



9 WAYS TO INVOLVE YOUR SALES TEAM IN YOUR eCOMMERCE EFFORTS

TURN YOUR SALES REPS INTO eCOMMERCE ADVOCATES USING SUCCESSFUL TACTICS BY UNILOG CUSTOMERS

Gaining sales' support of your digital sales channel can be a formidable task, especially in the wholesale and distribution marketplace. But eCommerce is quickly becoming the preferred buying method for B2B professionals, so if you want your sales staff to adopt and embrace your new digital channel, you must make a concerted effort to educate them about the site, demonstrate its value, and involve them in all aspects of your site's development – from the initial planning stages to the site's launch, and well after you've gone live.

Here are nine ways you can involve sales in your eCommerce efforts and encourage them to be great advocates of your digital branch.

PRE-LAUNCH



Include a representative from sales on your eCommerce steering committee

As a committee member, they'll have a say in the planning and development of the site, including the vendor evaluation process, which will help them better understand the benefits and possibilities a digital branch can offer your business.



Have reps survey your customers regarding their eCommerce needs

Involve your sales team in a customer-wide survey to find out what they want from your eCommerce offering. It's a great opportunity to hear directly from their accounts just how important an online shopping option is to them.



Thoroughly train your sales team on your site before launching to customers

Build confidence in your sales team by providing in-depth training on your site's capabilities and features. This, in turn, will help them better educate their customers and promote the site once you go live.



Develop marketing materials to help sales reps sell the site's value to customers

Create a presentation deck or one-page sell sheet that sales can use to showcase the main features of your site and provide instructions to set up an online account. Leave-behind materials keep your site – and business – top of mind with customers.



Partner reps with "digital savvy" team members to help drive customer adoption

Instill more confidence during customer visits to promote your site by teaming your reps with a "super user" who knows the ins and outs of your website. This person can support sales by answering any technical questions and show customers more in-depth functionality and features.

UNILOG CUSTOMER SUCCESS STATS:

With the help of Hill & Markes' sales reps, they increased online orders by 26% and saved their customer service team more than 2,000 man-hours a year.

POST-LAUNCH



Award commission for online orders

Treat online customer orders the same as any other order by commissioning reps for all sales. Your staff shouldn't be penalized for an order made via your website. In fact, some argue a slightly higher commission for online orders is warranted due to a website's lower cost to serve.



Create SPIFF promotions to incentivize customer site adoption

Encourage greater customer adoption by rewarding sales for specific customer behaviors, such as registering for an online account, or placing an online order over a certain dollar amount. SPIFF promotions are a competitive way to have sales promote your site and build an online customer base.



Set up e-mail alerts to let sales know about customer onsite behaviors

From the minute your site goes live, you should be using analytics tools to track all customer behavior on your site – from search queries and page visits to abandoned carts. Data should be sent real-time to reps via e-mail notifications so they can contact customers to assist them and secure the sale.



Enlist them to create product content for your website and social media channels

Take advantage of your team's knowledge by having them create online content to share with the masses. They can discuss the latest trends and product solutions in the form of blog posts or white papers, or create videos demonstrating new products and their applications. Content is a great way to increase online engagement and build thought leaders.

Don't begin your digital commerce journey without first having your sales team on board to embrace and support your eCommerce efforts. A digital branch provides an opportunity to better serve customers, assist your staff, and benefit your entire organization.

Looking for help guiding your organization through your digital transformation? At Unilog, we have the eCommerce solutions, services, and experts to build a digital branch that expands your brand presence and strengthens your competitive foothold. Contact us at www.unilogcorp.com/contact-us, e-mail info@unilogcorp.com, or call 484-580-8933 to learn more.

ABOUT UNILOG

Unilog is a global technology company that delivers powerful, affordable eCommerce solutions for the B2B marketplace. Our cloud-based eCommerce platform and product data enrichment services help distributors, manufacturers, and wholesalers increase online sales, reduce cost to serve and enhance their digital channel. Unilog is an ISO 9001:2008- and ISO 8000-certified company with North American headquarters outside of Philadelphia, PA.