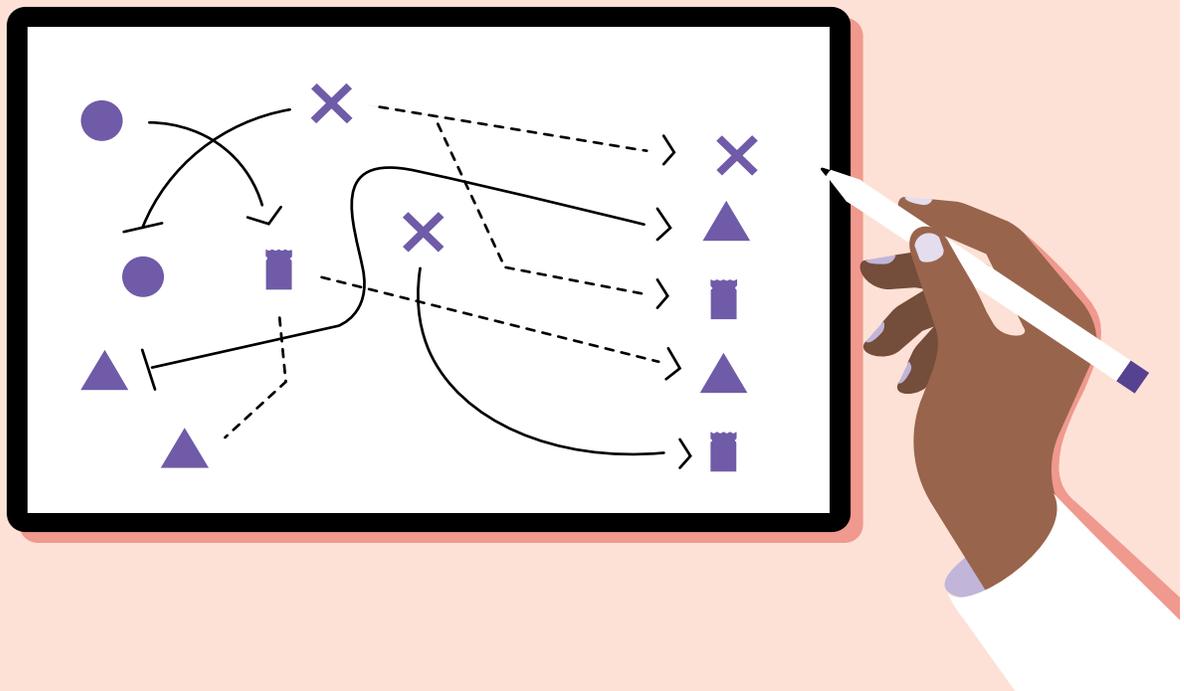


Uber for Business

Winning with Uber: sales plays for any team



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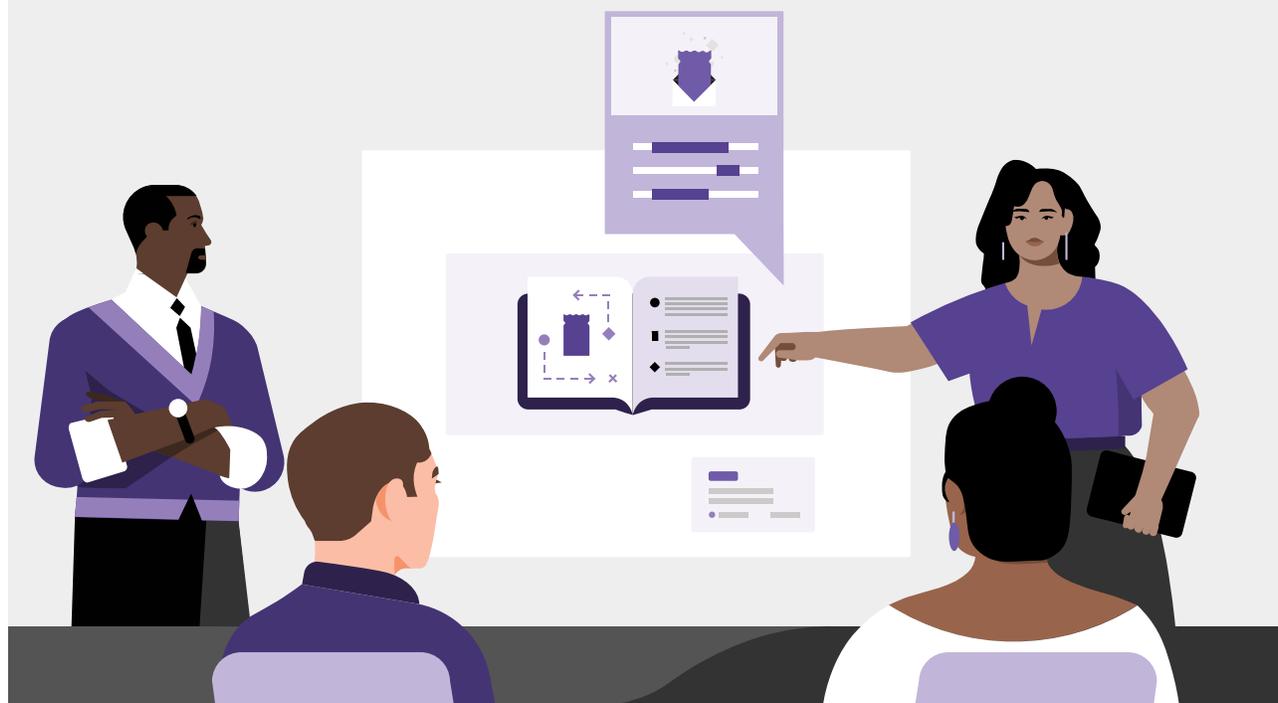
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Introduction

Between working from home and the lack of live, in-person events, salespeople have lost the opportunity to connect with clients face to face. A salesperson used to be able to send gifts to a prospect's office and know that they'd receive it. Now, without knowing a prospect's personal address, that's no longer viable either. In this new virtual world, it's simply gotten harder and harder to cut through the noise that customers are experiencing in their everyday lives—whether it's work emails, personal calls, tracking packages, or keeping connected to family.

With all this competition for customers' attention, what is your sales team doing to stand out?

Paying for a client's meal can help restore the efficacy of sales tactics that are difficult to use while social distancing. In this e-book, we'll show how easy it is to send meal vouchers for Uber Eats and, in the process, delight customers and prospects, drive sales and upsells, and improve your relationship with those most important to your business.



What are vouchers?

Uber for Business helps companies find new ways to engage with customers, guests, and clients in meaningful ways. Vouchers let you treat those who matter most to rides and eats. You can create a voucher online at any time, anywhere, and at any scale. The Uber for Business dashboard also lets you set parameters around a voucher's start and end dates, type of discount, and dollar amount.



Engage customers and prospects

Vouchers can help bring customers to your business by using rides or meals as an incentive to take the next step in their purchase journey. Vouchers can also be used to improve the overall customer experience.



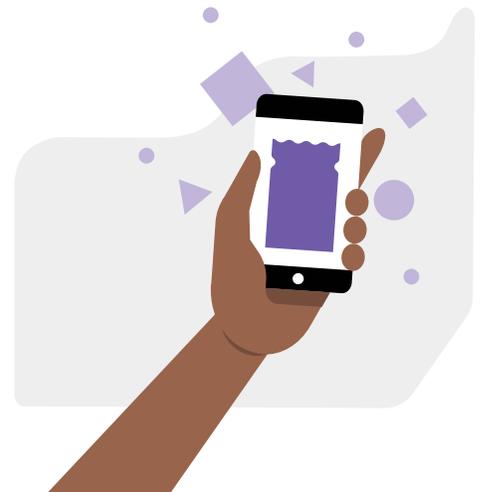
Create and redeem easily

Vouchers are easy to set up and distribute to your customers or employees through the Vouchers dashboard. Recipients simply tap a link to claim vouchers by using Uber or Uber Eats.



Control your costs

Gain usage insights and track vouchers' effect on your sales pipeline. Control when and how people use the vouchers you send them so your team can manage them efficiently while keeping an eye on budget.





Winning the deal

Often, getting in the door is just as challenging as closing the deal. During the pre-sales stage, every interaction matters—after all, it’s an audition for your product and the quality of your customer service. From the top to the bottom of the funnel, gifting and sharing a meal gives your salespeople an extra opportunity to make a valuable connection with prospects.



Top of the funnel: getting in the door

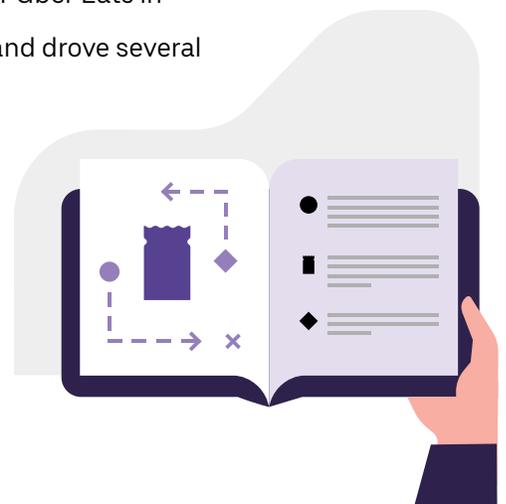
Goal	Suggested voucher amount
Get a prospect to book that demo	\$

Tactic

When it comes to getting that first bite, it’s about capturing their attention. Eye-catching subject lines or cold calls might make them aware of your existence, but you have to follow up with immediate value—or risk losing them. To help open the door, offer to host your first call over a (virtual) cup of coffee by giving prospects a voucher. It’s a low-pressure and welcomed personal touch in a time when those aren’t as easy to execute.

Case in point

At Uber for Business, we recently ran a campaign where we offered decision makers in our target accounts a voucher for Uber Eats in exchange for a demo. The program was successful and drove several first meetings for our sales team.





Top of the funnel: confirming the meeting

Goal

Improve meeting success rate

Suggested voucher amount

\$

Tactic

You've landed the meeting and the calendar invite has been accepted. Now you need to make sure the prospect shows up.

Between already packed calendars, long days, and the entire family working from home, a prospect's schedule could benefit from some TLC. Send a voucher before the meeting for coffee and a snack or mention in advance that you'll pick up lunch or dinner later that day. This goes a long way toward building a solid relationship and getting that second meeting on the books.





Middle of the funnel: bringing the stakeholders together

Goal	Suggested voucher amount
Multi-thread your deal	\$\$

Tactic

In a pre-pandemic world, going into the office was not only a great way to further build the relationship between vendors and their customers, but also to meet other folks on the buying committee. Now, even if you're in different locations, you can still recreate that same intimate setting by bringing all the minds to the table.

Use vouchers to help facilitate a meeting with the right people over lunch or an early dinner. As more people are working from home, they'll appreciate the opportunity to gather together and enjoy one of the perks of being a buyer.



Bottom of the funnel: winning the deal

Goal	Suggested voucher amount
Securing the commitment and signature	\$\$\$

Tactic

You're almost there. The demos have happened, stakeholders have been brought together, and procurement has weighed in. Now you just need the signature before the end of the quarter. You need to keep the balance between being encouraging and annoying, while keeping your head of sales calm.

Try delivering a little treat along with an encouraging message. Send a voucher for celebratory drinks or dessert, or offer them an incentive for an early signature, like picking up the tab on dinner for the whole family. Either way, your gift is sure to send the message that you appreciate their business and will go the extra mile for them.



Sales plays for the customer lifecycle

Building solid customer relationships pays—often literally. It’s important to think through how you can best bond with your customers and deepen your relationship. Whether you’re trying to make yourself more sticky or looking for an upsell opportunity, vouchers for Uber Eats can play a role.



Post-sale: onboarding and training

Goal

Provide a seamless onboarding experience

Suggested voucher amount

\$\$

Tactic

After the deal has been closed, the onboarding process begins. Driving adoption for your product means getting in touch with users so you can teach them how to effectively leverage your product or service.

As you start the onboarding process, surprise your customers by sending them a voucher as a token of goodwill. Starting the relationship off on a good note will leave customers feeling confident about the deal while also laying the groundwork for a long-term relationship.





Post-sale: staying engaged with the customer

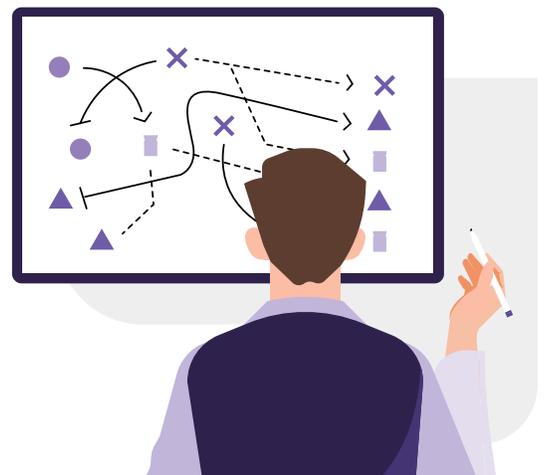
Goal	Suggested voucher amount
Maintaining a positive relationship	\$\$

Tactic

Whether you need their attention to go over the quarterly business report or you need to make up for a mistake, a meal is the way to everyone's heart. Gather your customers together to go over quarterly performance numbers and discuss areas of improvement over a meal ordered through Uber Eats.

Case in point

The Uber for Business sales team uses vouchers for Uber Eats to bring together our users for Lunch and Learns that feature a rotating roster of special guest speakers. This allows attendees to learn more about our business and ask questions. Before jumping into the presentation, attendees are able to order from their favorite restaurant, ensuring that our team has their undivided attention. Plus, everyone's more cooperative on a full stomach.





Upselling and cross-selling

Goal	Suggested voucher amount
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Land and expand the account	\$ \$
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Tactic

If you're lucky enough to have a customer who's passionate about your product, they may offer to make some introductions between you and their colleagues. Why not make it a social hour and ask your star customer to bring everyone together for a group lunch?

Partner with your internal champion to organize a virtual lunch for others in their circle who can benefit from your services—and be sure to pick up the tab by sending attendees a voucher for Uber Eats. This helps you to continue to build your relationship with your champion and help forge relationships with new connections.



Upsell: the renewal

Goal	Suggested voucher amount
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Open up the renewal discussion	\$ \$ \$
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Tactic

Opening up the conversation with a little gift can work wonders for improving the negotiation phase. Everyone knows that happy customers don't churn. If you don't already have frequent contact with your customers—and even if you do—sending them a voucher for Uber Eats is a great way to invite them to that renewal call and show them you value your existing relationship.

Case in point

After the NBA's initial pause of the season earlier this year, account managers for the Golden State Warriors sent emails to season ticket holders and business partners that contained codes for \$50 off a meal delivered through Uber Eats. This enhanced their relationship with their customer base and increased positive partnership sentiment.



Boosting team morale

Customers aren't the only people you need to keep happy for a successful sales quarter. Your own team's morale is just as important to maintaining talent and keeping everyone motivated. Whether you give your team members a meal to share with their loved ones or bring the whole team together for a virtual lunch, you'll see improved results as relationships between team members deepen.



Spiffs and incentives

Goal

Reward your top performers

Suggested voucher amount

\$\$\$

Tactic

Your job as a sales manager is to make your team successful so you can all win together. If you don't already have a spiff program, it's time to create one. And if you already have one, it's time to start expanding. Offering an Uber Eats voucher or gift card can be one way to reward first, second, and third place performers.

Your best salespeople deserve time to relax. Ordering a meal for delivery through Uber Eats means they get to take the night off from cooking dinner, plan a date night at home, or have a pizza party with the whole family. Recipients have the flexibility to use vouchers however they want.





Building a tighter team

Goal	Suggested voucher amount
Promote team bonding	\$\$

Tactic

A big part of sales management is making sure your team is motivated. You're tasked with keeping their eyes on their targets instead of looking for other roles. If meals can bring your customers together, they can also bring your team together.

Case in point

When Samsara turned their sales kickoff into a virtual event, they sent all their salespeople vouchers for Uber Eats that they could use for their meals that day. In addition to helping Samsara cut out expense reports, this helped the team feel taken care of on the day of the event.



Recruiting new talent

Goal	Suggested voucher amount
Show your top recruiting prospects you mean business	\$\$

Tactic

Sourcing and recruiting good salespeople requires time and energy from stakeholders across your organization. And while you're recruiting and sourcing candidates, they're vetting you as well. With Vouchers, you can capture the attention of potential hires and show that your company is a great place to work.

Sales interviews can be long and complex, and candidates are often asked to prepare a sample presentation. You can thank prospective new hires for the time and energy they've put into the interview process—and stand out from the crowd—by offering them a voucher for Uber Eats shortly after your first call with them. Sales reps require investment—and this shows that you value their worth right from the beginning.

Summing up

Ensuring that your team has what they need to provide customers and prospects with positive experiences not only helps your bottom line—it also helps you build a reputation and gain some ground over competitors. Salespeople need the right tools in their arsenal to cut through the clutter and noise and reach their prospects.

Uber for Business is on a mission to move the business world forward with the power of Uber—and we're here to support you as we go. With our platform, organizations can create scalable programs that allow employees and customers to enjoy easy access to rides and meal delivery orders through Uber and Uber Eats.

Contact the Uber for Business team to learn more.
uber.com/business

