



Canadian Professional
Sales Association

Since 1874

TRY THESE
POWERFUL TOOLS
TO BOOST SALES
PRODUCTIVITY



It's an exciting time to be working in sales. The industry is changing at an incredibly rapid rate. With all that constant growth, you're likely immersed in an atmosphere of limitless possibility. Just think about what it means to be working in sales today compared to what it meant only a generation ago—it's enough to make your head spin!

Today, the sales industry is a place for innovation and versatility. If you're a sales rep, that means you must be making use of all the new tech tools at your disposal if you want to reach peak productivity. And the more tools in your arsenal, the better.

Sure, there are other steps you can take to become a more productive sales rep. You know how to take care of yourself so that you're in tip-top shape to sell with enthusiasm, you know how to nurture your clients and prospects through the pipeline, and you know which tasks need to be prioritized. However, this solid base will only take you so far if you're still living (and working) in a prehistoric age.

Updating your sales toolbox to include powerful applications, programs, and software designed to help you get more sales, use time more efficiently, and make more money is worth the investment. It can give your team a much-needed edge.

Don't be caught rubbing two sticks together. It's time to make use of powerful tools that can boost your sales productivity in the 21st century.

1 EASIER EMAILING

Busy professionals from across all industries will tell you the same thing: inbox maintenance can be a huge time suck. If you're constantly wading through a disorganized inbox, you're not being very efficient. Luckily, there are several tools to help you send, schedule, and track your emails more productively.

**APPS LIKE YESWARE AND
HUBSPOT SIGNALS CAN
SEND YOU AN ALERT**

Instead of waiting anxiously to hear back from a prospect you emailed a week ago, apps like Yesware and HubSpot Signals can send you an alert the moment a recipient opens your email. Now you don't have to be psychic to perfectly time your follow-up calls for maximum impact!

Email tracking and managing apps like Boomerang also allow you to schedule your emails in advance, and can send you reminders to follow-up with unanswered correspondence.

EMAIL TOOLS RECAP

- ✓ Yesware (www.yesware.com)
- ✓ Boomerang (www.boomerangapp.com)
- ✓ Signals (www.getsignals.com)





“
MANY SCHEDULING APPS COME WITH ADDED FEATURES LIKE EMAIL REMINDERS
”

2 TIMELIER MEETINGS

If you think you can still get away with writing everything down by hand when it comes to scheduling, think again. No matter how organized you may be, a day planner just isn't going to cut it. And when it comes to finding time to meet with clients, a huge back and forth email thread is a waste of everyone's time (and inbox space). Instead, make use of meeting scheduling apps like Calendly, Rallly, or Need to Meet.

Instead of flipping through your agenda, streamline everything by coordinating schedules with clients in seconds to easily select an available block of time that works for you both. Many scheduling apps come with added features like email reminders, automatic confirmation emails, and automatic calendar event creation.



MEETING TOOLS RECAP

- ✓ Calendly (www.calendly.com)
- ✓ Rallly (www.rallly.co)
- ✓ Need to Meet (www.needtomeet.com)

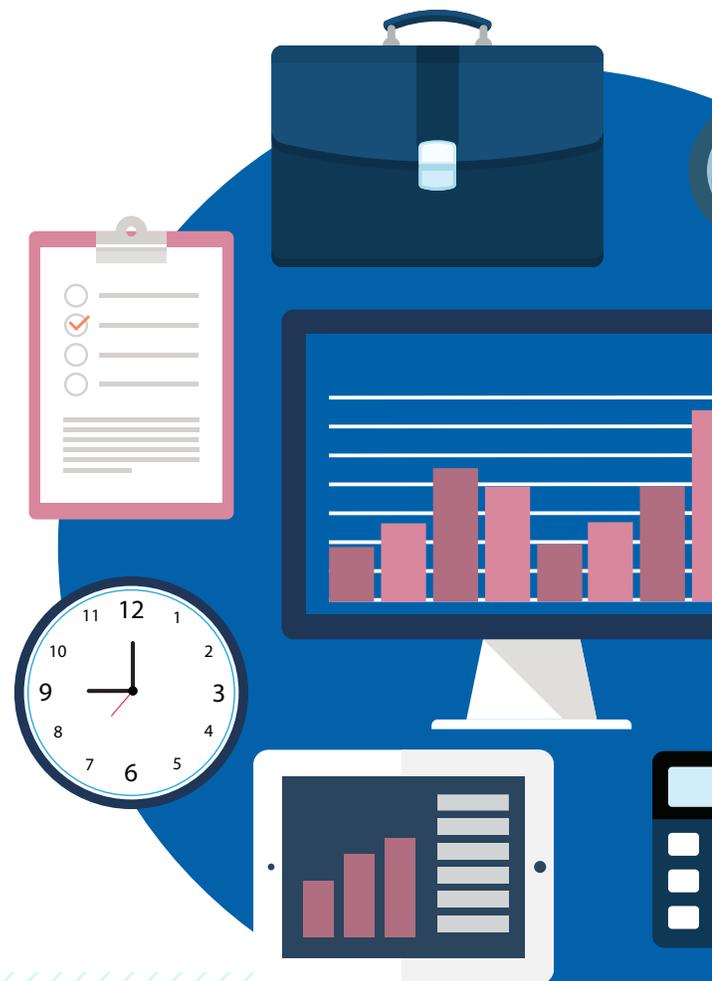
3 BETTER ALERTS

Do you know what RSS is? Rich Site Summary (RSS) is a way of delivering and organizing constantly changing web content. By making use of RSS readers like Feedly or Digg, you can aggregate newly published articles on any topic. Never sift through an endless stream of irrelevant information and/or clickbait ever again!

How is this useful for sales? Format your RSS reader to track topics relating to your buyer personas—that way you're

making a habit of always learning more about your ideal customers.

Want to be even more productive? Pair your RSS Reader with Google Alerts. Google Alerts lets you know each time there's a new mention of a phrase or word you've programmed it to follow—your own name, your company's name, or the names of your biggest competitor are all great options. Keeping tabs on your online presence has never been easier.



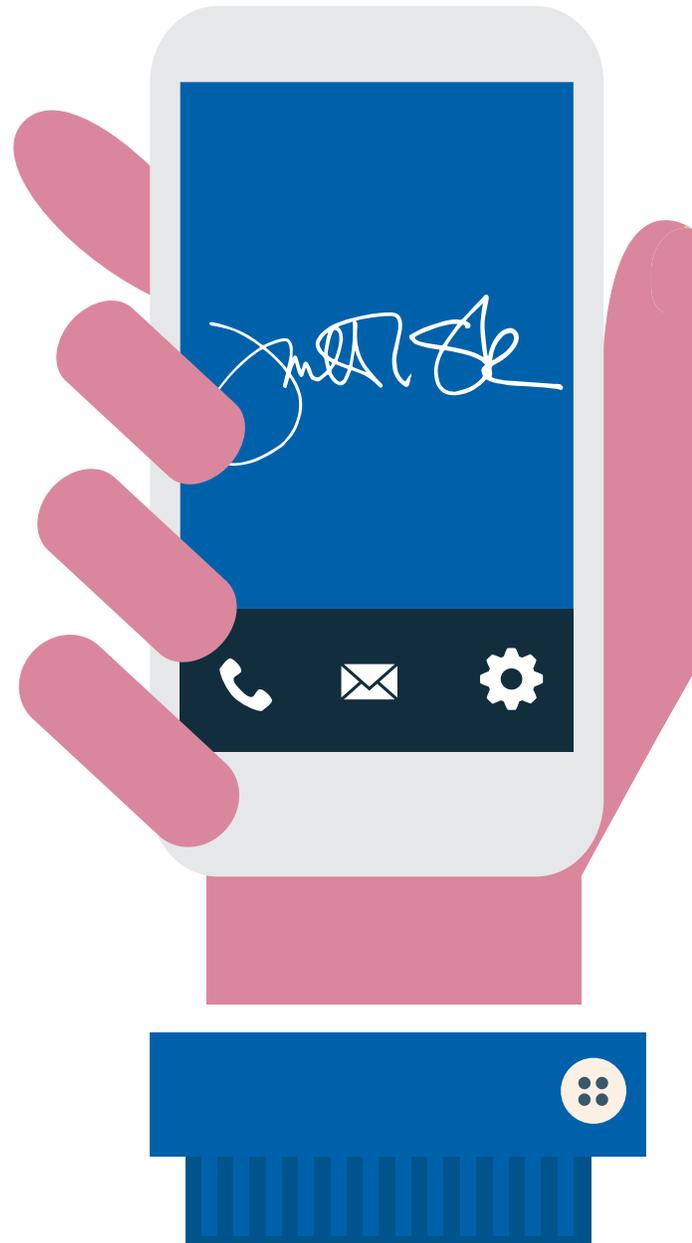
ALERT TOOLS RECAP

- ✓ Feedly (www.feedly.com)
- ✓ Digg (www.digg.com)
- ✓ Google Alerts (www.google.com/alerts)

4 SMARTER SIGNATURES

How many times have you wastefully printed out a ton of paperwork to sign by hand, and then had to scan it and upload it back to your computer to send off by email? Mark our words: Never. Again. Electronic signature apps will save you a ton of time, hassle, and squandered resources.

Having an electronic signing tool like DocuSign, HelloSign, or SignNow in your arsenal will allow you to format, send, and sign all sorts of important documents digitally. You can even sign and send off documents on the go, via your mobile device. And FYI—eSignatures are legal and, for all intents and purposes, identical to handwritten signatures. Good to know!



SIGNATURE TOOLS RECAP

- ✓ DocuSign (www.docusign.com)
- ✓ HelloSign (www.hellosign.com)
- ✓ SignNow (www.signnow.com)

5 TAMER TASKS

Sales reps with overloaded to-do lists should turn to productivity tools such as IFTTT and Zapier, which can streamline even the most convoluted workflows. How, you might ask? These apps use a process called a “recipe” which eliminates any manual data entry by connecting seamlessly to platforms like Evernote, Instagram, and Gmail.

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SYNCHING RECEIPTS TO EVERNOTE OR GOOGLE DRIVE IS A PIECE OF CAKE

”

Want a sampling of an IFTTT recipe to give you a taste? Synching receipts to Evernote or Google Drive is a piece of cake. Tracking how many hours you’re spending on a particular project? The info can automatically be recorded on Google Calendar.

It’s simply a complete integration of all your apps, and a completely automated workflow. Sounds productive to us!



TASK TOOLS RECAP

- ✓ IFTTT (www.ifttt.com)
- ✓ Zapier (www.zapier.com)



6 MANAGE PROJECTS

If you're paying attention to the new way customers buy and are harnessing the power of inbound selling, you know the importance of aligning your sales and marketing departments. Stop compartmentalizing—things cannot run separately any longer.

But managing tasks for one department can be overwhelming. How do you juggle the interconnected priorities of several different teams? With project management apps and software like Trello, Asana, and Podio! These tools are packed with adaptable features that will help organize big projects with many moving parts, across departments.



PROJECT MANAGEMENT TOOLS RECAP

- ✓ Trello (www.trello.com)
- ✓ Asana (www.asana.com)
- ✓ Podio (www.podio.com)

THE SHARPEST TOOL IN YOUR TOOLKIT: CPSA

From coast to coast, The Canadian Professional Sales Association (CPSA) is Canada's sales community. CPSA provides professional salespeople with the tools, support, training, and resources they need to succeed.

Our 27,000+ members include senior executives, entrepreneurs, sales managers, sales representatives and sale agents. We help them reduce costs, increase efficiencies, develop

themselves and their teams, and reach new heights in sales.

CPSA members enjoy exclusive benefits and discounts, top-notch sales and professional training, powerful tools and resources, and an active cross-country community of sales professionals.

Savings, support, insight, and inspiration—that's what you get with CPSA.

OUR 27,000+ MEMBERS INCLUDE SENIOR EXECUTIVES, ENTREPRENEURS, SALES MANAGERS, SALES REPRESENTATIVES AND SALE AGENTS.





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**For more sales tools and resources, visit our Knowledge Centre
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