

This article comes from Agnitio's 'Digital Academy' - an information series that aims to create debate and communicate best practice in digital sales communication. To sign up for more, simply join our mailing list.

Agnitio: The Digital Academy

How to get sales teams to embrace digital technology

Even when you have the best strategy, a watertight methodology and state-of-the-art software, there is still one vital action that needs to happen when introducing digital sales tools. And this is ensuring that your new digital systems are embraced by sales teams! After all, if the investment is going to pay off, it needs to be used...

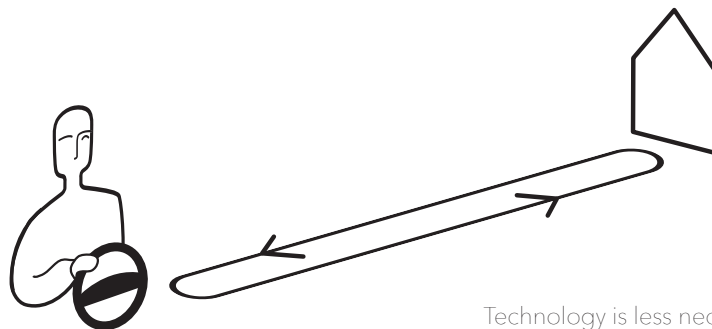
Marketeers and sales managers often voice their frustration that not all reps are using the new digital communication tools. So what to do about it? The answer is clear. Your reps aren't using it because you haven't raised the bar high enough.

Let's remember why we need this technology. As we discussed in earlier articles, the reason to go digital is to give more value to your customer. The technology enables you to meet medical professional's individual needs. It means you can switch from talking at them or guessing what they might want and instead working together to decide on - and then deliver - the exact information and services they need.

So providing the rep with digital tools is NOT about making life easier for the rep. It's about raising the bar and enabling the rep to deliver much more.

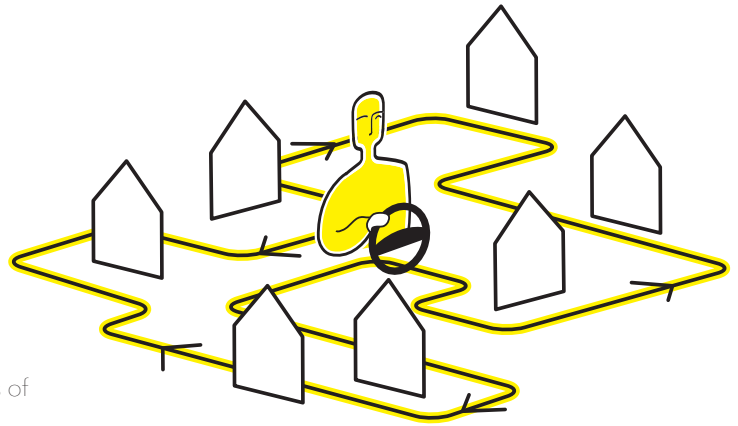
To understand the difference, consider a scenario in which London bus drivers have been working the Kensington to Victoria Station route for many years. They know exactly where to go because it's what they do all day. Now imagine that you come from HQ and say, "Here you go, we've made a state-of-the-art GPS and put it on an iPad that fits perfectly in your dashboard. What do you say to that?"

The answer will mostly likely be, "Thanks for the iPad but we don't really need one. We all know the way from South Kensington to Victoria!" And they'd be completely right to say so. Adding technology would be pointless.



Technology is less necessary when applied to old forms of communication

But what if you ask the drivers to do something completely different? Rather than follow the standard route, they now have to ask passengers where they want to go and then take them there. You'd likely hear a very different response:



Technology is vital in new forms of personalized communication

"What? Are you crazy? Do you know how big London is? There's no way that I can do it on my own! If you're serious about it, you had better come up with a way to help me do it."

That might be the perfect time to unveil a new state-of-the-art GPS system...

It's exactly the same when introducing new presentation tools. Nobody needs new technology to do the same old things. It becomes necessary - and in high demand - when we're asked to do something that was impossible without it. So if you're seeing slow uptake on new technology, it's a clear sign that it's time to raise the bar.

About Agnitio

Agnitio helps life science companies generate effective relationships with medical professionals. The provider of the leading pull marketing software platform for the pharmaceutical and medical device industries, Agnitio's system is already implemented in more than 45 countries and 25 languages - and used by major pharmaceutical and medical device companies including: AMGEN, Allergan, Grünenthal, Roche, and Bayer.

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