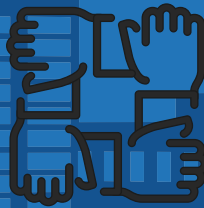


# 2021 CLOSE MORE DEALS **FASTER** as a **MODERN SALES MANAGER**



Get the latest tips and research  
on transforming your Sales Org  
into a modern ROI center.

# EMULATE THE MASTERS

When the Model T was big, critics wrote books with jokes and funny songs about the car. How did Henry Ford respond? He gave them out as free advertising. What can your team accomplish with the sales technologies they fail to adopt?

## HENRY FORD AND YOUR ORG'S FUTURE REPUTATION AS AN ROI CENTER.

As sales managers, we have a tendency to look to modern-day examples for inspiration and insight into the sales process. But just as much can be learned from the great sales pioneers of the past.

Equally as important is not to overlook the techniques and behaviors of those who changed the way we think and do business... even if they're not directly involved in sales.

Case in point: Henry Ford. Though not known for being a sales manager, we in the sales industry can learn a great deal from how Mr. Ford approached life and business. Here are two things every sales manager should know about Henry Ford and try to emulate.

### 1) Always be marketing

Ford knew how to work the press and he put his showmanship to work on numerous occasions. While we as sales managers may never have the opportunity to talk to the press like Henry Ford did, we can use the spirit of Ford's behaviors to market to our leads and our existing clients, never letting a marketing opportunity pass us by.

### 2) Be persistent...and don't give up

Few people know that Ford failed twice to get an automobile startup rolling. In fact, he was

pushed out of his second company in 1902. But Ford didn't give up. Just 15 months later he started the company that would go on to change the way America, and the world, thought about cars.

We can take a page from Ford's playbook and be persistent in our sales activities—like sales engagement. Regardless of what some of our prospects, leads, and clients look like at present, with persistence, we may be able to turn them into the next big sale. Here's some 20th-century thinking for a 21st-century job. What if Henry Ford were alive today? Would he stick to his traditional sales and marketing activities, or **would he adopt sales technologies** that use persistence and a desire for new opportunities as fuel?

Please continue reading to learn more about today's evolution of the modern sales manager.

*Samir Majumdar*

CEO & Cofounder



## VELOXY IS YOUR 10X MULTIPLIER

- ◆ 10X Sales Productivity
- ◆ 10X Sales Enablement
- ◆ 10X Salesforce Adoption
- ◆ 10X Sales Engagement

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1

# THE IMPORTANCE OF REAL-TIME TEAM COORDINATION

**B**eing a salesperson and managing your own schedule and information is hard enough. But managing a team of salespeople? That's a task of Herculean proportions.

Not only do sales managers have to coordinate the physical locations of each salesperson, they also have to coordinate the information that each salesperson brings to the table. While that can be difficult in and of itself when salespeople are working on individual accounts, it can be a nightmare when they're all working remotely on the same project.

Just a few short years ago, coordinating a sales force required lots of phone calls and emails, lots of effort, and lots of late nights. But with recent advances in mobile technology, a new tool has emerged that is poised to change the sales game forever: real-time coordination.

## The Platform

Real-time coordination is possible thanks to a new, advanced breed of CRM technology called predictive sales enablement. At the heart of this technology is a SaaS platform that aggregates data from both internal and external information systems such as corporate websites, geo-location, social media, other linked CRM software, and a whole host of others. That information is then presented contextually, in real time, at the touch of a button or the tap of a screen.

## The Tool

All that fancy language can be boiled down to this: If salesperson #1 in Japan updates lead information, it is immediately available to everyone



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The Importance of Real-Time Team Coordination

on the team (all salespeople and you, the sales manager) regardless of where in the world they are located.

In addition to the instantaneous updating of pretty much everything associated with the selling process, the best predictive sales enablement platforms facilitate real-time communication and collaboration. While this may not sound like anything new, the software inherent in these advanced CRM suites (like Veloxo) vastly simplifies the process of such things as conference calls, document composition and editing, scheduling, sharing contacts, and much, much more. All of this can be done in real time through the power of the cloud and mobile technology.

## **The things you take for granted**

Predictive sales enablement platforms like Veloxo also make managing a team in real time easier with powerful search functions that take the guess work out of finding and distributing to your team exactly what they need. This makes team coordination that much easier because everyone has the data necessary to turn leads into clients.

Imagine trying to coordinate a last-minute meeting with an important client when your salesforce is flying in from all over the world. It can't be done—at least not well—with traditional methods. An event of that magnitude requires a predictive sales enablement platform with real-time capabilities like Veloxo to get all the information to everyone involved with the touch of a button.

This technology also pushes the cutting edge of real-time by providing geo-location based lead management which shows you exactly where



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The Importance of Real-Time Team Coordination

you are in relation to your leads and clients. Other powerful features of predictive sales enablement platforms like Veloxly include the coordination of regular tasks, the integration/sharing of the digital planner and organizer, and the ability to notify and remind you when an email or task needs action.

## The Bottom Line

Managing a sales force is hard enough. Don't make the job more difficult. Get the most out of your bottom line by getting everyone together (digitally speaking, of course) on one platform and then coordinating them in real time with a predictive sales enablement platform like Veloxly. You, and your sales force, will be glad you did.



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The Importance of Real-Time Team Coordination

2

# THE REAL VALUE OF MOBILE



**S**ales managers in every corner of the business world are focused on providing effective mobile tools and technologies to their salespeople, and for good reason. This technology—from basic reporting to geo-location to real-time updates and communication—allows businesses and salespeople to extract insights from the mass of data floating around that, when translated into action, deliver higher levels of efficiency and profitability.

And though this may sound like a lot of mumbo jumbo, the truth is hard to deny: predictive sales enablement apps can have a very real and concrete effect on your company's operational efficiency. Here's how.

## **Improve, Eliminate, Reduce**

For one thing, these mobile apps can effectively analyze the mass of data generated during the sales process and can bring the complete picture of operational activities and costs into focus. This new-found focus can reveal wasteful and inefficient processes and provide insight into better methods. That information can then be used to improve your contact with clients to generate more sales.

Equally as important, these palm-sized personal assistants can provide guidance as to what needs to be done and when based on everything your team has done thus far and everything it intends to do in the future. Apps like Veloxly aggregate data from disparate sources such as schedules, geo-location, team activities, emails, and much more to provide notifications about the best way to proceed with a certain client.



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The Real Value of Mobile

The predictive nature of these types of apps drastically reduces the information gathering and planning stages of your salesforce's daily grind. This freedom allows them to make more contacts, cultivate relationships, and move prospects further down the sales pipeline.

## Going Mobile

Coming a bit further out of the deep end of the pool (predictive enablement) into the shallow end (mobile apps in general), it's easy to see that mobile business apps prevent costly errors. Sloppy customer handwriting, employee mistakes, lost forms, and forgotten forms are all things of the past. Mobile business apps eliminate these types of operational inefficiencies completely leaving you with a clean and simple workflow. Not to mention the time and materials saved on (re) printing, filling out, scanning, and emailing forms.

And let's not forget the fact that mobile apps and cloud-based sales software like Veloxly bring all the information your salesforce produces into one place and makes it available to everyone on the team. This real-time availability can often mean the difference between getting ahead and falling behind.

## Sustainability

The big picture created by sales enablement software is only the first step. Making these changes last is equally as important as the changes themselves. Software like Veloxly can help here too.



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The Real Value of Mobile

Want to make that change in workflow last? Incentivize it and then track performance. The data then tells the tale. Examination of the process involved and the ease with which new methods are adopted can go a long way to making them sustainable rather than just a passing thing.

Using mobile apps and predictive sales enablement software to improve efficiency of your sales force while simultaneously reducing costs is growing in popularity by leaps and bound. Why? Because it works. It works in achieving efficiency and cost-reduction goals and it works in sustaining efficiency and cost-reduction goals. Though it can be expressed in highly-technical terms, it really isn't that difficult: Give your salespeople the right tools to get the job done and they'll make more sales than ever before.



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The Real Value of Mobile

3

**HOW TECHNOLOGY  
HELPS YOU MANAGE THE  
SALES PIPELINE**

**A**t its most basic, the sales pipeline is composed of three levels:

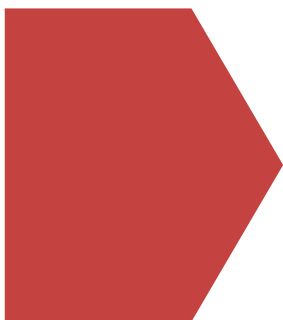
- Leads
- Prospects/Opportunities
- Customers

And while your sales pipeline may be labeled differently and contain more than three levels, everything boils down to these basic concepts.

While the pipeline itself looks simple, managing the individuals through and at each level can be an organizational nightmare if not handled properly.

Things are relatively simple if you've got one individual at the lead level, one individual at the prospect/opportunity level, and one individual at the customer level. You can pretty much keep track of what needs to be done in your head. Send an email to the lead on Wednesday morning. Call the prospect next Monday afternoon at 2:30 p.m. Take donuts to the customer Friday at 9:30 a.m.

But now imagine if you had 100 individuals at the lead level, 75 individuals at the prospect/opportunity level, and 25 individuals at the customer level. Each and every individual has their own preferred contact method and schedule. Oh, and don't forget about trying to remember which individual likes which donuts. And that's just for individuals. Business contacts require tracking even more information because you are often dealing with multiple individuals at a single company.



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How Technology Helps You Manage the Pipeline

So if 25 of those at the prospect level are businesses (as opposed to individuals) each with 5 contacts to track, you've suddenly got 125 more people to stay in touch with (because any of them could lead to a sale). Keeping all of that organized and getting it done each week can be next to impossible without a little help.

## Technology to the rescue

Nurturing your leads, prospects/opportunities, and customers efficiently is a must if you hope to achieve sales success. The key word in that last sentence is "efficiently". Sure, there are any number of apps and software platforms that act as a contact manager but is that really helping you be more efficient? Tablets and smartphones may facilitate the mobility of all that data, but, again, are they really helping you be more efficient?

True efficiency can only be attained by what has become known as "predictive sales enablement". Apps and cloud-based software that fall into this category, aggregate data from internal and external information systems such as emails, calendars, social media, corporate websites, geo-location, and CRM (just to name a few), and present it contextually with a single tap of the screen.

Then, to really push the boundaries of efficiency, these type of apps provide predictive and proactive notifications about what needs to be done and when.



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How Technology Helps You Manage the Pipeline

Imagine a platform that acts like your personal assistant that:

- tells you who to call or email (helps you building a very robust sales pipeline)
- tells you “nearby” leads, opportunities and accounts when you are in the field so that you can sell more
- notifies you when you received important emails
- set a contact schedule for follow-up
- collate all relevant information from many different data sources on a prospect in one place
- keep you in touch with your team
- notifies you when a team member updates the pipeline
- and much more

Sounds too good to be true but it’s not. These platforms do exist and they’re just waiting to be put to use to push your efficiency and sales to the next level.

One sales manager had this to say about one such predictive sales software platform (Veloxy):

***“I get more than 200 emails every day and with non-stop days, I’m fully engaged with my customers and leads. I don’t always have time to go back and check on an email or calendar event. With Veloxy, I can be in the middle of a call and my Apple Watch will vibrate with a critical notification. Last week alone, I was able to shoot off four action items tom my team that would otherwise have gotten lost in the fray.”***

And that’s just one feature of this amazing technology. Imagine what you could do with everything these platforms have to offer.



Exceed Your Quota Faster:  
How Technology Helps You Manage the Pipeline

# 4

**HOW THE GREEN CLOUD  
CAN IMPROVE SALES**



**F**or some sectors (i.e., sales), the cloud is a relatively nebulous concept that may or may not have an application in daily activity. But it is precisely this daily activity that the cloud is set to revolutionize as more and more sales managers see the benefits of this new paradigm.

## What is the cloud?

Cloud computing employs a centralized data center to process and store information so that it can be accessed anytime, anywhere. Software, storage, services, and much more are provided to sales team members who can access their data whenever and wherever it suits them.

In addition, the cloud allows for companies like Veloxly to offer real-time information exchange to sales teams anywhere on the planet. Imagine what that could do for your sales efforts!

Furthermore, the cloud has the potential to save millions – if not billions – of dollars over the long haul by impacting something that is on everyone’s mind these days: the environment.

## What is the green cloud?

The green cloud refers to the environmental benefits that CRM services delivered over the internet can offer the field of sales. A recent study estimates that moving common business and sales software applications (those used by 100 million U.S. workers) to the cloud could save enough electricity annually to power Los Angeles for a year.

Here’s how it’s done on a smaller scale.



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How the Green Cloud can Improve Sales

## What does the cloud mean for you?

### 1) Server efficiency

Large data centers focus on hosting the cloud. They're not trying to sell anything or manufacture anything. All they do is manage servers. This allows them to provide the most efficient equipment and save energy at the same time.

### 2) Climate control

Servers need controlled temperature and humidity to operate at peak levels. Large data centers focus on getting the most out of their equipment by utilizing more efficient layouts that smaller data centers may have trouble implementing.

### 3) Flexibility in resource allocation

A smaller, in-house sales data center will likely need extra servers in order to handle peak data loads. Cloud providers, on the other hand, can shift resources as necessary to maximize server use.

### 4) Fewer servers

A small-business sales server is very much like a brain: only 10% of it is really being used. Cloud servers however, can reach utilization rates of up to 70% so shared data centers can employ fewer machines yet achieve the same capacity.



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How the Green Cloud can Improve Sales

## Harness the green cloud with Veloxy

Veloxy is your gateway to the green cloud. At its heart, Veloxy is a rich SaaS platform that aggregates data from a variety of sources such as geo-location, social media, email, calendars, task lists, team activities, and much more. Veloxy then presents that information contextually to save you and your sales team the time it needs while still ensuring accurate, up-to-date data in the pipeline.

So be part of the revolution and take advantage of the savings by moving your sales CRM management to the cloud. Let Veloxy help your sales team step into the future today.



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How the Green Cloud can Improve Sales

**DON'T FALL PREY  
TO HEFTY CAN-SPAM  
LAW SUITS**

**5**

**C**AN-SPAM law suits? Yes, while sales engagement platforms, account-based software, and marketing automation systems separate themselves from your common email marketing tools, it's critical to pay attention to CAN-SPAM [as well as CASL, GDPR, CCPA and other compliance laws].

This small selection of CAN-SPAM law suits shows that no one is immune to prosecution should the spotlight fall on them. If big brands with their large marketing departments can fall afoul of the law, what hope is there for sales teams who have none of the CAN-SPAM ready tools their marketing counterparts have?

Also, don't be lulled into thinking only the FTC can prosecute, and that they only go after big brands and intentional offenders. This is not the case at all. Actually any business, group or individual can take legal action against spammers and they do. For example this lawyer and anti-SPAM activist, one of hundreds who specialize in SPAM litigation, claims more than 50 cases awarded judgement against spammers, ranging from a few hundreds dollars to hundreds of thousands in settlements.

Microsoft (\$7M Judgement), AOL, Earthlink (\$16M judgement) and many others including Facebook (\$873M judgement) and MySpace (\$235M judgement), have also filed separate law suits of their own against dozens of different spammers, with some success. In these cases, the SPAM campaign targeted their customers (e.g. Hotmail users or Facebook users) and/or was launched using compromised email or social media accounts.



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Don't Fall Prey to Hefty CAN-SPAM Law Suits

## **CAN-SPAM Violation: Colby Fox et al. fined \$500,000**

According to the FTC's June 2016 complaint, the defendants paid affiliate marketers to send consumers millions of illegal spam emails from hacked email accounts, making it appear that the messages came from the consumers' family members, friends, or other contacts. Links in those email messages led to websites deceptively promoting the defendants' unproven weight-loss products.

Takeaway: Masquerading as a someone else is illegal

## **CAN-SPAM Violation: Kobeni Inc. fined \$350,000**

The FTC charged that they sent deceptive emails in advance of the Affordable Care Act (ACA) roll-out, falsely claiming that consumers would be violating the law if they did not immediately click a link to enroll in health insurance. They also alleged that the emails failed to provide a mechanism to opt-out or a valid physical postal address.

Takeaway: Sending emails with deliberately misleading information is illegal.

## **CAN-SPAM Violation: ValueClick. fined \$2.9 million**

The FTC charged ValueClick subsidiary Hi-Speed Media with using deceptive emails claiming that consumers were eligible for 'free' gifts, including laptops, iPods, and high-value gift cards...". Consumers lured to ValueClick's Web sites by these promises were led through a maze of expensive and burdensome third-party offers which they were required



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Don't Fall Prey to Hefty CAN-SPAM Law Suits

to “participate in” in order to receive the promised “free” merchandise.

Takeaway: Onerous conditions to realize a “free” offer are illegal.

### **CAN-SPAM Violation: Kodak Imaging Network fined \$32,000**

The FTC claimed they failed to offer an opt-out method or honor consumers’ right to opt out within 10 days of making the request. One marketer also failed to include a valid postal address. Kodak argued it was a mistake where someone sent a campaign prematurely before it was ready.

Takeaway: Ignorance or negligence is no excuse for non-compliance.

### **CAN-SPAM Violation: YesMail Inc. fined \$50,717**

The FTC alleged that Yesmail’s spam filtering software blocked some unsubscribe requests in the form of an “unsubscribe me” reply. This meant Yesmail failed to honor some unsubscribe requests and continued mailing opted out recipients more than 10 days after their requests.

Takeaway: Using reply-to is not a foolproof. An opt-out link is best.

### **CAN-SPAM Violation: Jumpstart Technologies fined \$900,000**

“These defendants intentionally used personal messages as a cover-up



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Don't Fall Prey to Hefty CAN-SPAM Law Suits

for commercial messages,” said Lydia Parnes, Director of the FTC’s Bureau of Consumer Protection. “Deceptive subject lines and headers not only violate the CAN-SPAM Act, but also consumer trust.”

Takeaway: Misleading subject lines and sender information is illegal. your tools, plugins and data, there’s no need to worry because everything remains intact even when you achieve full scalability.

### **CAN-SPAM Violation: Optin Global Inc. fined \$475,000**

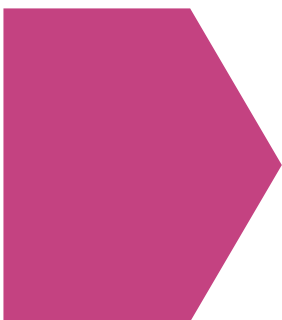
After receiving 1.8 million of the defendants messages from consumers, the FTC charged that the defendants e-mail contained false or forged header information; included deceptive subject headings; failed to identify e-mail as advertisements or solicitations; failed to notify consumers they had a right to opt out of receiving more e-mail; failed to provide an opt-out mechanism; failed to include a valid physical postal address. In short they violated almost every provision of the CAN-SPAM Act.

Takeaway: You are responsible for affiliates sending email in your name.

### **CAN-SPAM Violation: Trancos, Inc. fined \$87,000**

Trancos sent email campaigns identifying the sender as various nonexistent organizations, including Paid Survey, Your Business, Christian Dating, Your Promotion, Bank Wire Transfer Available, Dating Generic, and Join Elite. The court awarded the individual plaintiff \$7,000 in damages and more than \$80,000 in attorney fees.

Takeaway: Falsifying sender or header information is illegal.



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## **CAN-SPAM Violation: Inet Ventures Pty Ltd. fined \$15.15 million**

The FTC said that individual officers of a company can be liable if they participate directly in the spamming or if they knew or should have known about the deceptive practices. The FTC charged that the defendants' spam messages deceptively marketed a male-enhancement pill, prescription drugs, and a weight-loss pill in violation of federal law.

Takeaway: Officers of a company may be liable for spam violations.

## **CAN-SPAM Violation: ATM Global Systems, Inc. fined \$442,900**

FTC Charged that emails contained false originating email addresses, and failed to provide clear and conspicuous notice of the opportunity to decline to receive further spam from the sender, and/or a functioning return e-mail address, and the senders' valid physical postal address.

Takeaway: Pretending to be sender that doesn't exist is illegal

## **Not just email, SMS too**

SPAM laws are not limited to email. In recent years there has been a growing incidence of SMS Spam. Here are a few examples SMS SPAM cases. Once again lots of household names caught in the act!

Have a question about sales engagement or email marketing? Give us a call or email us at [support@veloxy.io](mailto:support@veloxy.io)



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