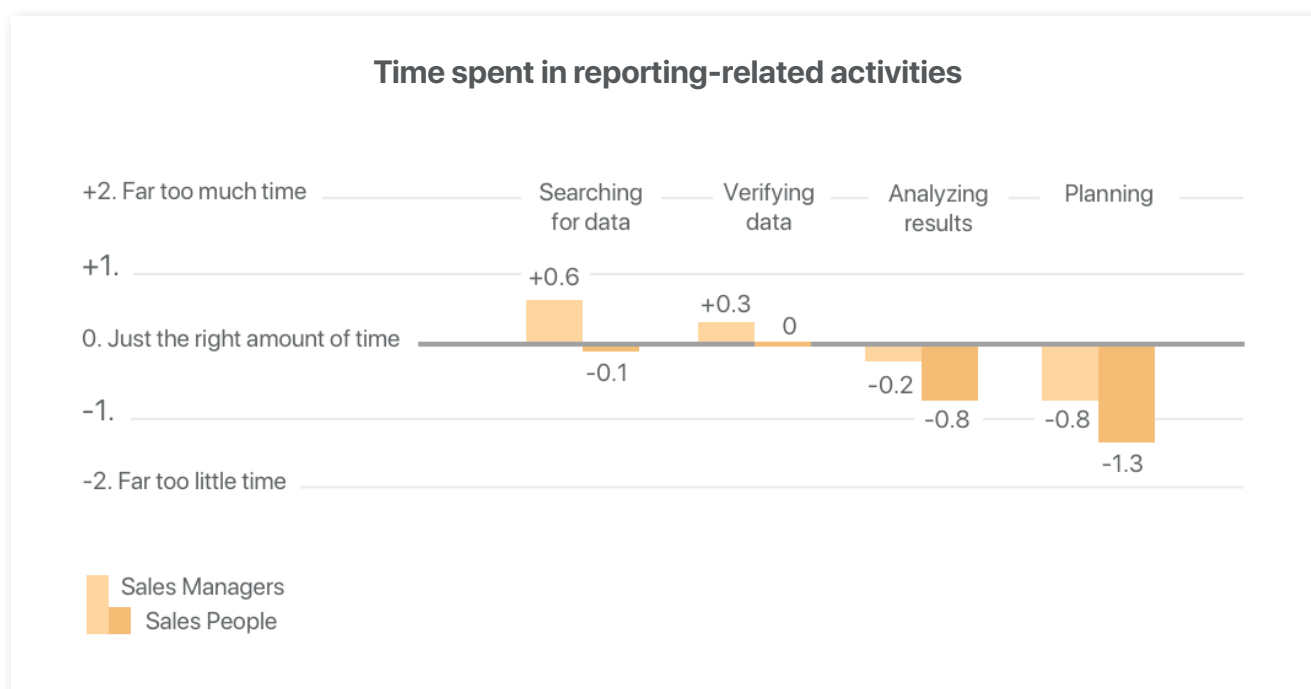


Figura 4.1, The Sales Management Association - Research Brief, Sales Performance Reporting

As you can see from figure 4.1, managers devote **twice as much** time as they should to searching for and verifying data and **even less** time analyzing results and using them to positively impact the department's strategy.

The thing is when we are pressed for time, the first task to be dropped from our “to-do list” is often those 1-to-1 training sessions with our team. Yet when we think of what makes a great sales manager, you’d have to argue it’s their ability to **coach** their sales team.

Now if directors knew exactly what it was they wanted to measure and why, this time deficit deficiency could easily be cut in half and spent developing real sales-driven activities.

What’s more, we can also see field reps suffering a similar fate; too little time spent analyzing data and **planning** for upcoming visits. Without thorough preparation your reps risk coming across as unprofessional or disinterested, not something you want to transmit to potential clients.

In either case, both a surplus of data or a lack of it are serious problems that need addressing. On the one hand you waste time searching and verifying data because you can’t be confident in its validity or on the other, there’s so much you literally can’t see the forest from the trees.





How to fix it?

Digital transformation, mobility, and some seriously **accurate** sales reporting

Fixing your sales reporting sales process begins and ends with the **digital transformation** and **mobilization** of your field sales team.

Whether suffering from a lack of data (or too much of it) you need to have a mobile sales tool in place that your field reps are using – it should be your **number one priority** when looking at sales software.

If they are using it, and using it on a regular basis, you'll start to see a steady stream of real-time data being entered to your CRM.



How to fix it?

Invest in sales technology your field reps actually want to use and increase user adoption

81%

FIELD REPS LOG INTO
FORCEMANAGER DAILY



100% mobile

Takes **less than 10 seconds**
to record a sales visit



Personal Sales Assistant that delivers
actionable advice to reps in the field



Digital transformation also allows sales directors to apply laser-like focus to their reports.

WEEKLY ACTIVITY REPORT



Check-In **23/40**

Prospecting Calls **66/150**

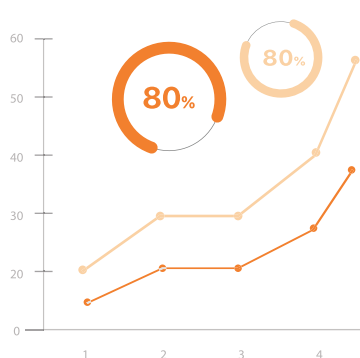
New Business Opportunities **10/20**

New Contacts **1/5**

Current week/Previous Week

A concise, accurate weekly activity report focusing only on the metrics related to your business result

Modern mobile sales applications can customize reports to your specific sales process. For example, imagine your objective was to increase revenue through the acquisition of new business. You could filter your mobile CRM to include only data directly affecting your desired result (number of prospecting calls, new accounts, new contacts etc.)



What's more, they can be formatted to your specifications, whether you prefer the information displayed in: pdf. Excel, Word, pie chart, table charts...



And thanks to the **Cognitive** artificial intelligence technology, all your team's sales data is recorded in a matter of seconds.

Simply put, investing in technology that your commercial team wants to use can deliver concise, accurate and incredibly efficient reports to your inbox.

The advantages of having the perfect sales report

Let's take a second to revisit the 6 most important attributes of a sales report as per our market research study:

**Thanks to
ForceManager
you have:**

FOCUS

REAL - TIME

PREDICTIVE

ACCURATE

CUSTOMIZABLE

MOBILE

Through the **digital transformation** and **mobilization** of your field sales team each and every one of these characteristics can be attributed to your sales reporting.

By focusing only on the metrics that matter, you waste no time collecting or analyzing information that has no relation to the objectives set for your team.

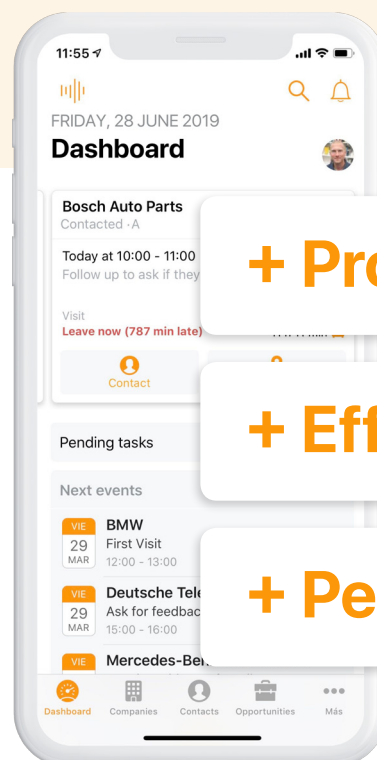
Instead you can dedicate this time to boosting **performance** through sales-driving activities such as **coaching** and providing actionable advice to help improve your team's execution in the field.

Also, since the data is being entered in real time thanks to the employment of an easy-to-use, mobile sales tool, you can be confident that the information you're looking at is both accurate and relevant.

This means your tactical decision making, whether that's adjusting the sales strategy or making pinpoint sales forecasts, will always accurately reflect what's going on in the field. You can then customize these reports to your needs and share them straight from your smartphone or tablet.

Remember, managers want valuable real-time information, organized efficiently for immediate insights that accurately forecast revenue the most when analyzing sales reports.

Thanks to the **digital transformation of their sales process, they can.**



+ Productivity

+ Efficiency

+ Performance

What do our customers say?

"Thanks to the implementation of ForceManager, we have increased prospecting visits by 20% and the previous reporting time of 2 hours per week has been drastically reduced. All this has led to an increase of between 25% and 30% in the conversion of new customers."



ADOLFO MASAGUÉ

Sales Director at Das Insurance

"ForceManager gives us the visibility of our sales processes needed to ensure we are managing our entire customer portfolio. As such, we have increased upselling by 15% and also the number of visits per transaction by more than 10%".



CARLOS DUARTE

Sales Manager at Venair

What do our customers say?

"Thanks to ForceManager, not only have we been able to hit our sales targets but the job satisfaction of our Tech Reps has increase, noted by the user adoption of the application.

In addition, we are working more efficiently, spending less time reporting and able to divert our attention towards more sales-driving activities".



ALBERT FREIXA

Marketing Coordinator at Asics
Middle East

"Now our sales reps have little problem entering data into our CRM system.

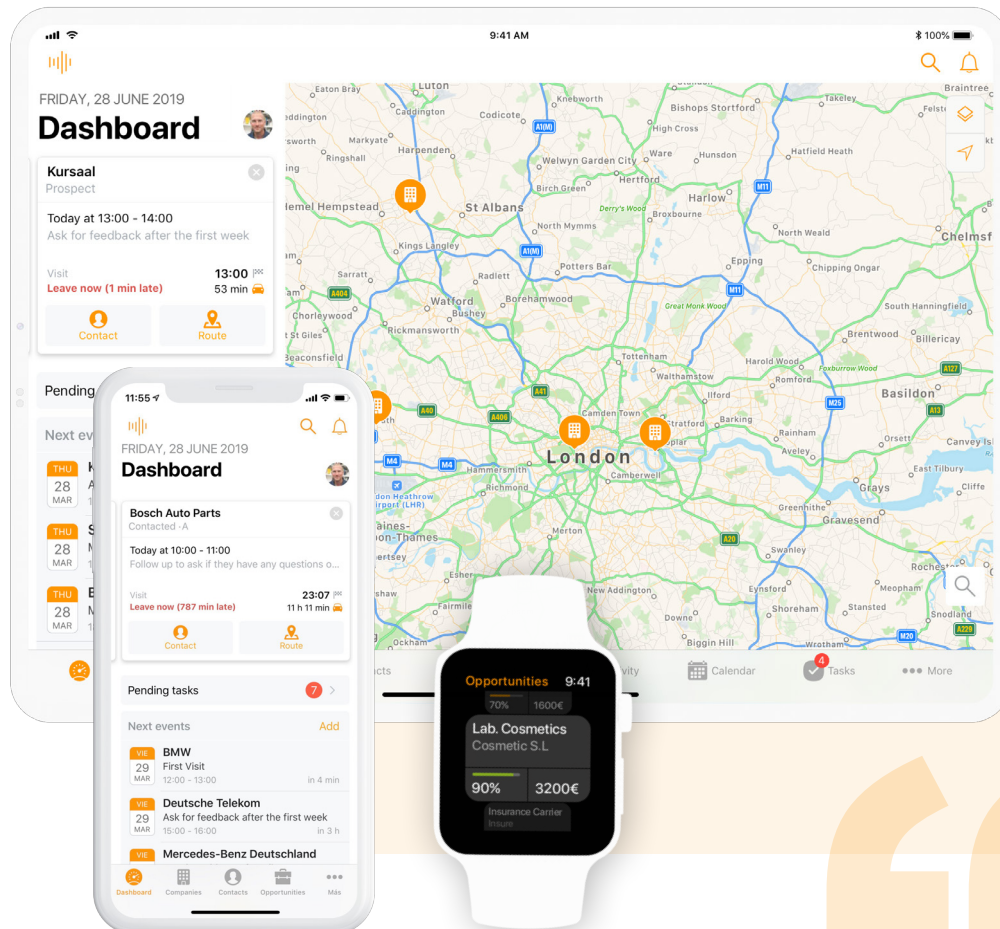
ForceManager also gets straight to the point, allowing us to track all key information before, after and during a sales call."



PHIL HARVEY

Sales Director at Gulfeagle
Supply

Want to see how **ForceManager** can help deliver you accurate sales reports?



A consultant will help answer any questions or queries you may have as well provide examples of how other companies are utilizing ForceManager's personal sales assistant to maximize their sales process.