

# THE ULTIMATE **GUIDE TO SELLING** ON THE ROAD

INSIDER SECRETS TO SHATTERING SALES  
GOALS & ENJOYING THE JOURNEY



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# INTRODUCTION

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This guide will help you stay positive, up-beat, and energized to do what you do best: sell! With everything from how to manage your relationship with your manager to which podcasts are great drive-time listening, this companion will help you accelerate sales in 2022!



# HOW DO I COMPARE?

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- How many hours do top field sales reps work?
- What do field sales reps do all day?
- What's keeping reps from doing their jobs effectively in the field?
- What do field sales reps think about selling and their profession?





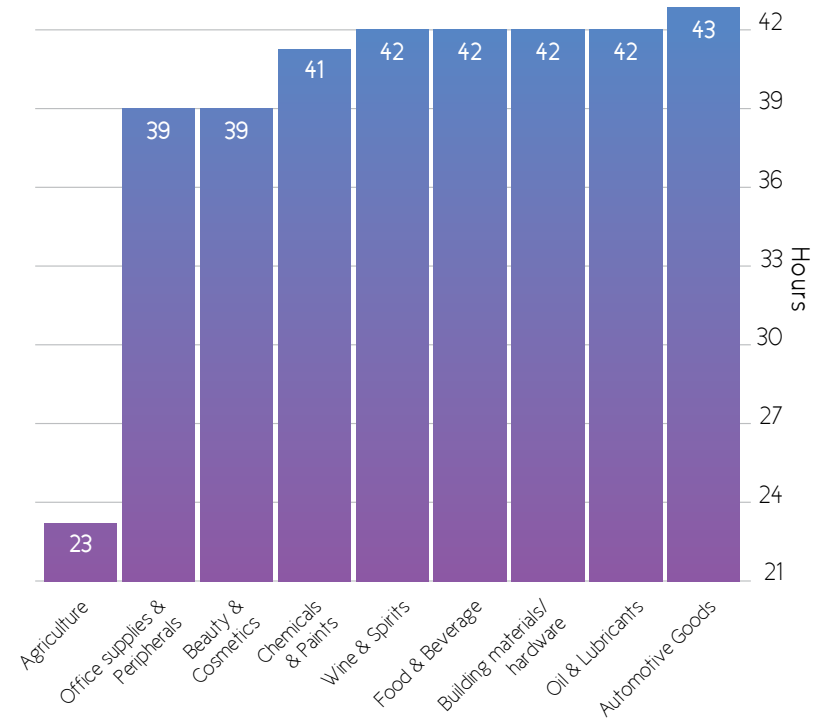
# HOW MANY HOURS DO TOP FIELD SALES REPS WORK?

Is there an optimal amount of hours a field sales rep should work per week? Does it depend on their industry? Companies in some parts of the world and in some industries are increasingly testing the effect of shorter work weeks on employees' productivity and their overall sense of well-being. While a great emphasis will always be placed on work ethic, the real trick is figuring out how to work smarter.

**Studies** have shown that people who work 7.6 hours on average per day tend to experience their day as having 'more time' to get things done. These people tend to plan their day better, completing their more difficult tasks when they're most productive and so free up more time in their day. Those who worked only one hour more on average, 8.6 hours a day, experienced their day as a lot more time-pressured.

We surveyed hundreds of field sales professionals to find out how many hours they work, on average, per week. The respondents to our survey worked an average of 41 hours per week.

However, when the responses were broken down by industry, we see the following averages:





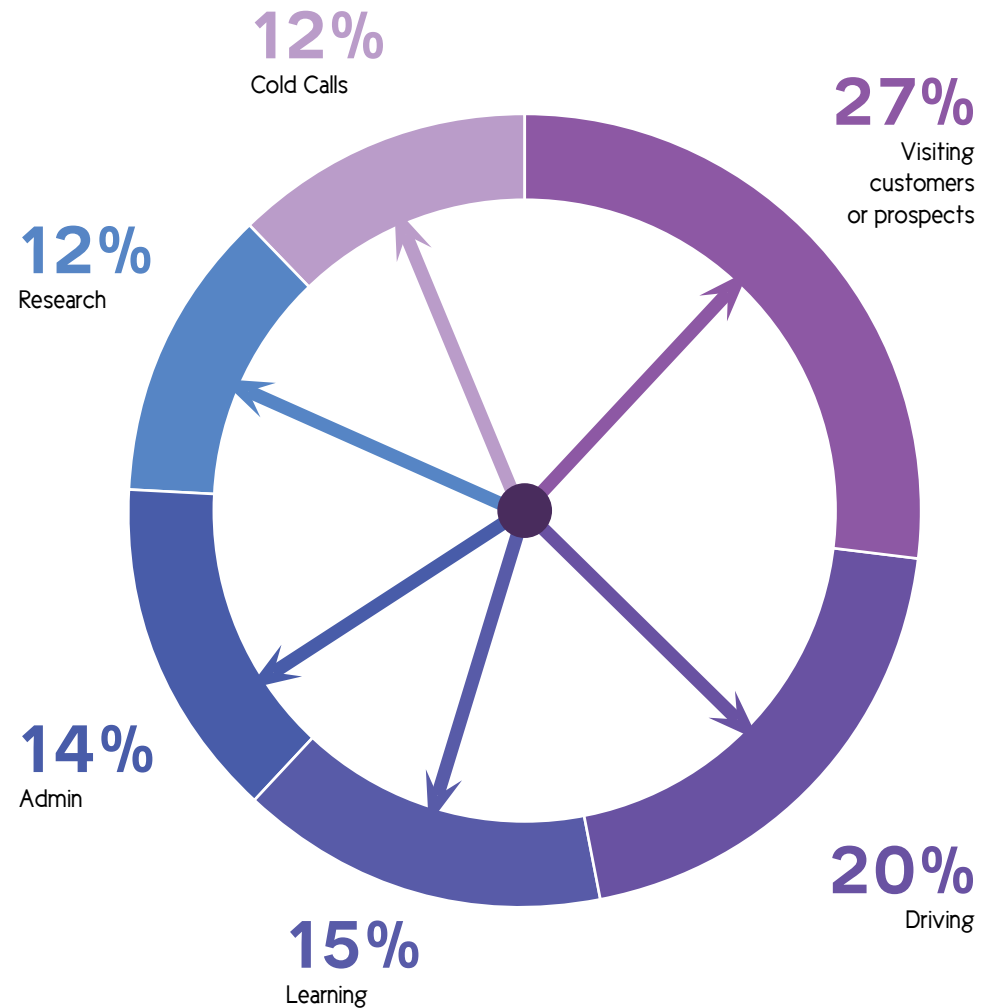


## WHAT DO FIELD SALES REPS DO ALL DAY?

Ever wonder how other sales reps' average day looks in comparison to your own?

To the right is how much time a typical field sales rep surveyed spends on the following tasks per day.

We see that on average 39% of their time is spent selling (visiting customers or prospects and cold calls).





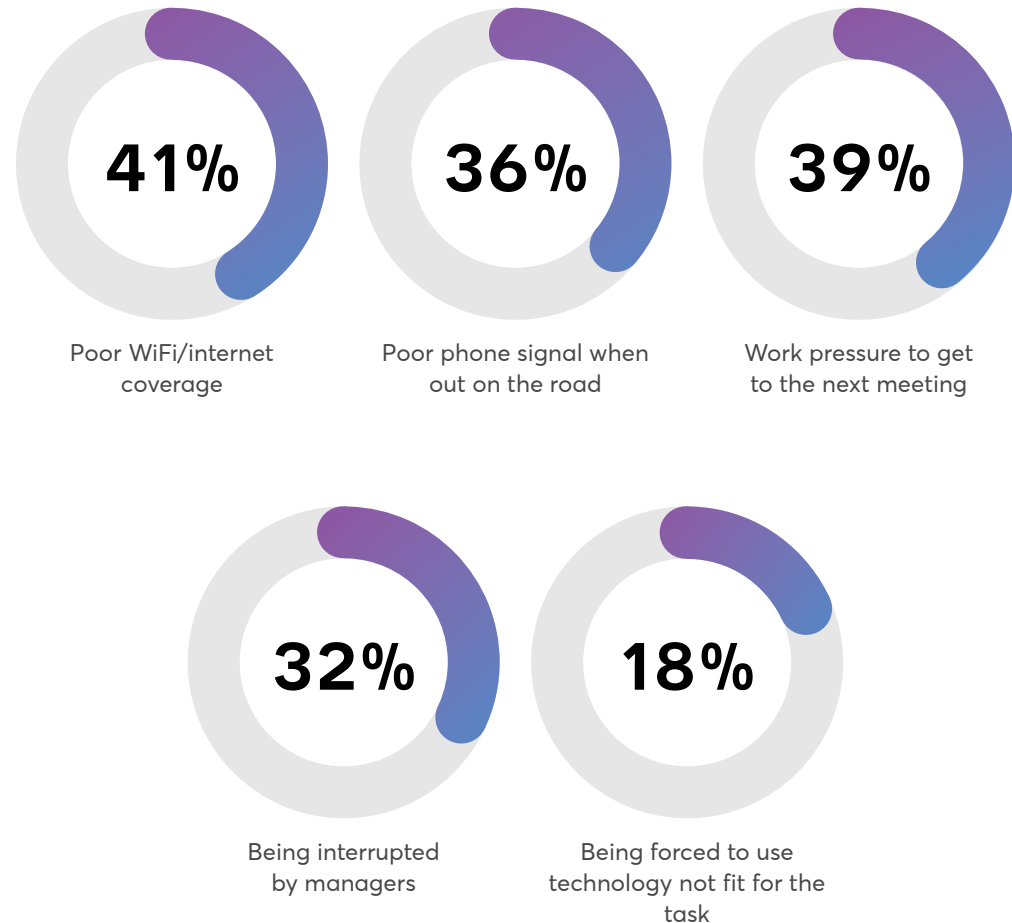


## WHAT'S KEEPING REPS FROM DOING THEIR JOBS EFFECTIVELY IN THE FIELD?

A staggering 89% of field sales reps surveyed shared that they don't trust the data they capture during customer visits and stated the following as reasons why capturing data is challenging in the field (pictured right).

Nearly a quarter (23%) of reps wait until the end of the day to enter data, when they're tired and can't remember exact details discussed during customer visits.

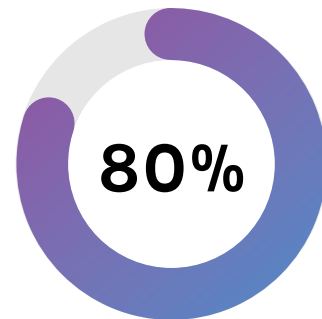
It's no wonder that 9 out of 10 reps believe their own reporting processes fail to deliver information that accurately portrays their customers' business needs.



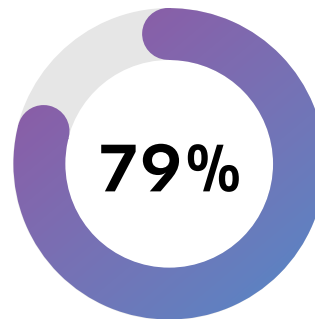


# WHAT DO FIELD SALES REPS THINK ABOUT SELLING AND THEIR PROFESSION?

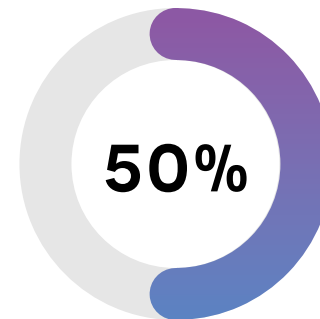
According to our surveys with field sales reps:



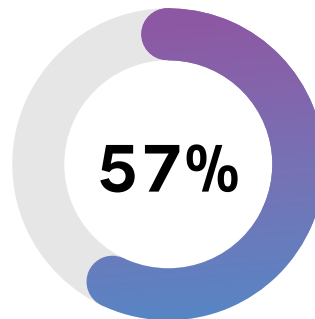
Selling is about solving a problem for a customer.



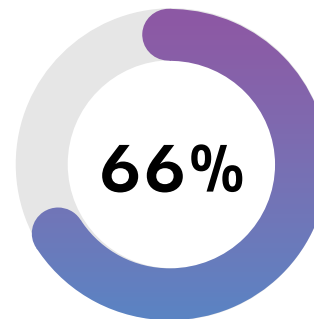
Selling is about persuading a prospect to buy from.



Field sales is a well respected occupation.



Customers trust sales professionals.



Sales reps and sales managers completely trust each other.

A man with a beard and glasses, wearing a light blue button-down shirt, is smiling and looking at a tablet computer. He is standing in a warehouse filled with large stacks of cardboard boxes, some wrapped in clear plastic. He is holding the handle of a black metal pallet. The image has a purple and blue color overlay. On the right side, there is a large white quotation mark icon.

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**EMPOWERING REPS TO  
MANAGE THEIR OWN SCHEDULES**

‘Reps were given the means to play a more active role in structuring and managing their own schedules and routines. Skynamo has reduced admin for the reps to a large degree and consolidated all our manual paperwork and checks into one system without overcomplicating things.’

– ADELE NORMAN,  
RETAIL GENERAL MANAGER, SAFETOP



# HOW DO I COMPETE AND WIN?

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- Use the right technology
- Plan and anticipate
- Communicate with your customers
- Practise 'active rest' to improve productivity
- Find the gap



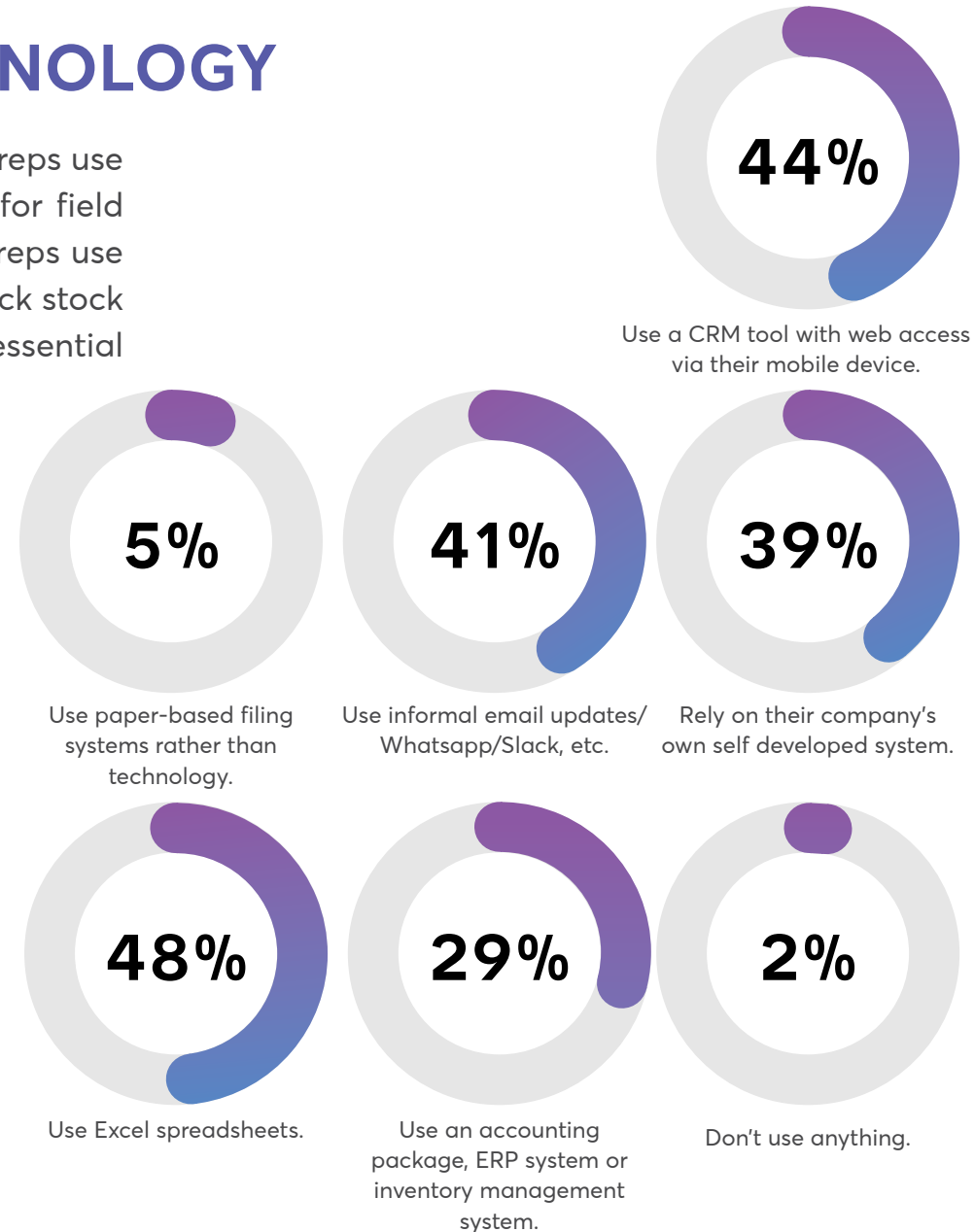
## USE THE RIGHT TECHNOLOGY

Our survey revealed that only 30% of sales reps use a mobile sales app developed specifically for field sales reps. So, what other systems do field reps use to capture customer data, place orders, check stock availability and pricing as well as other essential daily tasks?

Here are the top 5 ways field sales reps say the right technology helps them do their jobs better:

01. Provides their manager with an accurate view of their sales activity.
02. Gives them quality customer information and sales history data.
03. Generally makes their life easier.
04. Helps them prepare for meetings.
05. Reduces the amount of admin they need to do.

If you would like to find out more about the various platforms and technology available, visit the [Understanding Sales technology Guide](#) for more information.





# PLAN AND ANTICIPATE

The benefits of proper planning are often overlooked. Making plans is easy. Planning is more difficult. As the saying goes, "you fail to plan, you plan to fail".

Here's a good example of planning and the direct benefit derived:

*Account planning: Review your accounts at a company level, categorize and prioritize them based on who the top spenders are, who has outstanding invoices and what they are buying or have stopped buying, i.e. are they buying from a competitor now? Spending time doing account planning will help you determine where you should be spending your time to maximize your sales.*

Here are the 5 often-overlooked benefits of planning.



## 1. BETTER COLLABORATION:

Proper planning requires teamwork. Communication and collaboration is needed to work through scenarios and potential problems.



## 2. IMPROVED MORALE:

Planning is a great way to include more people. Giving individuals a voice and insight into plans helps increase morale.



## 3. MORE ACCOUNTABILITY:

Everyone involved in the plan will understand their roles more clearly. They will know who they are responsible to and who is counting on them.



## 4. GREATER PRODUCTIVITY:

Teams that work well together have a clear vision of where they're heading and why they're doing it which results in accountability and greater productivity.



## 5. CREATIVITY AND INNOVATION ARE MORE LIKELY WITH BETTER COLLABORATION:

With collaboration comes the potential for creativity and innovation. Collaboration allows greater freedom to share ideas and to try out new approaches.



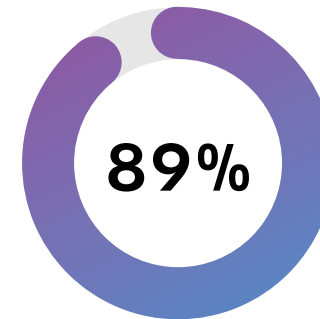


# COMMUNICATE WITH YOUR CUSTOMERS

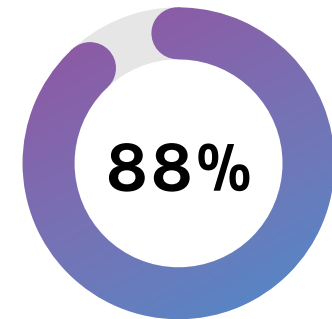
It may seem like a basic interaction that often goes unnoticed, but checking in and following up with your customers can go a long way. These basic messages often remind them of orders they need or initiate that next sale without much effort on your part. Your customers will also feel well looked after and want to work with you more often going forward.

Following up and regularly visiting customers has a direct impact on building great relationships with customers.

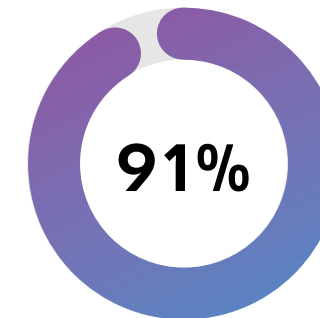
*Almost 90% of sales reps say they have great relationships with their customers and list the following reasons and indicators:*



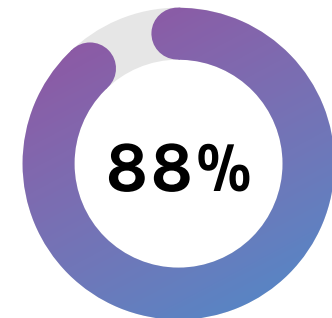
Provide their customers with accurate information on pricing, product availability, sales history and order information.



Customers can rely on them and their ability to follow through on promises.



Add value to their customers' business.



Customers trust them.



# PRACTICE 'ACTIVE REST' TO IMPROVE PRODUCTIVITY

Busyness, burnout and anxiety have been sent into overdrive by the Covid-19 pandemic. We know just how difficult it can be to take a break and step back for even a minute at times. We considered 6 ways to 'actively rest' your way to greater productivity.

These are important daily practices to use when wanting to improve your productivity, and prevent burnout and anxiety.



## 1. READING

Reading provides plenty of mental stimulation, reduces stress and improves memory. We spend far too much time in front of TV's, laptops and our phones during our day, taking a break from all of this to sit and read a good book, magazine or news article might just become the best part of your day.



## 4. EXERCISE

We're often guilty of spending too much time sitting. Whether it's behind a desk, car steering wheel or face-to-face with a customer. This isn't necessarily a bad thing, but exercising is incredibly important. The right exercise releases stress and produces feel-good endorphins. Light exercise 2-3 times a week will keep you feeling healthy and do wonders in helping you actively rest.



## 2. VACATION

Taking a vacation to properly switch off as an active pursuit of rest and relaxation is good for you and your organization. Not only will you come back refreshed and ready for anything that comes your way, but you will have had time to clear out those cobwebs and ultimately become more efficient.



## 5. SLEEP

Sleep is an active form of rest towards productivity. Getting a good night's rest does more for you than just making you feel less tired. The effects on your entire body are noticeable and can help boost your immune system. Getting between 6-8 hours of well-deserved shut eye can have an advantageous effect on your daily mood and mindset.



## 3. MINDFULNESS

This can be done when you're out on the road before or after visiting a customer. Simply taking a minute to breathe, relax your body and focus on how you are feeling on your thoughts. This is an easy and effective way to identify and disengage from distracting or anxiety inducing thought patterns.



## 6. HOBBIES

Nothing quite provides the detachment from work like your favorite hobby does. Whether it's playing sports with friends, painting and listening to music, or cooking in the evenings, hobbies are another great way to actively rest. After enjoying your hobby, your mind is a little clearer and you feel more energetic to do your day-to-day activities.



## FIND THE GAP

A lot has changed in such a short period of time during the pandemic. Take some time to do some research to see where you can find opportunities to leverage. Here are two simple methods that could help you find that gap you've been looking for:

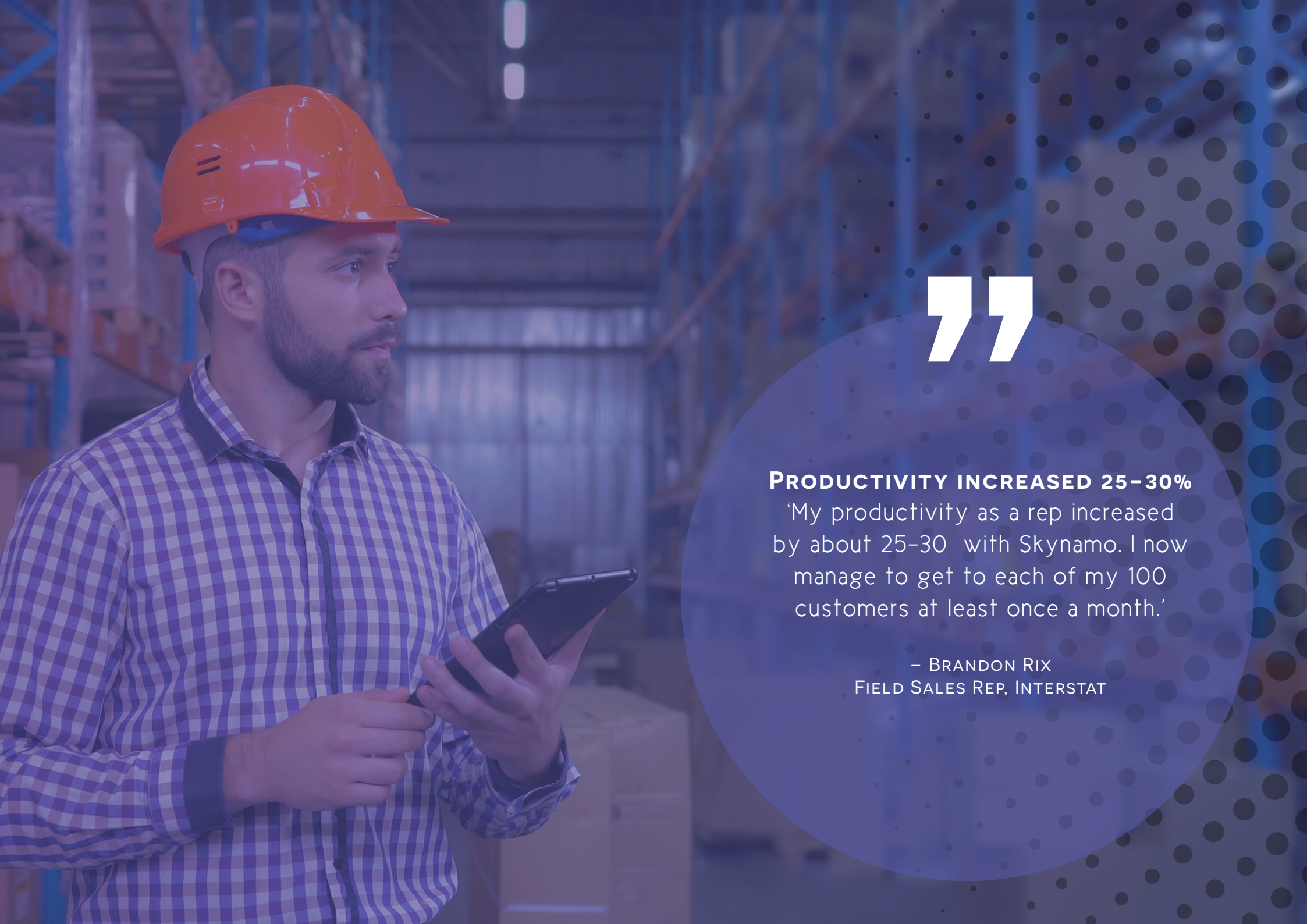
### 1. IDENTIFY ANY COMPETITORS YOU WANT TO DISPLACE OR KEEP AT BAY:

Customers may have re-evaluated what products they want to stock and sell and may be open to new options. Check your customers' shelves to see if there are new competitors since the start of the pandemic. Equally, assess whether any competitors have gone out of business or had any products removed.

### 2. READ UP ON ANY INDUSTRY CHANGES:

The pandemic may have resulted in changes in protocols and procedures or new regulations in your industry. Make sure you are familiar with them and prepared to adhere to them before you go into the field. Being the first to adapt might give you the advantage you need when making a sale to a new customer.





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**PRODUCTIVITY INCREASED 25-30%**

‘My productivity as a rep increased by about 25-30% with Skynamo. I now manage to get to each of my 100 customers at least once a month.’

– BRANDON RIX  
FIELD SALES REP, INTERSTAT



# HOW DO I ENJOY THE TRIP?

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- 6 ways you can turn your car into the ideal rep-mobile
- Top 5 songs that keep field sales reps rocking on the road
- Tips and tools to clean your mobile devices
- Podcasts to keep you informed and educated



# 6 WAYS YOU CAN TURN YOUR CAR INTO THE IDEAL REP-MOBILE

20% of sales professionals' time is spent driving according to our surveys. That's at least one day a week on the road! Here are 6 ways to turn your car into the ideal rep-mobile:



## GPS

Use GPS to get to your customer meetings using the quickest routes so you spend less time driving and more time selling. A sales app helps you plot all your customers on a map so you can optimize your route. GPS technology also automatically captures distance traveled, customers visited, time spent with customers, and automatically generates your call or visit reports for you.



## KEEP YOURSELF REFUELLED AND FREE FROM GERMS

Keep your glove compartment stocked up with healthy snacks and always have a bottle of water on hand, as well as, wet wipes and hand sanitizer.



## REMOTE ACCESS TO ALL PRODUCT, CUSTOMER AND SALES DATA

Leave paper catalogs and forms behind and go digital with a mobile sales app. Turn your car into your virtual office by maintaining remote access to all the latest product, pricing, and customer information. Lost internet connectivity should never mean lost productivity. With the right mobile sales app your product, customer and sales data should be available even when you're offline.



## PODCASTS/MUSIC

Sales podcasts offer a great opportunity to learn from leading sales thinkers and strategists.



## VOICE-TO-TEXT CAPABILITIES

Quickly and easily dictate meeting notes after a customer visit on your mobile device. Using a voice-to-text keyboard that's compatible with a field sales app will help you further reduce time spent on admin by transcribing and capturing all your spoken notes onto your customer's timeline.



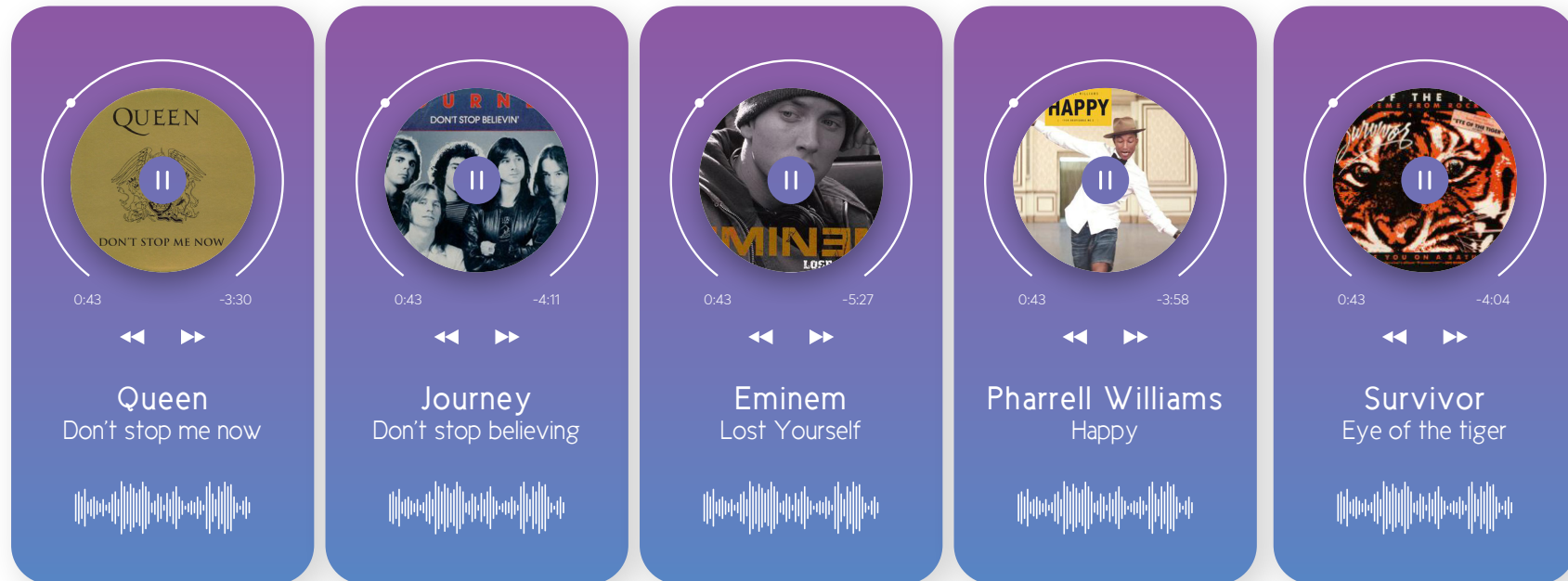
## POWER UP

Keep a cell phone or tablet charger in your car to ensure your battery doesn't run flat. Or, invest in a power bank for back-up battery power.



# TOP 5 SONGS THAT KEEP FIELD SALES REPS ROCKING ON THE ROAD

We surveyed hundreds of field sales professionals to see if they have a “go-to” song which keeps them motivated. 38% said they do! These are the top 5 songs that get field sales reps motivated and rocking on the road.



These sales reps also shared the other 21 songs that kept them pumped up and selling on the road. [The Skynamo playlist for sales professionals](#) on Spotify contains all of these motivational tunes. There is also a playlist for those feeling a little more nostalgic on the [Skynamo Sales App Golden Oldies playlist](#) on Spotify.



# TIPS & TOOLS TO CLEAN YOUR MOBILE DEVICES

Claims that smartphones and tablets are more germ ridden than toilet seats are unfortunately not just filthy rumors. Here are a few do's and don'ts, as well as tips and tools you need to make sure your devices are clean and ready for use.

## 3 THINGS YOU SHOULD NEVER DO WHEN CLEANING YOUR DEVICE:

### NEVER



Clean a device connected to a socket



Clean a display screen with abrasive chemicals



Take a device apart to clean it, unless you're certain about what you're doing

## 5 THINGS YOU SHOULD ALWAYS DO WHEN CLEANING YOUR DEVICE:

### ALWAYS



Unplug and switch off the device



Use a slightly dampened microfibre cloth



Be very careful not to get moisture into any openings



Wipe dry with another, fresh microfibre cloth



Apply rubbing alcohol to microfibre cloth and wipe the front and back of your device



# PODCASTS TO KEEP YOU INFORMED & EDUCATED



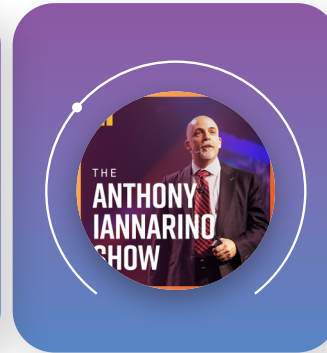
## 1. THE SALESMAN

Average Duration: 30–40 mins  
Will Barron interviews both people inside and outside the world of sales to help listeners improve their sales skills and performance.



## 2. ACCELERATE!

Average Duration: 25–30 mins  
Andy Paul interviews the world's leading thinkers on sales, leadership and marketing. His website provides summarized 'Key Takeaways' to help you find the most suitable content for your needs.



## 3. IN THE ARENA

Average Duration: 30 mins  
Anthony Iannarino gathers world-renowned names around the table to discuss what a winning mindset, effective strategies and good habits look like.



## 4. THE SALES EVANGELIST

Average Duration: 20 mins  
Donald Kelly's passion for sales becomes tangible as he shares stories and interviews concerning real and relevant topics. Kelly brings in experts from the broader business world to guide listeners, especially those starting out in the B2B world, to sales success.



## 5. THE ADVANCED SELLING PODCAST

Average Duration: 20 mins  
Bryan Neale and Bill Caskey host one of the longer-running podcasts on this list (over 500 episodes and counting!). The duo opts for a more traditional discussion instead of the interview format. They focus on tactical, actionable advice which could be implemented immediately by salespeople into their individual sales strategies.







# PODCASTS TO KEEP YOU INFORMED & EDUCATED [CONTINUED]



## 6. SALES GRAVY

Average Duration: 5-10 mins  
Jeb Blount is "to-the-point, simple, yet loaded with basic truths that I need to hear over and over," shares a regular listener of the Sales Gravy podcast with its 5-star listener rating on iTunes. He focusses on discussing high-performance selling, effective account management, skills training, customer experience, and much more.



## 7. THE SALES PODCAST

Average Duration: 45 mins  
Wes Schaeffer integrates sales and marketing and pays attention to personal growth as part of the selling process. Schaeffer employs an unscripted interview style as he chats to successful entrepreneurs, professional salespeople and business owners.



## 8. WOMEN IN SALES

Average Duration: 40 mins  
Ali Powell hosts this podcast for women who work in sales roles. "Even if you're not a woman or you're not in sales, this is a great podcast to learn about managing and directing one's career, building and leading an organization, and what success in running and winning in sales takes from women who've done it." – podcast listener review



## 9. WINNING AT SELLING

Average Duration: 40 mins  
Scott Plum and Bill Hellkamp host this podcast talking about market changes, how buying evolves, tips on generating greater revenue, memorable experiences, and create client advocates by subscribing and applying relevant selling skills.



## 10. TED TALKS BUSINESS

Average Duration: 12 mins  
TED Talks Business is an extension of the popular idea-sharing platform and an excellent place to engage with a range of the most innovative business "Ideas worth sharing."



A photograph of two men in an office setting. The man in the foreground, on the right, is older with grey hair and a beard, wearing a green and white plaid shirt. He is smiling and looking towards the other man. The second man, on the left, is younger, seen from the side, wearing glasses and a light blue shirt. They appear to be in a collaborative conversation. A large, semi-transparent blue circle is overlaid on the right side of the image, containing text and a quote mark.

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**MOBILE SALES TOOLS  
CAPTURE ACCURATE DATA**

“Now, having all the information they need at their fingertips, our reps are able to answer questions more accurately and make more informed suggestions to customers,”

– LISA JOAO CAMPBELL,  
SALES MANAGER, INTERSTAT



# WHAT DOES YOUR NEXT STEP LOOK LIKE?

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Skynamo is the leading field sales management software and field sales app used by reps across multiple industries to manage and capture orders and information in the field.

Field sales reps use Skynamo's mobile app to increase productivity, eliminate admin, track customer engagements, capture orders and access accurate information, such as stock levels, pricing, product availability, historical sales, and customer information.

Field sales managers and business owners use Skynamo's cloud-based software to gain real-time insight into field sales activity and effectiveness, enabling smarter sales decisions and coaching of their field sales teams remotely.

Skynamo integrates with back-office systems (e.g. ERP and CRM systems) to provide improved order accuracy and order fulfilment turnaround times. Skynamo customers typically experience an increase in sales of up to 20% in their first year, and a doubling of customer visits thanks to increased efficiency and productivity.

If you would like to know what your typical day in the life could look like with Skynamo, **click here** to watch our 'Day in the life of a field sales rep' YouTube video.

For more information and a free demo, visit **[www.skynamo.com](http://www.skynamo.com)**.

