Optimizer™
for Appexchange

Optimizer Benefits:

- Turn "B" players into "A" Players...
Through providing tracking, ranking, analysis and process in a single application built for sales management. Move "Bs" to "As" and "Cs" to "Bs" or corrective action, sooner.

- Provide Actionable Insight…
Understand specifically how front line sales and sales management are doing against all critical success factors as well as the obvious revenue, forecast and activity measurements.

- Let Sales Managers *Manage*…
Optimizer automates the day to day, month to month sales management processes, providing managers a structured approach to increasing their team's performance.

- Stimulate Sales Performance 24x7…
Not just an annual event, Optimizer simplifies and automates continual evaluation and review processes.

- Let sales people drive themselves…
Head to head comparisons of *all* relevant factors, rolling up to a group or division.

- Increase Salesforce.com utilization…
By integrating sales activity with Salesforce.com and creating relevant performance scores, Optimizer increases the incentive for sales to utilize their tools consistently.

- Leverage existing investments…
Optimizer comes with a data management module that integrates Optimizer with Salesforce.com and other common enterprise applications to provide a 360 degree view of the sales organization.

No More 80/20 Rule!
If 80% of your sales come from 20% of your sales force, you are not alone. Let ForceLogix show you how Optimizer can break all the rules!

On-Demand
Sales Management Optimization

Optimizer for AppExchange is an on-demand sales management process optimization solution designed to measure the sales performance indicators that drive sales performance. Now that you are maximizing the relationships with your customers with Salesforce, it's time to empower your manager to better manage.

A Single Repository of all Sales Data.
With Optimizer, all data is maintained in a single repository for sales that allows sales managers more time to manage – without technical resources – effortlessly. For the first time you will be able to bring together data from Salesforce.com, finance, Business Intelligence, HR and other enterprise systems into a single sales repository. This data is compared to goals or benchmarks that provide a 360 degree view of your sales performance.

Management tools to build a directed sales force.
Optimizer provides Business Intelligence, Sales Analytics and Performance Management capabilities in a single application designed for Sales Managers by Senior Sales Executives.

Simple, Fast, Flexible.
Optimizer can be installed quickly so you can immediately gain visibility into sales data critical to managing your sales force. A full sales coaching and mentoring will allow your managers to raise the bar. Access is provided through a custom tab within your CRM or intranet instance with single sign-on.

"ForceLogix has combined quantitative and qualitative metrics to not just measure sales processes from the bottom up but manage it to the best possible outcome."

"Organizations that are looking to incorporate best practices and a repeatable process should examine how ForceLogix is advancing sales talent management."

**Mark Smith, CEO
Ventana Research**

VENTANA
RESEARCH

FORCELOGIX
Turning the Art of Selling into Science

Graphical Team Analysis
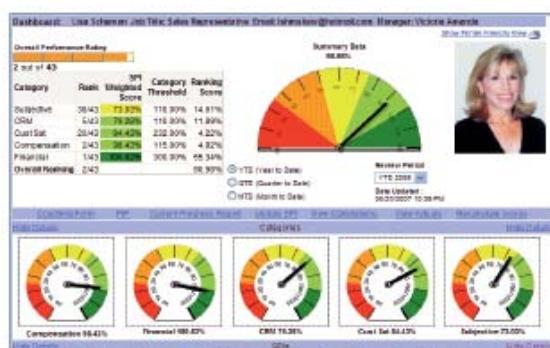
Performance Trending

Performance Ranking

Sales Performance Dashboards

360 Degree View
of Your
Sales Force

Sales Coaching Module
with Offline Edition

Drive Revenue through Actionable Insights

➢ Combine trailing *and* leading edge indicators for greater visibility into progress against objectives
➢ Proactively identify and leverage "A" player attributes/DNA throughout organization
➢ Turn "C"s to "B"s and "B"s to "A"s faster
➢ On board new hires more effectively
➢ Develop and exploit best management practices

Improve Sales Management Effectiveness

➢ Align sales activities with corporate objectives
➢ Single repository of all sales data – less time hunting and more time managing
➢ Leverage metric-based *and* subjective management processes
➢ Identify relative and relevant measurements and rankings of all sales resources
➢ Provide a continuous improvement platform with sales coaching and mentoring tools

Lower Costs

➢ Improve allocation of Sales Operations spend
➢ Streamline sales team training and review
➢ Leverage Software as a Service delivery for faster deployments and turnaround
➢ Simplify and support HR processes
➢ Control sales turnover

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