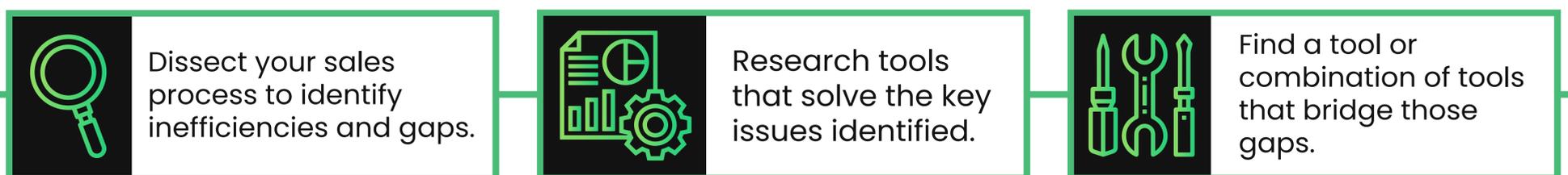


Digitizing Your Sales Process

Going paperless is something that gets thrown around a lot, but at Leap we truly believe that #PaperSucks! It's no secret that companies that have embraced technology gradually over the past 10-15 years are better positioned to make it through industry changes, like the one we are experiencing today. In the three years Leap has been in business, our team has talked to thousands of companies about how to digitize the home improvement industry sales process. From these conversations, we've developed considerations and steps for taking your sales process digital.

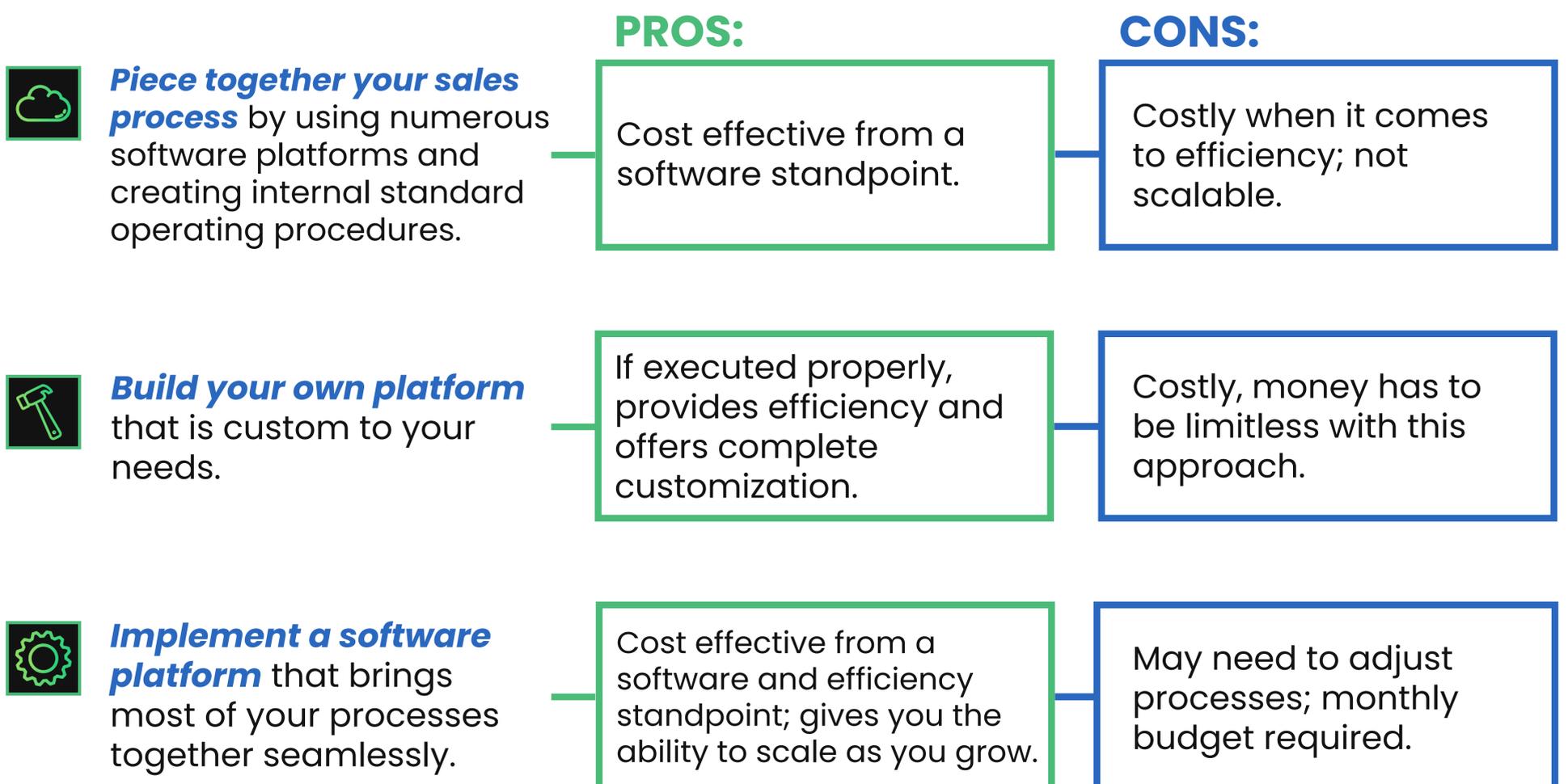
How to Efficiently Go Paperless

Find a strategy and stick to it. The biggest mistake companies make when they go paperless is giving up efficiencies in the search for a cheaper option. Investment is a big part of this decision, but it cannot be the deciding factor.



Most often, you will find that the tool with the highest price tag fixes the majority of your problems. Budget may not allow you to use one platform to solve all problems but you must consider efficiency when weighing investment options.

3 Options for Digitizing Your Sales Process



10 Steps to *Execute* Going Paperless

You've landed on your digitization program. Now what?

Create a plan with milestones and deadlines. Going paperless isn't an overnight process. Your organization has to be committed to the change.



1. Your leadership team needs to be on board.



2. When creating the plan, include your digital partner from the beginning.



3. Set expectations internally and with your digital partner.



4. Choose the right person to spearhead the project.



5. Communication is king! When things get tough (because they will) things have to be discussed. Keep an open mind and remember, you are digitizing the spine of your business so it will be challenging.



6. Test, test, test. Most customizable tools allow you to use them in live scenarios before fully set up.



7. Train the trainer. Work with your digital partner to train the person who is in charge of training your sales reps.



8. Create a roll-out plan. Work with your digital partner and stick to the plan.



9. Create monthly check-ins and training seminars for your sales reps.



10. Do not rush! This isn't a sprint – it is a marathon! A steady approach will be worth it for the long term.

How to *Control* Going Paperless

Provide the hardware and see that your team is properly equipped.

Choose a platform that allows the leadership team to monitor usage.

Do not give paper to sales reps. Remember – you are in control of what they use in the field.

Guidelines by Farith Odar, Leap Sales Manager