

Research paper on ipads for our sales force

[Business](#), [Company](#)



Executive summary

The use of iPads in carrying out business sales activities has gained a lot of popularity. At Jardine Pipes Company the sales team uses iPads in increasing their sales forces and gaining more consumer reputation. The following is a report about a research carried out to investigate the impact of using iPads at JAr dine Pipes Company's sales force. The research analyzed the cost of iPads versus the traditional laptops in terms of hardware systems. Second, the research analyzed the access to information using iPads and finally, an analysis of other companies using the iPad technology in sales. Moreover the report gives three recommendations in relation to the research findings, and ends with concluding remarks.

Introduction

The present technology transforms the sales ecosystem where social media gadgets have overloaded the digital market. The advanced and integrated technology makes sales more efficient whereby sales people no longer have to be chained on their desks. On the other hand, the present technology is more challenging and business organizations face a hard task of acquiring salespeople who are familiar with various technologies (Hand, 2012). The iPad technology has entered the mobile market in full force, and goes ahead to competing with the computer market (Standing, Benson & Karjaluto, 2005). This report aims at reviewing the suitability of iPads as one of the information technology tools for improving the sale forces of a company. The audience for this research consists of all department managers, and sales staff at Jardine Pipes Company. In terms of the company managers, the

relationship involves recommending the most appropriate marketing structure that increases the company sales. The sales agents require more knowledge and skill in using the current technology where iPads are used as sales applications. My role is to encourage the organization to use iPads technology by giving its benefits over the traditional sale practices.

The report touches on many aspects concerning the new technology and its advantages over the tradition sales practices. First, the report will compare the cost of using iPads in relation to traditional laptops. It will cover the cost in terms of power saving, hardware cost savings, and the overall purchasing cost. Second, the report will analyze the two gadgets in terms of accessibility to the relevant information using different software systems installed in either apple iPad or the traditional laptop. Third, the report would analyze the effectiveness of using iPad for sales in terms of scalability. An analysis of other companies using the iPad technology in their sales department will be done.

Research findings

Introduction

The cost of using iPads are much lower than traditional laptops

Analysis

The result analysis indicated that the cost of using an iPad is much lower than using a traditional laptop. The main reason being, cost comparison of the iPads and tradition laptops covers the cost of hardware and the cost of productivity applications, and support services. In addition, the Apple iPad is light and more portable compared to the traditional laptop that is bulky, and heavy to carry (Buzzle, 2012). On the other hand, survey showed that iPads

have a slim design with a large display, and ease of portability compared to the traditional laptop. Being an audio-visual gadget, the iPad goes beyond the olden adapters who only impacted the sales force when an innovation occurred (Intuition technology, 2012).

The iPad is suited with different applications that allow the sales teams to present their findings easily without installing additional software systems making it less costly. To use the traditional laptop for the same task one requires adding an extra 300-400 U. S. dollars above the hardware cost. With the traditional laptop some applications are absent and must be installed at an extra cost of 20 U. S. dollars. Results also indicated that the iPod comes with support services that help improving the sales experience, which include WordPress and Blogs. Moreover, the basic production hardware found in Apple iPads is capable of producing and sharing files with other Microsoft office users' costs 50 U. S. dollars. This resulted to iPads recording higher returns because their costs were lower and gave more sales output than traditional laptops (Reardon, 2012).

Access to relative information on the fly

The availability of mobile sales force has eased many situations where their deployment in the market has improved access to information. After conducting the research about the relative information on fly, it was found out that software companies offer sales applications for mobile device sales that are managed at corporate offices and made available to people in the outside world. In the past customers worked with personal computers in ordering and communication with sellers. In addition, the findings indicated

that the use of iPods has assisted sales representatives in offering quality services to their audiences through various applications found in the gadget.

Analyzes

According to StoryDesk (2011), Ipad revolution has led to great impact on the customer enterprise. Research analysis from most customers indicated that consumers can communicate with business representatives while walking through chats and emails. The sales people, who formed most respondent group, accepted that Ipad is a greatest sales tool found on universe because it offers an interface that gives customers and sellers an opportunity to communicate and settle on the best prices. Moreover, more findings showed that iPads use in sales forces offer full service device procurement and lifestyle management through configuring and imaging products as they look at the production center.

On the other hand, it was found out that access to information using an iPad is easier because the device contains search tools and navigation systems that are capable of locating each individual as long as they are connected. The management at Jardine Pipes Company can make use of iPad in designing the sales team schedules and managing various changes in an organization. Research conducted by Walker indicated that iPad has an application that allows managers to monitor the movement of sales teams. The managers can carry out surveillance about their teams and determine their location encouraging honesty among company employees (Walker, 2011).

Scalability

Analyzes

The reports from companies using iPads in their sales forces indicated that the applications are very useful in time changing of products that include changes in prices, and inventory. To start with, Nike Inc. was researched on the use of iPads technology in its sales forces. Nike Inc. is the top sellers of sports footwear and the company sales teams are very active in presenting to customers different designs and their advantages. From the analysis, the company started by training its staff on how to use smart phones especially in communicating with customers from all round the globe. By following their strategy, Jardine Pipes Company would fall in a better position to increase its sales team forces.

Second, the research looked at San Francisco Art Exchange Company. The sales team fulfills all customer requests through introducing online communication using blogs. The company makes use of Apple iPad in making sales representations for its art and imagery of popular culture. In addition, the sales team uses the device in controlling presentations of various artworks that specific customers find interest in. moreover, the company saves favorite presentations to show future customers (Kessler, 2011). This was very encouraging because Jardine Pipes Company would also adapt their practices and strategies.

Recommendations

Introduction

Technology advances every day requiring managers to have perfect information on the available innovations. Jardine Pipes Company should

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focus on innovations that aim at improving its sales returns and achieving a global competitive advantage. On the other hand, the advancement in the use of mobile technology in sales and marketing assist the organization in carrying out its strategies by adapting all new technologies that comes to the market. From the following analyses, the use of iPads in sales teams has gained more popularity calling for the company to define more effective processes. The following are recommendations that came as a result of carrying the above research.

Recommendation one

The iPad was seen to have lower cost on hardware those traditional laptops. This calls for the organization to do away with most laptops and purchase the new iPad devices. The following strategy falls under the current marketing requirements that take care of the future welfare of the company. In addition, Jardine Pipes Company could manage purchase more iPads on wholesale price in order to cut the cost of buying a single gadget. For sales purposes, the gadgets require additional applications at a cost. The company should purchase devices with all the applications to cut costs of installing new software because they are not only unreliable but also slow the operations of the device. Moreover, from the research findings, Apple iPod is more convenient in terms of portability and usability. The organization should ensure every department has more iPads I order to ensure managers can summon meetings at whatever location.

Recommendation 2

The company should introduce information technology classes where employees will be trained on efficient use of the current technology. Apple iPod is a complicated device that requires a lot of technological knowhow for individual using it. The training activities would involve hiring experts from various companies manufacturing these smart phones who give instructions on how to use various applications and software systems found in the gadget. The trainings and workshops places an organization in a better position of competing in the current market since the sales staff possesses the necessary tools. In addition, when the company trains its staff on technology use, it saves the cost of recruiting new employees and promotes the inside staff members. The internally developed applications will include updated materials, daily training videos, and other multimedia items that keep the staff well informed. Training and workshop programs for a company staff aims at giving customers quality products and services thus increasing sales, market share, and more return on investments (Fill, 2005).

Recommendation 3

The company could use devices that have the capability of handling various processes at one instance. The company should ensure they purchase iPod gadgets from trusted dealers to avoid inconveniences brought about by application failure. Jardine Pipes sales department involves many processes because they deal with a large number of customers at a go. In addition, the company management should consult major companies like Apple Inc. and Microsoft on the best gadgets especially those that are new in the market. Competition is a dangerous tool that finds many companies being defeated

due to poor management and reluctant to global market changes. The company should always ensure they use the most recent applications available in the technology market.

Conclusion

Several factors contribute to the success of a business strategy. Jardine Pipes Company leaders have the responsibility of ensuring that all these factors as discussed are fulfilled in order to come up with a sales plan. First, the company should focus on purchasing more iPads and look for ways of disposing off the old computer. This would save the company a lot of revenue since the mobile devices have a bigger sales return. On the other hand, Jardine Pipes Company should ensure all devices have the necessary software and hardware that plays part in making effective sale strategies. Second, Jardine Pipes Company should ensure they adopt the most recent sales strategies. Technology advancement waits for no lazy managers calling for Jardine Pipes employees to implement the Apple iPod technology in all their operations, especially in improving their sales forces. According to Chaffey et al (2009), the introduction of new technologies has encourage many organizations to carryout internet marketing because almost 60% of consumers today have daily access to internet, and are computer literate. As many companies adopt the new technology, Jardine Pipes Company should also be on the front line.

Companies should strive at supporting mobile devices for their sales forces in order to focus more on technology and forget about the traditional ways of marketing. This report would be of great assistance to companies that still old the belief that adapting the present technology is expensive. As a sales

consultant I would encourage managers to read this report since it touches a lot on improving their sales values. This report is essential for the sales managers and their sales team because it defines the advantages of adopting mobile technology in their sales forces specifically using Apple Ipads.

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