

The Solution is in your Pocket!

The answer may already be in your hand, your mobile phone of course!



Picture this – your salesman has just done an excellent job articulating the benefits of the latest Power Drive Engine Plant to a hot prospect. The customer is convinced, needs the product and would like to make a purchase, but there is a problem. The customer wants to know that he can afford the payments, and needs to know right now.

“How much will that cost per month?”

This is normally not a problem at the dealer show room. However, at this particular moment your salesman is on the customer’s farm, deep in the Welsh valleys, speaking to the customer across the sheep dip. Booting up a PC or taking out a pen, paper and HP Finance Calculator is not a practical solution, not now that it has started to rain (again). Oh, and just to add a little urgency to the situation, the customer plans to see a competitive offering later in the day, which whilst not as good, is half the price. What does your pressured salesman do?

The answer is closer than you might think, it may already be in his hand, it is definitely on his person. What it is? The mobile phone of course!

Let’s take a step back, 10 years ago the mobile phone started to evolve from something you just made phone calls with into a really powerful on-line computer. Today, the capabilities of the latest smart-phones are truly awe-inspiring. Predictions

are that mobile data will soon exceed network traffic generated from actual PCs. With all this power in his pocket, it’s an untapped resource to differentiate your salesman from his competition.

The mobile phone has a lot of advantages when it comes to origination. It’s 100 percent accurate and up to date, so no chance of getting the pricing wrong. It generates a quote with documentation, so the deal can be signed there and then (assuming a quick approval turnaround time). It’s directly linked to the front office system so no errors in the workflow. And management love it because it can automatically link into the CRM system, giving an instantly perfect view of the sales pipeline. Lastly, from a regulation perspective, it can include the checks and balances to demonstrate compliance with responsible lending behaviour.

Is this something that is just appropriate to one sector? Our analysis shows that when used in Agri-Leasing, 25 percent of deals originate from the mobile, hardly surprising when you think that the average sales person will visit the farmer five times before making a sale. Mobile origination is perfect because all the detailed negotiations happen at the customer’s site. Any environment where the salesman travels out to see customers and wants to close the deal whilst with the customer has potential, in particular if

booting up a PC and logging on to the network is not possible or not desirable.

Is there a catch? Well, mobile phone technology is evolving so rapidly that IT suppliers struggle to keep up. Consider the phones that are commonly in use: Blackberry, Nokia, Apple iPhone, HTC and Google Android – they all use different operating systems which means developing and maintaining separate solutions. Perhaps this explains why the main stream eCommerce suppliers have shied away for developing mobile solutions. The good news is that there are specialists, such as Mobile Productivity, who understand both lease finance and mobility. That is our niche, we work with your preferred eCommerce supplier to mobilise your existing web based point of sale. It’s about evolving what you have, no matter who originally provided it.

So, did your salesman close the deal? He certainly was able to immediately tell the customer how much the monthly payments would be. In addition, when the payment was more than the customer expected your salesman was able to demonstrate affordability by solving for term. The afternoon competitor had no chance. All he could do was tell the customer that he would have to return later with a quote, once he had spoken to his broker!



Finally, if you have been affected by the issues mentioned in this article, then help is at hand! Download the “MobyQuote” finance calculator for lease, mortgage and loan repayments from the Blackberry App World or Nokia Ovi store web / mobile sites – if you are in Lease Finance then you should not be seen outside without it ... and yes, it is free! ■

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