7 Ways IT Helps You to Compete (and Win) in Business

An Executive Summary for Resourceful Business Leaders

*by Thomas Douglas, CEO, **JMARK***

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Competing and winning in business requires an organization to have specific attributes. Here are seven ways technology increases your chances to win.

1. STABILITY.

For any business to be successful in the sales cycle, it is imperative that the people in sales, customer service, and order fulfillment are not impeded by instability and repeated issues. You need these people to be able to continually perform at a high level. When technology issues take energy and focus away from achieving their objectives, the entire organization pays the price. After all, sales lead to growth, growth leads to business expansion, and business expansion leads to career opportunities. The technology you deploy must be an accelerator of business, not a distraction of any kind.

2. RAPID PRODUCT FEEDBACK.

Having a good collaboration platform in place is imperative. (By the way, email does not qualify as a good collaboration platform.) At JMARK, we use and recommend [Workplace from Meta](). This collaboration platform connects teams and facilitates cross-collaboration so that information can get to the right people at the right time. Most organizations experience communication challenges at the point where work gets handed from one team to another. However, when all parties are plugged into the right system, the handoff can be smooth, and issues can be identified and resolved quickly. For example, a sales team can provide feedback, request assistance and adjustments, and pull in other resources to ensure they have the best chance to close a deal. And if they lose a sale, sharing feedback to all parts of the organization about how and why that happened is critical so that the same mistakes are not repeated in the future. The right collaboration platform offers these capabilities.

3. GOOD CULTURE.

Competition in business is largely won based on relationships and trust. Certainly, price plays a role, but generally speaking, most purchases are not made based on lowest cost; they are made based on trust—who the client will be working with and the overall value of the service/product being sold. When an organization's culture is strong, it is much easier for a salesperson to speak confidently about products and outcomes, provide guarantees, and transfer that confidence to the buyer. Likewise, nervous or desperate salespeople portray the same. If a culture is unhealthy, the buyer can feel it and is more likely to take their business elsewhere. A salesperson who wants the business, but is okay with losing because they know the value of the product and are secure in their role, has a much higher chance of winning the business.

4. CLARITY OF NUMBERS.

Surprisingly, many businesses don't know their numbers. IT can solve this problem. For a business to compete well, it must know how much it costs to deliver a product or outcome. These costs and the measurement of

them determine gross margin. Suppose a sales team offers discounts to the degree that they actually cost the business money. In that case, they increase the topline while concurrently shrinking the percentage of the bottom line, which hurts the value of the business. In business, we all choose to reduce prices at some point. However, knowing the right numbers regarding what to discount and what not to do is imperative for a business to compete properly. Additionally, a good IT environment can help ensure that the compensation of the individuals responsible for growth is aligned with the success of the business. Again, this only happens with clarity of numbers.

5. MOBILITY/FLEXIBILITY

Revenue producers need access to resources while on the go. Whether meeting with a prospective client, responding to a sales request while traveling, or dealing with an opportunity while at their child's soccer game, producers need the flexibility to deal with information in real-time. A well-designed IT infrastructure ensures a producer can access teammates, documents, pricing, catalogs, and other resources when and how they need to—and do so securely.

6. SECURITY

The last thing any business needs is a distraction because of a security issue. This erodes confidence in new prospects and current clients, and for sure among your sales team. Putting the right IT resources in place keeps confidence intact. Corporate cybersecurity is too broad a topic to cover in one paragraph, so please check out the many articles and checklists on security best practices we have compiled here and on our blog.

7. TRAINING

The best way for people to produce more is to increase their skill level. Having a sales team that has not been through training is definitely costing you money. Training should cover specific applications, solutions, products, and general sales topics. IT can produce, record, and store all training for future use with new hires or for re-training. Again, we use Workplace by Meta for this. Not only does it provide the ability for rapid collaboration, but it can also store recordings, live broadcasts, sales material, and much more. Skill improvement comes through repetition and learning from others, and IT offers one of the best ways to handle that transfer of knowledge.

Individually, these seven things listed above are small changes you can make with relative ease. Put all together, these concepts will improve your ability to collaborate, compete, and win in business.

Additional articles you might find helpful are

- "7 Growth Hacks for Every Business"
- " Business Traits That Drive Growth in a New Era"
- "Your Cybersecurity Checklist"

When you're ready to dive even deeper, we can help you create an IT strategy for your specific business that will help you achieve your growth goals. Let's talk. Drop me a note at Tom@JMARK.com or call 844-44-JMARK.