Small Business Growth Kit.

Tips and tools from the experts to chart your path to growth.

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Chapter 1

Charting your path to growth

Growing your business is an uphill climb – especially without a clear understanding of where you want to go. So how do you map out your path?

As a market leader in sales tools and insights, Salesforce has experienced tremendous growth. But that growth is a product of more than what we do and sell. It comes from a plan defined by our V2MOM process. V2MOM stands for vision, values, methods, obstacles, and measures.

Those words represent the five most important questions you can ask yourself as you strive to grow:

Vision
What do you want?

Values
What's important about it?

Methods
How do you get it?

Obstacles
What might stand in the way of getting it?

Metrics
How will you know when you have it?

Chart your path in 4 steps:

Map your V2MOM.

Socialise it and get buy-in from your team.

Have each team create its own, and then each employee.

Revisit throughout the year to evaluate progress.

But there's more to the process than answering the questions. The transformative power of the process lies in sharing your answers with your team and asking your team to answer the questions, too, in the context of your answers. (For instance, if your vision is X, their vision should complement X.)

Then as they use their answers to perform the same process with their own teams (and so on), everyone in the company becomes aligned. That alignment is not only the key to growth, but the key to achieving just about anything.

> While a company is growing fast, there's nothing more important than constant communication and complete alignment.
>
> **Marc Benioff**
>
> Chairman & CEO, salesforce.com

Chapter 2

Preparing for your journey

A successful sales expedition requires an effective pitch. But a good pitch is not simply about what you have to offer. It's a framework for give and take – an adaptive model driven by the changing needs of your buyers and the challenges you can help them meet. The global pandemic added even more layers, with 79% of sales reps saying they've had to adapt rapidly to new ways of selling. With that in mind, here are a few tips to get your pitch on track.

1. Do your due diligence

46% of salespeople aren't confident in their ability to close deals in the current environment. Set yourself apart by doing your research. Knowing your prospect's company, industry, and competitors allows you to ask the right questions and tailor your message to their specific challenges.

2. Talk to the right person

All the research and customer information in the world won't help you if you aren't in touch with the person who can approve the purchase. Leveraging sales intelligence tools or social media platforms like LinkedIn can help you identify the best contacts to pursue.

SALES PITCH WORKSHEET

A step by step guide to building your pitch.

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3. Prepare for objections

As you're reviewing your sales pitch, be sure it can accommodate potential sales objections. The most common objections fall into four buckets:

Budget: "We just don't have the budget."

Authority: "I need to consult with X."

Need: "I'm happy with my current solution."

Time: "We're too busy right now."

Be prepared to discuss each objection, ideally framing it in terms of how that objection reveals a need for your product or service. (ie: If your product can save the customer money, that's a great counter to the lack of budget objection.)

4. Think on your feet

Once your pitch is polished, don't cling to the script. Talk less and listen more, sharing only what appeals most to the customer. Pitches with real potential feel less like a business presentation and more like a healthy conversation about business needs.

5. Always end with agreed next steps

Every sales pitch should end with a call to action (CTA) that makes sense. Even if the customer isn't ready to complete the sale yet, be sure to keep the prospect on the journey and move forward with a follow-up meeting or a trial period.

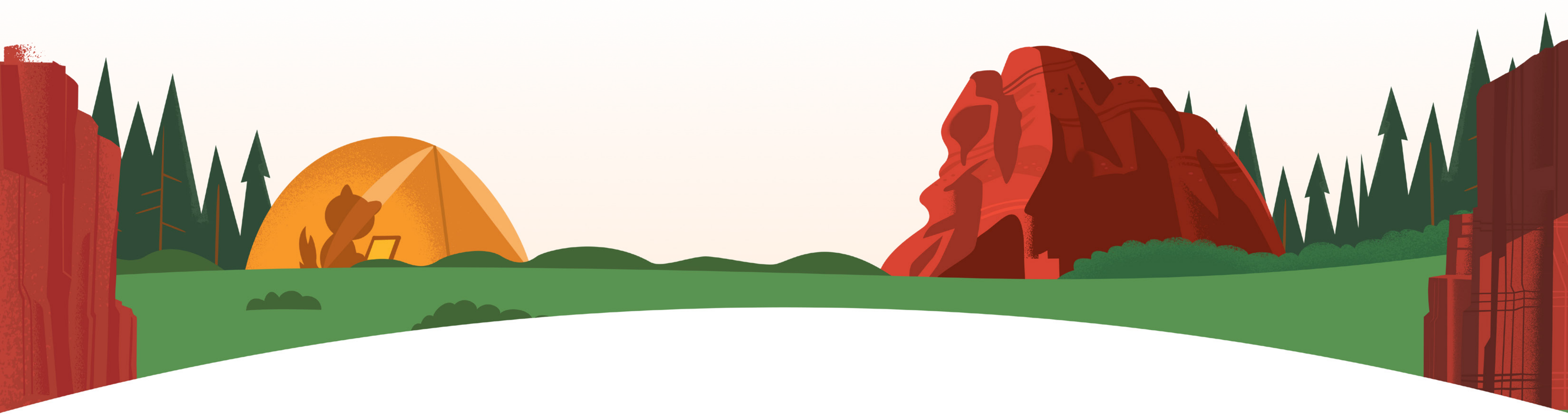
Chapter 3

Evaluating and optimising your tools

Many small business owners have no structured system for tracking their sales prospects and customer information. Of those that do, most rely on outdated tools, such as email (44%) and spreadsheets (41%). But fast-growing companies do things differently. Everything from innovation to streamlined internal processes can drive growth, but one of the things that makes the biggest difference is a CRM system, which stands for “Customer Relationship Management.”

Companies adopting a CRM system have increased sales by as much as 29% and revenues by as much as 41%. While the results are extraordinary, there’s no magic in how it works. CRM simply puts all your critical customer information in one place and allows you to view contact info, follow up via email or social media, manage tasks, track performance, and more – all within a single application. In short, finding the right CRM for your business can translate to closing more deals, boosting sales, and improving forecast accuracy.

35% of small business owners say that not having enough time in the day keeps them up at night.



Is it time for you to invest in CRM?

We've found six leading indicators that can help you answer that question, based on cases in which CRM has had the greatest impact.

1. There's no single source for information.

You store your customer and order information in more than one location, such as a spreadsheet or notes stuck to your computer. This puts your sales team at a disadvantage. They lack a single view of every customer's contact info, orders, and interactions.

2. There's little or no visibility of your pipeline.

You have no system that lets you see what your salespeople are doing or how your customers are connecting with employees. At a time where teams are increasingly more virtual, visibility is crucial in helping your sales team succeed – and keeping them accountable.

3. You create reports manually or not at all.

You're not using an automated resource to produce reports and/or analytics that map your sales team's monthly progress against its quota. Because doing this by hand is tedious and painful, you're likely not doing it as much as you should, if you're doing it at all. This deprives you of invaluable insights.

4. Sales notes aren't automatically shared.

You lack a shared, mobile-friendly system in which all sales people keep their notes. This means reps working remotely can't share their notes as easily. That slows the flow of information and increases the likelihood it will be lost – especially if an employee leaves the company.

5. Every customer is treated the same.

You're not able to distinguish which offers and messages are going to which targets. So the same information is going to customers and prospects in very different stages of the buying process, as well as in different industries or geographies. That means your messages are not resonating with specific needs.

6. You lack a plan to scale fast.

You're not confident your current processes will accommodate that growth you're striving to achieve. So you may not be able to keep productivity high while scaling up.

How CRM improves productivity

You probably know the old saying, "there never seem to be enough hours in the day." This is especially true in the sales world, where time is truly money. A whopping 77% of salespeople rank having enough time as a moderate to major challenge.

Unfortunately, time is something you can't buy.

But you can use it more effectively and efficiently – with CRM. A CRM system optimises your sales process, which means more time to generate new prospects. It arms your sales reps with the information they need when they need it, which means it takes less time to close sales. You'll be able to sell smarter and better, which means your business grows faster.

> 77% of salespeople say they struggle with not having enough hours in the day.

See how it worked for BizClik

Global digital media powerhouse BizClik Media Group took two landmark decisions that doubled its revenue over the course of one year. The first was to embrace its new business model with energy, innovation, and total commitment. The second was to partner with Salesforce to put in place the technology platform that would transform its sales , processes and performance and provide the data and tools to capitalise on priceless new business opportunities.

“We were already offering our clients a really powerful product in the form of our digital publications, but we knew that they wanted to do more – and so did we!” explained Chief Technology Officer, Nathan Bursnell.

Though BizClik’s existing CRM system had worked well during the company’s years as a publisher, something more powerful was needed for the large quantities of valuable customer data it held.

Working with Salesforce to really understand how its technology and the depth of functionality could support its requirements, now and in the future, it soon became clear that, above all others providers, Salesforce could help BizClik to deliver its vision and add value.

“Salesforce is a total CRM system,” said BizClik Media Group CEO, Glen White, “We felt that Salesforce offered us the best option on data, customer interaction, and technology integration with many of the other tools we use.”

BizClik selected Sales Cloud to empower its sales team, improve sales processes, and make data more accessible. Its leadership teams can create bespoke reports and dashboards that drive highly targeted actions and improvements, and a whole new funnel of prospects has opened up to the sales team.

In fact, BizClik has seen remarkable growth, with expansion in all its teams and overall numbers rising from around 60 employees to more than 100, including an entirely new dedicated data team. In all, the company doubled its revenues in 2020 alone, with the same kind of results set to continue.

And with Sales Cloud, BizClik now has the ability to manage a huge increase in overall volumes of sales data and insights, delivering many more qualified prospects and leads to be pursued. [Read more of BizClik’s customer story here](#).

Salesforce provides the kind of ecosystem that empowers people to be successful.

Nathan Bursnell

Chief Technology Officer, BIZCLIK MEDIA GROUP

Your partner in growth

Salesforce helps you find customers, win their business, and keep them happy so you can grow faster than ever. With Salesforce's out-of-the-box solutions, small businesses can easily implement cutting-edge technology and connect everything they use to run their businesses. On average, customers using Salesforce have seen a 38% increase in faster decision making, a 25% increase in revenue, and a 35% jump in customer satisfaction.

Sales Cloud Demo

Enjoy a free 30-day trial of Sales Cloud to see how it can help your business convert more leads and close more deals.

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Customer Stories

Find inspiration in the stories of our customers and partners, who are blazing new trails towards business success.

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Check out our on-demand learning platform to see how creating custom learning journeys can help small businesses create a better skilled, more agile workforce.

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