

How Glip™ Makes Sales Teams Smarter



Sales is not a solo sport. A great salesperson builds strong one-on-one relationships and may be “the face of the company” for any given customer, but a great sales organization runs on teamwork. That means sales managers stay in tight communication with their teams, team members can count on their peers to back them up, and salespeople know how to get support from the rest of the business.

Team messaging and collaboration can help strengthen those connections, especially if it goes beyond sales to touch other parts of the organization. Collaboration within the CRM system is not enough, particularly if only sales team members are part of the conversation. Often, what matters is how quickly a salesperson can get answers to questions from customers and potential customers, and those answers will not always be found within the sales team. Whether you are selling software or steam valves, there are probably subject-matter experts you need to tap from time to time to get answers to a prospect’s questions before they lose interest.

The direct sales team may be the tip of the spear, but to be effective it needs to be connected. Salespeople need to connect with brochure and sales collateral writers (so the content answers the right questions and helps overcome objections) as well as with the teams that collect and qualify leads.

Glip was designed as a simple way of connecting, communicating, and collaborating across an organization—and, with guest user accounts, even beyond the organization. Glip gives you team messaging that works as well on a mobile phone as on a desktop computer. Glip mimics the spontaneity of mobile messaging, which makes it ideal for sending a quick message and getting a quick answer, while focused team conversations make it easy to get your message to everyone involved in a project or business process. Beyond texting, you can share files, assign tasks, or launch an online video meeting. As part of RingCentral Office®, phone, fax, and SMS texts can all be managed from the same platform.

How RingCentral’s sales team uses Glip

Naturally, RingCentral’s own sales team is pioneering ways to put Glip to work. For example, whenever the direct sales team catering to small- to medium-sized businesses gets a surge in qualified leads, the team responsible for gathering and qualifying leads posts those “surge leads” to a Glip conversation where anyone with free hands can respond.

Meredith Fulton, a sales leader in the RingCentral Charlotte office, says it’s a great way of getting everyone involved in making the backlog disappear. “I’ve done that, where I’ve seen one of those messages on my phone, at home on the couch—and I’ve made the call and closed the sale,” she says. “It’s something I wouldn’t be able to do if I didn’t have Glip in my life.”

To make Glip even more useful, Fulton uses an email filter, combined with Glip’s post-by-email feature, to forward select notifications from Salesforce® to a Glip conversation. That makes it easier for her or another member of her

sales team to see them immediately and follow up. For example, any Salesforce notification that comes in with “Demo Requested” in the subject line is a lead she wants to jump on. Those notifications pop up in the Glip conversation as messages and can also easily be turned into tasks. Assigning Glip tasks to a team member is a great way of promoting accountability, she says.

Countless possibilities

Glip is a general purpose team messaging and collaboration platform, so there is no limit to the ways it can be used, but here are some suggestions specifically for sales teams.

Share experiences: Every salesperson for every product hears certain questions and objections over and over again. Establish a team conversation where sales team members can share what they are hearing from customers as well as the most effective responses they have discovered. Invite interested parties within the organization to be part of the conversation. If no one in the team conversation has a good answer, find experts elsewhere in the company and report back

what you have learned.

Collaborate to convert customers: In more complicated sales scenarios where you must present a detailed proposal and several team members may be required to answer specific questions, consider inviting representatives from the customer organization into a Glip team conversation as guest users. Guest accounts are free in Glip, so the only question is whether customers are motivated to join. Those who do are likely to see your effort to create a dedicated team messaging conversation where all the proposal documents are gathered together in one place as a sign of how seriously you take their business. At the same time, they get a private channel to key members of your organization. The rapid pace of Glip messaging will help you impress the customer with your responsiveness. After the deal closes, this team may live on as a service and support channel to ensure customer success.

Sell with online meetings: When you can't meet in person, online meetings with video and screen sharing are the next best thing. Glip

tightly integrates with RingCentral Meetings™, allowing you to invite any other Glip user to join a meeting with one click. RingCentral Meetings also allows you to schedule meetings and invite external users via email. Rather than paying for a separate online meetings software subscription, you can take advantage of HD video meetings included with Glip.

Spend less time in email: Everyone gets too much email and spends too much time on email. By moving most of your internal communications to Glip, you can focus your email time on important messages with customers and potential customers. Glip saves time because it keeps communications in context. Messages are posted into a team conversation where all the background information about a particular project or business initiative is readily available. That makes it easier to answer a question with a couple of sentences and maybe a link, without spending your time repeating background information.

Bottom line: Glip helps sales teams spend more time selling and helps them sell smarter.

Contact RingCentral Partner Support: partners@ringcentral.com or 800.595.8110.