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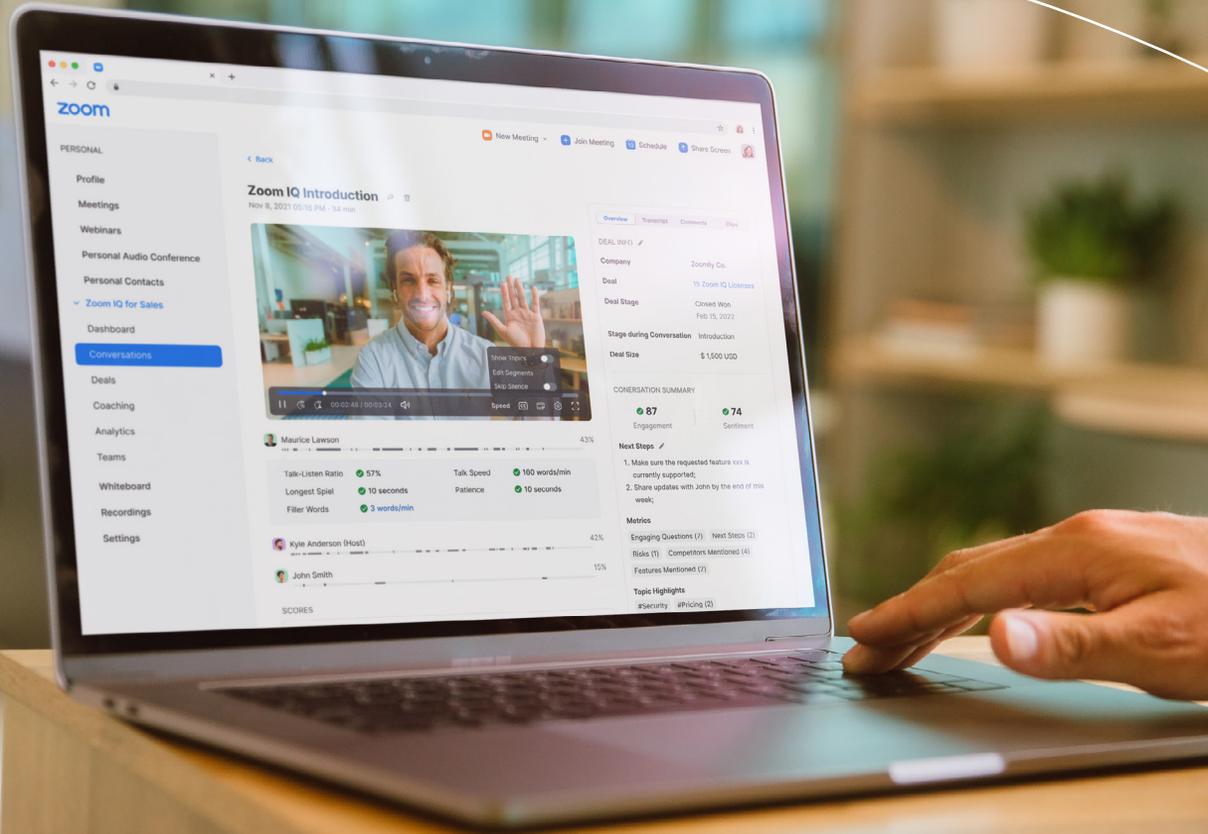## for Sales

All Aboard

How Sales Managers Can Successfully Introduce Their Teams to Zoom IQ for Sales

As a sales leader, supporting your team and helping your organization reach its goals are central to your mission.

And a critical aspect of that mission is helping your sales team achieve the best performance possible. Luckily, there is a powerful solution that is purpose-built to help your sales teams enhance their communication skills, make informed decisions, and improve their performance — Zoom IQ for Sales!

But with any new tool, you want to make sure it's going to be widely used and adopted for it to make an impact. In this guide, we'll go over best practices for onboarding Zoom IQ with your sales team to help you get the most out of the solution.

Getting sellers excited

When implementing new tools, it's best to start with the why. Addressing your goals and objectives for this new tool out of the gate will help get everyone on board by giving your sales team a better idea of how it will impact them and the organization.

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Make it about business goals, not the individual

It's important to emphasize that you're not implementing this solution to identify poor performance. Reinforce that you're bringing it on to help the business reach its goals and help the team become more productive and effective.

Context tip: Focus on the business objectives, such as reaching overall sales goals or increasing revenue by a certain amount, and team objectives, such as becoming the top sales team, achieving higher growth year over year, or other specific goals that align to your company-wide goals.

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Zoom IQ for Sales isn't about monitoring, it's about development

You should also explain that Zoom IQ for Sales isn't a tool that's being used to watch them and catch their mistakes during calls — it's a tool for developing their sales abilities. You can also explain that by finding areas for improvement, your team can get access to the right resources to help them develop themselves, such as one-to-one coaching, sales seminars, or communication training.

> **Context tip:** Provide specific examples of how Zoom IQ for Sales can enhance specific sales skills, such as providing clear next steps or asking appropriate questions, or how you'll use the solution to help salespeople reach their career goals.

Keep it positive

Remember to avoid talking about meeting quotas or improving poor performance or monitoring salespeople during calls — no one wants to feel like they might get punished from this tool. Keep the conversation focused on how the solution can help develop sales abilities, improve customer experience, streamline the customer journey, and best of all, possibly increase commission checks!

> **Context tip:** Demonstrate how the solution can be used to streamline calls and help salespeople develop the pitch and skills they need to reach more customers, more quickly, more efficiently.

Onboarding best practices

At first, it might seem simple. Turn on the solution, take a look at the analytics, and start working on improving your team. However, there are a few things you can do to increase buy-in from your team and increase the use and adoption of Zoom IQ for Sales.

Here are a few best practices to help you and your team get the most out of this solution.

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Take baby steps

It takes a while for employees to get used to a new solution, and it can take time to acclimate to new ideas and processes. Introduce the solution slowly and allow your teams to experience it for themselves first to help familiarize them with Zoom IQ for Sales and how it analyzes conversations. Once they've seen how it works, then you can start slowly and gradually providing feedback so you don't overwhelm them and gain their trust.

Context tip: Create an FAQ session where anyone using the solution can drop in and ask questions about how the solution works, how it can improve their abilities, and learn best practices from one another so they can find out more about how it can be used for personal career development.

Lead by example

The best way to show your teams how the solution works and how it can help everyone is to use it yourself! Record your sales calls while using Zoom IQ for Sales and showcase best practices around how the solution works, how you use it to improve your own performance, and how to track your progress across subsequent calls.

> **Context tip:** Provide monthly updates on how Zoom IQ for Sales has altered your approach to your pitch, improved your performance, or provided important insights that you're working to implement.

Celebrate the wins

Highlight your team's wins in your weekly sales review meetings to demonstrate the impact the solution is having, such as improvements in the customer experience, improved closing rates, and more. You can also highlight how individuals have improved over the weeks with help from Zoom IQ for Sales, such as increased earnings, streamlined calls, or positive customer references.

> **Context tip:** Select a weekly Zoom IQ for Sales Superstar, Most Improved Player, or MVP to create a regular opportunity to recognize the efforts and successes of individuals and teams.

Have fun!

With discussions around performance, sales strategy, and other matters, things can get pretty serious. Be sure to lighten the mood surrounding sales performance and Zoom IQ for Sales by hosting pitch competitions and seeing who can get the highest score on Zoom IQ for Sales and offer fun prizes like branded mugs, gift cards, or company swag!

Context tip: Be sure to approach conversations about performance metrics and insights gathered from Zoom IQ for Sales in a positive manner, where the conversation is focused not only around developing the skills of employees, but also what you can do as a manager to help them improve.

Dive into Zoom IQ for Sales

To discover how Zoom IQ for Sales can help you, your teams, and your organization enhance your customer's experience in the sales process and reach your goals, visit our Zoom IQ for Sales page.

explore.zoom.us/en/conversational-intelligence/

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