



Empowering Science to the Art of Selling to create a High Performing Sales force

What do I get?

- Direct sales results...**
Track, rank, measure and optimize in a single application built for sales management. Move “Bs” to “As” and “Cs” to “Bs” or corrective action, sooner.
- Increase visibility into sales...**
Understand specifically how front line sales and sales management are doing against many factors beyond the obvious revenue or bookings goals.
- Reduce burdensome Admin time...**
Optimizer automates many of the daily/weekly sales management processes, providing a consistent and structured approach.
- Consistently evaluate...**
Not just a quarterly or annual event, Optimizer simplifies and automates continuous evaluation and review processes.
- Drive healthy competition...**
Head to head comparisons of all relevant factors, rolling up to a group or division.
- Increase SFA/CRM utilization...**
By integrating sales activity with common SFA/CRM platforms and creating relevant performance scores, Optimizer increases CRM utilization.
- Leverage existing investments...**
Optimizer comes with a data management module that integrates Optimizer with CRM as well as other enterprise systems (e.g. ERP, Financials, EDW) to provide a 360 degree view of the sales organization.



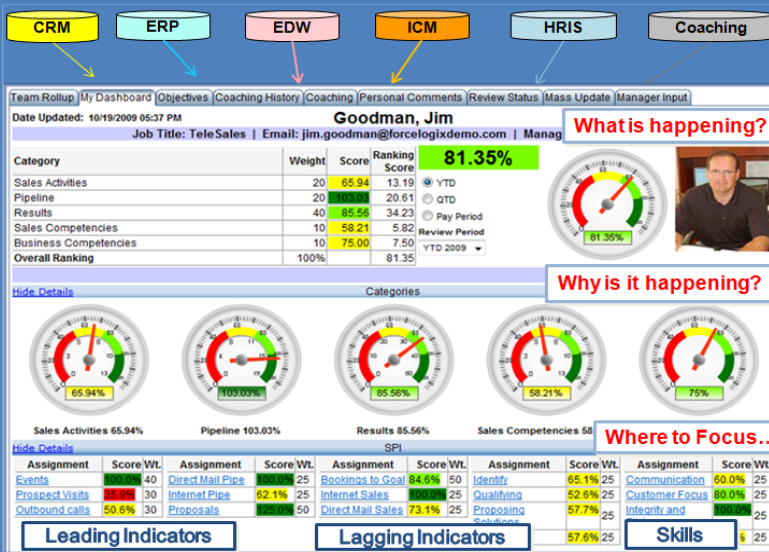
On-Demand Sales Performance Management

Sales Force Optimizer is an on-demand sales management process optimization solution designed to measure the sales performance indicators that drive results, coach sales talent to higher performance, and optimize the efforts of the entire sales force. Now that you are maximizing the relationships with your customers with CRM, empower your managers to better develop their people with Optimizer.

- Increase sales team effectiveness by tracking the relevant sales performance indicators (SPI's) that truly drive results.
- Built exclusively for sales management, Optimizer provides the tools for coaching, analysis, and reviews with intuitive dashboards and reports.
- Fully integrated with Customer Relationship Management and other enterprise systems, Optimizer provides a 360° view of all sales organizations in a single repository for sales management.

A Single Repository of all Sales Data. Unify the data that supports your “metrics that matter” in a single repository and give your sales managers more time to coach and develop instead of hunting for critical insight. Assign goals, weights and benchmarks for this key intelligence sourced from CRM, Finance, EDW, HR and other enterprise systems for a true 360° view of team and individual sales performance.

Simple, Fast, Flexible. Accenture helps organizations improve sales performance by realigning strategic resources, managing sales force behavior and enhancing operating capabilities. Quick and effective implementation is available effectively so you can immediately begin optimizing your sales force.



MEASURE

Unify stranded data to present a single view of the "metrics that matter" for actionable insight. View Leading and Lagging metrics alongside Skill assessments for a 360° view of sales performance. Align goals and weightings that may vary by sales role, tenure, product group, division, etc.

COACH

Leverage the fact based foundation to take action. Assign development objectives, rate competencies, and capture coaching efforts from one platform fully integrated with CRM.

Coaching [Save] [Close]

Project Name: Corporate
 Manager Name: Potter, Steve
 Name: Adlemson, Jerry
 FCR Type: Ride Along
 Date: 11/13/2009
 Hours: 1
 Sales Coach: MacKinnon, Mike

Set and Track Development Objectives
 Rate competencies which transfer into Performance Profile
 Coaching – Take action on various development sessions

Objectives | Observations | Comments | Frozen Territory

Sales Competencies

Identify Select an Observation: Record Observation... [Add Objective]

Qualifying Select an Observation: Record Observation... [Add Objective]

Points to Consider

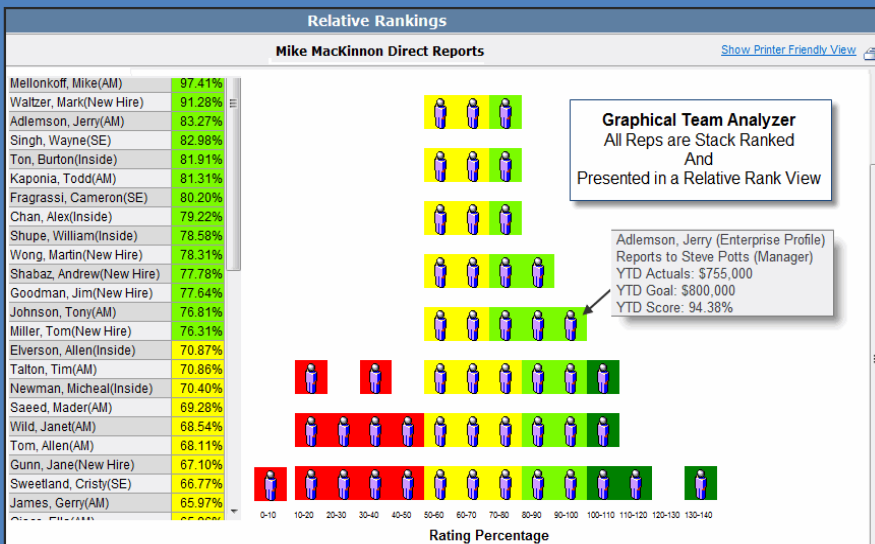
- Assesses the competitive position
- Identifies and quantifies the customer's pain points
- Influences the customer buying vision and evaluation criteria/prospects needs.
- Links the customer's business initiatives to Lenovo capabilities

Objective:
Please review the recent "Qualify Your Customer" training material. We need to improve our defining of business requirements sooner.

Objective Due Date: 12/31/2009

Comments:
Let's check back in 30 days. Please keep me posted on your progress.

[Save Objective]



OPTIMIZE

Get command and control over your sales team performance. Stack rank by any single KPI or combination thereof. Determine cause and effect for efforts, skills and results. Complete Reporting and Analytics engine all accessible from your CRM home page.

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