

# Strategy Mapper

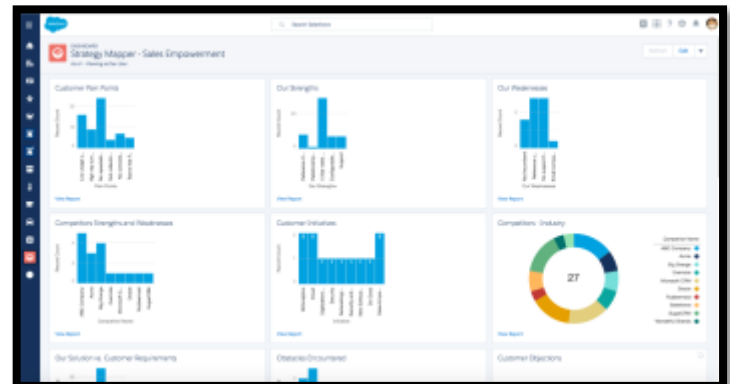
*The Premier Account, Opportunity and Meeting Management Solution for Salesforce*

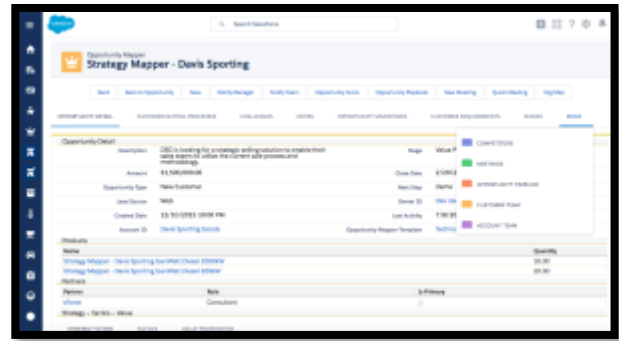
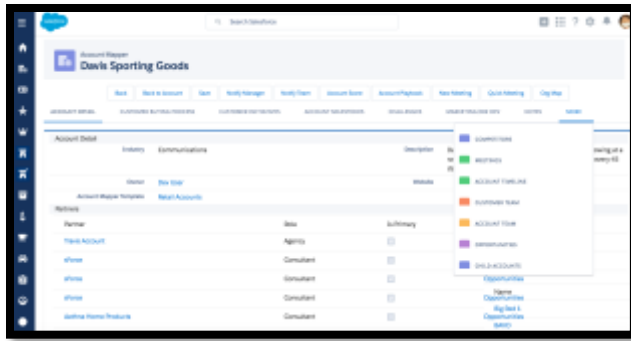
*The most cost effective, powerful, configurable and easy to use Strategic Selling solution for Salesforce! Strategy Mapper provides sales leadership unparalleled visibility and access on the progress of Accounts and Opportunities, to ensure revenue goals are met and exceeded.*



## Strategy Mapper Solves For

- Lack of major account planning in Salesforce
- Lack of sale opportunity planning in Salesforce
- Poor tactical execution of the sales plans
- No consistency among sales teams in planning and execution
- Relying on PowerPoint and Excel for sale planning
- Low usage and adoption of Salesforce
- Losing revenue in account team transition
- Protracted ramp up period for new account team members (missing revenue targets)
- Not maximizing the value of Salesforce to drive revenue
- Teams not collaborating or working together (silos) to win
- Sales and Marketing (silos) not in sync
- Inaccurate revenue forecasting
- Not collecting KPIs
- Low win rates
- Lack of data and information for QBRs
- Stagnated opportunities (not moving forward)
- Not leveraging your 'A-Players' selling knowledge among all your sales teams
- Lack of real-time sales coaching





## Strategy Mapper Supports

- Editions: Group, Professional, Enterprise, Performance
- Clouds: Sales, Service, Marketing, Salesforce Platform
- Clients: Aloha, Salesforce1, Lightning
- Industries: All
- Languages: English
- Integrates with Pardot (Knowledge Driven Marketing (KDM))

## Customer Quotes

"We've been using Strategy Mapper for our global sales organization for about a year now and it's been a great experience. It gives us a structured, standardized method to manage our multi-stage sales opportunities and simplifies the process for both our sales team and sales management. We've already seen outstanding results in our sales pipeline tracking and closing ratio."

- Dan McGrann, Director Strategic Account, Revelation Software Concepts

"We all know how difficult it is to get our Sales people to try anything new. Meeting Mapper is so easy to use with Salesforce1 on an iPad that it will make sense to your Sales teams, and they will use it. The Meeting Mapper team is easy to do business with, and their response time is always immediate. We look forward here at National Life Group to a long and innovative relationship with the Meeting Mapper team."

- Jed Brody, 2<sup>nd</sup> Vice President, National Life Group

"Previously, all of our meeting notes were stuck in a single task or activity. Follow-ups were hard to schedule and reporting was lackluster. This tool has helped us organize and capture exactly what we were missing."

- Miranda Hall, Sales Operations, Discovery Data

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