



# DEATH OF A SALESMAN

Tired of doing the same things over and over and over again; and expecting different results?

Let C Centric help. Try our 'Sales in a Box' for improved sales productivity in 3 weeks.

Let us admit it. Selling is getting increasingly tougher.

With access to so much more information so early in the buying cycle, and more choices in this always-on world, buyers are waiting longer before entertaining the seller. By the time buyers talk to salespeople, they are more than 50% of the way through the buying process! What's more, in most of the cases customers have already defined their needs, drawn up requirements, researched solutions by the time they reach out. In such a situation, is there anything else your sales team can do except fighting the losing battle of discounting?

With complexities on products and services and increasing customer demands, sales processes are getting highly complex, with internal and non-selling demands consuming more than 60% of the salesperson's time. Salespeople nowadays multi-task constantly just to keep up. But every time they switch tasks, instead of getting more done, they end up losing 40% of their productivity.

What's clear is that what has worked earlier will not work anymore! With sophisticated and demanding customers, complexity of sales process, and internal need for constant updates, sales engagement methods need to change. As business processes get more complex and customers more discerning, the sales team needs to be equipped with the best sales tools.

They need a system that allows access to critical sales information, internal team members and management while on the go. They need the sales tool to assist them in closing deals rather than become a data capture tool. They need an intelligent system that can provide rich sales insights and suggestions; on important activities to be performed, relationships to be nurtured, information to be shared. And lastly they need a system that is easy, intuitive and familiar.

Now more than ever, it is time to embrace best-of-breed sales technology to empower you sales team. [Contact us](#), to learn more about our Sales Management offering built on Microsoft Dynamics 365 CRM.