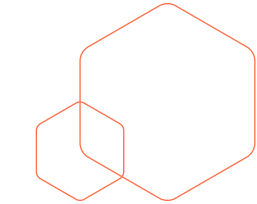




Guide to Effectively Manage Remote Field Sales Team



Overview

Field sales as a function is designed to work off the premise. Your field sales team is mostly working on the field, visiting customers, and dealing with their requests. In the banking and finance industry (BFSI), the field sales team has to nurture every lead and close as many targets as possible daily. This requires extensive coordination and communication between the managers and the field sales reps, mainly because the interaction is taking place remotely, unlike a direct face-to-face chat.

While the field sales team is busy running around to achieve their daily field targets, the sales manager is tasked with the vital role of managing, leading, and coaching the team. With the rise in the remote working model, finding a balance between flexibility and performance will be critical.

This is where sales enablement technology and analytics can play a significant role. Analytics helps in capturing and monitoring critical insights into the performance of your remote field sales team.

Quick byte:

Sales enablement technology and analytics can play a significant role in successfully managing remote field sales teams.

Benefits of Having Remote Field Sales Team

While some businesses need to have a field sales team due to their work nature, many enterprises stand to gain significant benefits from having a remote field sales team.

Vast geographic coverage

With remote field sales teams, a company can cover a large geographic area and capture more market share. If a particular area shows potential, it can be tapped too by employing remote field sales reps in that region as per the need. This model opens up the possibility of engaging newer markets. For example, in the case of the banking industry, this could mean opening a new branch if a particular area shows demand. Scaling up becomes easier with having a remote sales team.

Access to skilled labor

By recruiting people in different areas who work remotely, companies can widen their talent pool and get skilled employees from other regions, bringing diversity into the talent pool. Especially for field sales, it helps to have local employees in the network who are well aware of the location, culture, and customer behavior.





Reduce costs

This is mainly because the pay parity differs according to the region. Human resources are expensive in cities; however, in the case of tier 2 and tier 3 cities, and rural areas, companies can employ people at competitive salaries. With remote working, companies not only reduce cost overheads but are also able to optimize them.

Motivation

A sales representative likes to work with a certain amount of freedom that motivates him to do more good work. Field sales reps are always on the move and may sometimes have to make decisions on the spot. Enabling your field sales teams to work remotely with decision-making freedom helps improve their morale and motivates them to put their best foot forward. You get happy and productive employees.

Quick byte:

As per reports, about half of employees would trade a raise for the ability to work from home.

Challenges in Managing a Remote Field Sales Team

Lack of communication

A common challenge while managing remote field sales teams is the lack of in-person interaction. This makes it difficult to establish communication.

Communicating with teams that work remotely is time-consuming and hence needs proper planning and schedules. Lack of communication causes delays, poor customer experience, and inadequate checking of the on-field performance. To and fro communication in a remote setup needs to be seamless.

Poor accountability

Accountability is another issue commonly associated with remote sales teams. With daily sales targets looming on their heads, remotely working sales teams need to follow the discipline to become more accountable for their tasks. It isn't easy to control their actions when they are not physically present.

Inadequate visibility

Companies find it challenging to track, monitor, and measure their field sales teams performance when they are on the road. Typically, field sales teams get daily targets, but it isn't easy to have proper visibility into how they are spending their time in the absence of a tracking mechanism. Are they using the right route? Are they idling time? Are they taking long breaks? Monitoring all these scenarios is critical.



Quick byte:

Lack of visibility into team performance is the biggest challenge in managing a remote field sales team

Key Strategies to Manage Remote Field Sales Teams

Create open communication channels

The single most factor that will determine the success of operating remote field sales teams is how seamless your communication channels are. With omnichannel retail gaining momentum, your field sales team needs to be equipped with technology to ensure no communication gaps.

It could be team-to-team or team-to-customer communication - empowering your field sales team with a mobile app will ensure they have all the necessary information at hand. They are connected even when offline and are not wasting time in back and forth communication. Virtual meetups can be a great way to interact and exchange information. Companies can leverage several advanced communication tools for integrated and seamless communication with their team.

Set clear expectations

When your field sales teams are working remotely, you need to set clear expectations and goals. Creating a checklist of time-based goals helps your team and management keep track of things and evaluate progress. Lack of planning will translate into poor team performance. Create a set of monthly targets by breaking them into daily deliverables to ensure your field sales team is always performing and not idling their time away.

Have robust processes in place

Another essential ingredient to ensure the success of remote field sales is to implement some processes. Having processes helps to give some direction and structure to your remote working teams. Having a daily call is just one way of ensuring that your remote field sales team feels responsible and accountable. Moreover, using templates for recurring tasks can further simplify routine work. Having a complete project management and reporting tool is another way to streamline your remote working among teams spread across different time zones.



Mentor your team

In the absence of face-to-face communication and meetings, it becomes crucial to keep your remote field sales team motivated and spirited. How can one do that? As a manager, you can regularly coach and mentor your team members who face the brunt of customer reactions. There could be scenarios where your remote team needs guidance and advice. How they handle customer response and request needs constant fine-tuning. Also, as a manager, you need to understand your team member's personality and try to shape into productive output.

Employee engagement has a significant role in ensuring the performance of your remote field sales team. You need to celebrate victories, reprimand them on their flaws, and engage them to work in teams by creating an environment of help and support.

Establish transparency and culture of trust

Last but very important is to have an open dialogue with your remote field sales team. You need to be transparent with your field sales team so that they clearly understand what is expected of them. Along with that, you also need to trust your remote sales reps, which will boost their confidence and improve their performance.

Your remote field sales team is your company's face to the customer. Trust them, but also make them accountable!

Quick byte:

Coaching and mentoring your remote field sales team helps to boost their morale and productivity.



Conclusion

When it comes to managing remote field sales teams, it is essential to focus on building relationships. In a virtual setup, a lot depends on when and how you communicate with each other. You have to empower your field sales teams with the right tools to ensure communication happens seamlessly. And lastly, you have to create an environment of giving honest feedback and mentoring support to your teams. Choose the right field sales management software that will help you stay at the top of your game!



How Dista can Help

Dista's field sales management software is an excellent way for your field sales teams to collaborate and perform together. Powered with Google framework, Dista's field sales management solution offers a great product to transform and scale companies with their remote working landscape. Dista's user-friendly interface allows teams to connect and operate across different geographies. Embedded with intelligent algorithms and powerful reporting dashboards, Dista is the right tool for managing your remote field sales operations smoothly and at a click!

Interested in a Demo?

Reach out to our sales team for a quick walk through or simply check out our complete offering at www.dista.ai



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 www.dista.ai

