Improve Sales App Performance: Signs that a Sales App is Underperforming

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ST. PAUL, MINN., U.S., January 7, 2019 /EINPresswire.com/ -- Design Center develops sales apps that consistently outperform other custom sales apps because they are continually refreshed to meet evolving needs. However many organizations don't realize that their sales apps are underperforming until it's too late.

DESIGN CENTER INC.

Design Center President Ken Haus explained, "It's important for businesses to recognize early on that there is an issue with the app so that adjustments can be made. At Design Center, we are very proactive with the apps we create—continuously working with the client as they monitor use—on the rare occasion when there is an issue, we are able to catch it and resolve it quickly."

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This isn't the case with many app developers where issues continue unabated until sales reps pretty much abandon the app. Following are five signs that an organization's sales app could be performing better.

• Reps Rely on a Backup Tools: Sales reps armed with a comprehensive mobile app won't need to: bring a laptop to pull up pricing spreadsheets or supporting documents; launch a website to review additional product options; exit the app to access a calculator; send an email to request more info from a colleague or connection; or make a phone call to place an order.

• Too Many Sales Calls End with "I'll Get Back to You on That.": When answers aren't readily available, the sales process loses momentum and can completely derail. With a mobile platform—and a smart design—apps provide instant access to a vast range of relevant information. Questions are answered, measurements are made, colors are chosen, products are selected, orders are placed and the sale is closed—all onsite, all from the app.

• The App's Content is Outdated Almost as Soon as it's Deployed: Unless an app is continually nurtured and updated, it begins to lose value the day it's launched. Incorrect pricing, specs, and other data can result in frustrated customers and disillusioned reps that lose confidence in the app—and even abandon it.

• Reps Operate on an Island: Are reps covering territories on their own, with very little connection to home base and the rest of the team? A mobile sales app offers one of the most efficient venues for sales collaboration available today; allowing reps to send and receive

communications, share successes, ask (and answer) questions, partner on sales strategies, and gain insights from each other.

• App Upgrades are Based on Educated Guesses: Upgrades should be based on statistical methodology—data that clearly shows what is and isn't working. By powering the app through a mobile platform, organizations can track and harvest usage-based data to clearly see which aspects of the app are being used most often during sales calls, which aren't, where bugs exist, and what kind of sales results the app is producing. Marketing can pinpoint app updates that are exactly what reps need.

The most visionary businesses work with top tier design firms like Design Center to create apps that do everything from tracking customer demographics to communicating with operations to restocking inventory to scheduling service appointments and more.

A strategically designed app should put every tool and resource a sales rep needs to close right at their fingertips and respond to virtually any situation that may arise.

Founded in 1969, leading software designer and developer Design Center turns strategic insights into reality through app development, virtual reality solutions, custom software and more. Rooted in design and energized by digital, Design Center creates engaging, long-term solutions that streamline business and spark conversation. The company's user-experience-focused approach to design, development and implementation produces solutions that deliver value and profitability for clients. Among the company's value adds is AppKits, a proprietary application management engine, that ensures the company's solutions perform at the highest level. Design Center serves some of the world's largest organizations from their headquarters in centrally located St. Paul, Minn. To contact Design Center call 651-699-6500 or visit http://designcenterideas.com/.   Review project information and client references at: https://clutch.co/profile/design-center.

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