

# Sell Smarter

## EVERYWHERE WITH SALES ANALYTICS

Get a real-time view of customer data, territory health, field productivity and more with Sales Partnerships' reporting capabilities

## SPECIFICALLY DESIGNED TO HELP YOU MEET REVENUE OBJECTIVES:

Your business has changed because of information technology and mobility, and your sales practices should change, too. Sales Partnerships works to help you make sense of data and hold sales representatives accountable by providing cloud-based analytics and multiple dashboards that work for your business. No other platform offers a real-time 360-degree view and connects senior management to feet-on-the-street performance.



Custom-built maps library with territories created based on opportunity analysis.



Maximized field rep productivity by taking into account physical barriers, traffic patterns, target customer density, and more.



Notify reps of contract expiration dates, future product promo/interests, business status changes, etc.



Transfer Salesforce data, customer records, purchased data, or more and schedule daily, weekly, or monthly analysis by our professional services team.

Figure 1.

*Sales Partnerships enables our field sales teams to compete more effectively in the market by providing insights into profitability of accounts by location.*

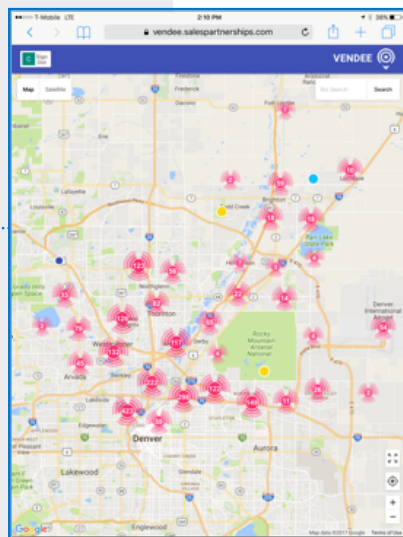
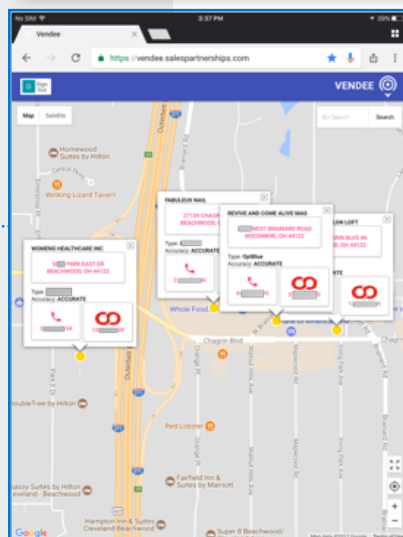


Figure 2.

*Identified business locations can be selected to reveal the list of businesses by name, phone, and hours of operation. Customer feedback is collected per location and can be analyzed by territory, region or overall.*



“Knowing the Sales Partnerships reps had their own mobile offices ensured that they were working efficiently as possible I could always monitor where the reps were, when, and what was discussed. This way I could assure my executive team that our brand standards were being upheld at all times.”

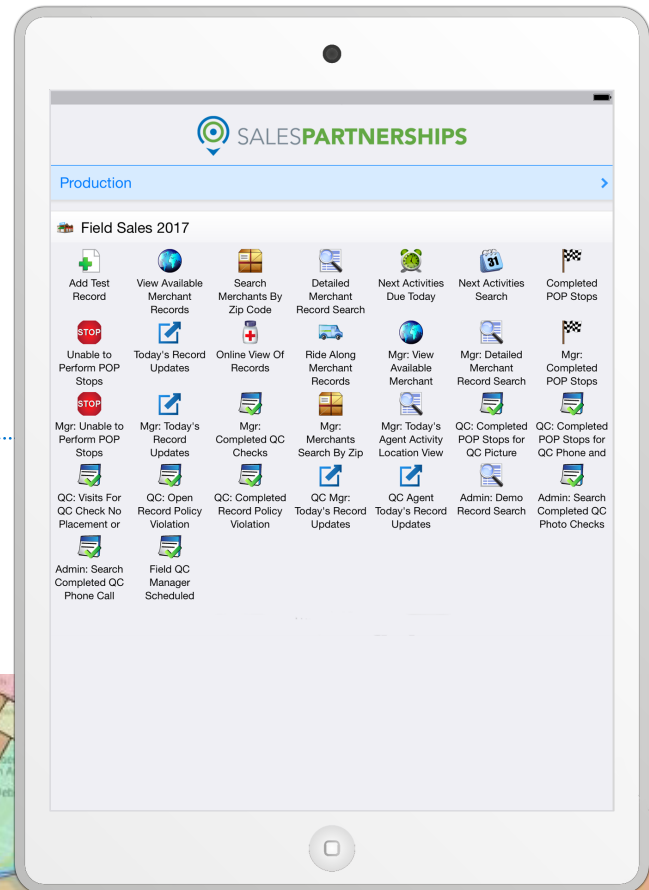
» Senior Brand Manager,  
Fortune 500 Global Corporation

## EASILY MONITOR ACCOUNTABILITY

All Sales Partnerships field sales representatives are issued tablets, and smartphones. Integrating GPS with imaging solutions produces and delivers highly reliable sales contracts executed in the field. We know where the rep was when the sale was closed and can prove the details of the sale in regulated environments.

Figure 3.

*Sales Partnerships applications, customer information and sales scripts are natively available on mobile and tablet devices.*



## IMPROVE SALES PERFORMANCE WITH REAL-TIME FEEDBACK

- **Field Reporting Extension** – Real-time reporting provides managers with the ability to access reports via their mobile devices while in the field. This allows managers to reference their reports, data, and dashboards while in the field working with representatives and improve feedback.
- **Data Collection** – CRM activity data is collected from the field, analyzed, and reported to managers. This shows them areas of strengths and weaknesses in the representative's selling process so they can incorporate real statistics into training and development activities.
- **Customer Targeting** – Sales Partnerships' system allows managers to analyze sales by different variable or categories such as industry, business size, region, territory, etc.
- **Transparency** – Activity metrics and outcomes are reported to management and team members daily to reinforce standards for activity and results. This helps everyone maintain expectations and accountability.



## TARGETING SMALL RETAILERS, BIG REVENUE IMPACT

A Fortune 500 financial services company had very little insight about its small-and medium-business (SMB) customers. The company was looking for a better way to collect, segment, and analyze its many data points to uncover untapped revenue potential and sales opportunities amongst its SMB segment.

We created a customized analytics and mapping software that reps could use to reach out to current customers that were installed but not utilizing the client product and deliver relevant sales offers to increase conversions. We also drove awareness of the client's product portfolio and determined the SMB merchant's disposition toward the client. We also placed branded signage for the customer to promote the client brand.

We applied algorithms to analyze patterns in customer behavior and deliver relevant sales offers to increase conversions and customer satisfaction.

The client assigned us 3.3 million undefined accounts, along with their estimated location and customer profiles.

Using business intelligence tools and GIS tracking software, we applied segmentation flags to list and created customer profiles based on high-value customers, as well as those that are seasonal businesses (such as outdoor water parks).

We were also able to identify and offer customers relevant marketing tools to make sales conversions more relevant, as well as increase usage of products that were already installed but not utilized.

In segmenting customers this way, sales representatives have more relevant conversations about their customer's business needs, thereby increasing frequency of use of the client product and increasing brand affinity for the client.



# \$1B

Revenue generated  
from untapped  
potential



# 50%

Increase in incremental  
spending per account



# 3 Year

Relationship



## SALESPARTNERSHIPS

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