

# CRM Supercharger

How it supports Sales Leaders

“What you are doing is better than what Marc (Benioff) and Salesforce is doing”

- Ilona Hansen, Research Director, Gartner



# Accent Sales Enablement

## Sales Content Management

ARM SALES

Content anywhere, anytime

Content suggestions

Track buyer engagement

## Guided Selling

GUIDE SALES

Prioritize effort

Suggest “what next”

Manage the pipeline

## Sales Performance Management

MANAGE SALES

Activity visibility

Sales rep scorecards

In-context coaching

Intelligent Analytics  
Descriptive  
Visualizations

Diagnostic  
scoring and testing

Prescriptive  
recommendations

Predictive  
forecasting

# Tim

Sales Leader

- Leveraging CRM for insight
- Prioritizing deals
- Coaching reps

## Challenges

- No insight into sales activities
- Can't coach effectively
- Can't forecast accurately



What would Tim's day look like if he leveraged our solution?



# Dynamic Qualification

The screenshot shows a CRM interface with a section titled "Top Opportunities". At the top right of this section is a filter dropdown menu set to "Attractiveness" with a blue funnel icon. Below the filter is a list of five opportunities, each with a name and a star rating:

Company Name	Star Rating
Accent Manufacturing	★★★★★
Boston Red Sox	★★★★★
New York Yankees	★★★★★
World Fuel Services	★★★★★
American Airlines	★★★★★

## Focus on the right opportunities

Eliminate wasted time on ill-fitted deals that are not progressing

Leverage AI and analytics to qualify opportunities systematically based on your specific criteria.

Filter the priority list based on different score types.

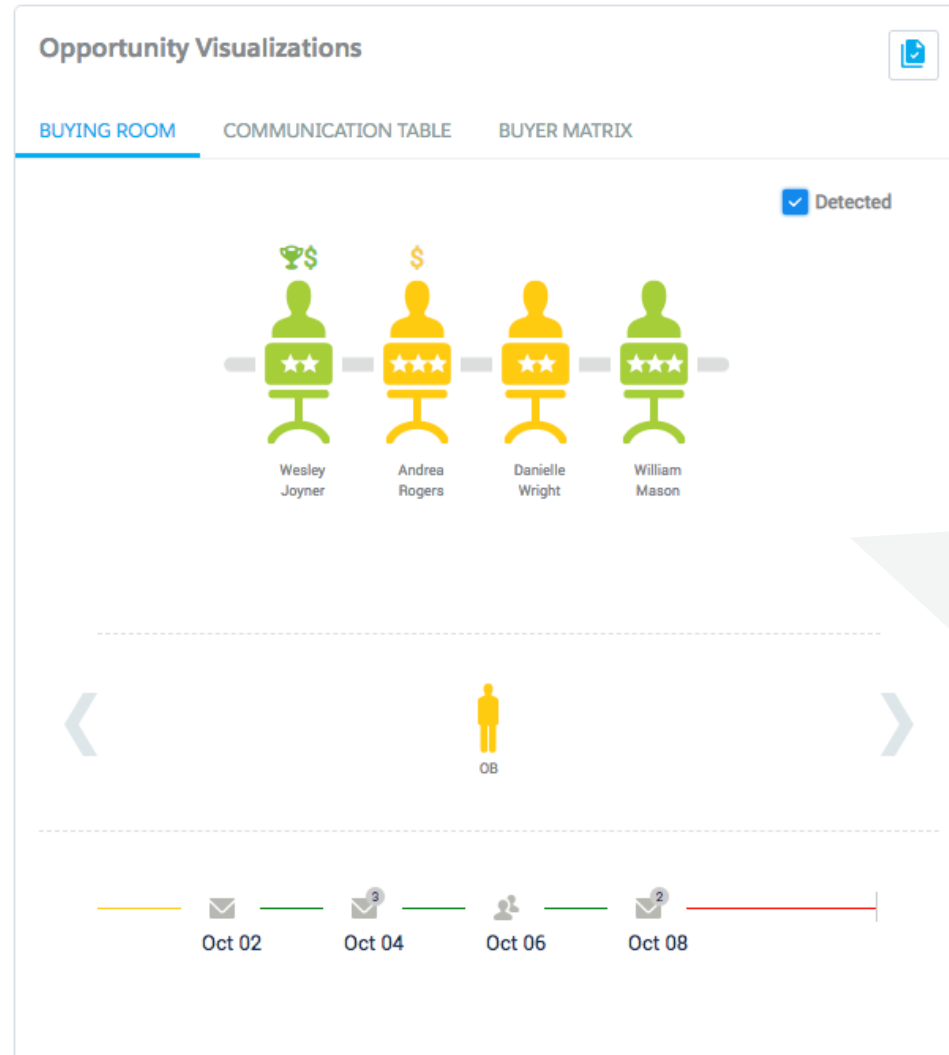
*Tim used to prioritize deals in the pipeline using spreadsheets and manual reports that referenced sparse CRM data.*

*Top Opportunities serves up a dynamic list of the deals most likely to close in each reps pipeline.*

*So, Tim can stay on top of reps and make sure they aren't distracted by low-probability deals.*



# Buying Room & Communication Timeline



## Get visibility into sales activity

Stop wasting time digging through tabular CRM data

Automatically pull and analyze activities from CRM, Email, Calendar and external sources to see who your reps are communicating with.

Paint a clear picture of opportunity information, so you can quickly understand the buying center and give more strategic guidance to sales reps.


*Typically, the first half of Tim's pipeline reviews are wasted catching up with the rep and understanding the status of each opportunity.*






*With the Buying Room visuals, Tim can quickly see the rep's progress and jump straight to providing strategic guidance and coaching.*





# Suggested Follow-ups


## Suggested Follow Ups

**Wesley Joyner**   
Accent Manufacturing

**Jack Johnson**   
American Airlines

**Josh Nelson**   
Boeing

**Mariano Rivera**   
New York Yankees

## Keep reps responsive and on cadence

Don't let quality touch points slip through the cracks

Leverage analytics to dig through rep's opportunities and intelligently recommend next steps or follow ups to improve their efficiency and effectiveness.

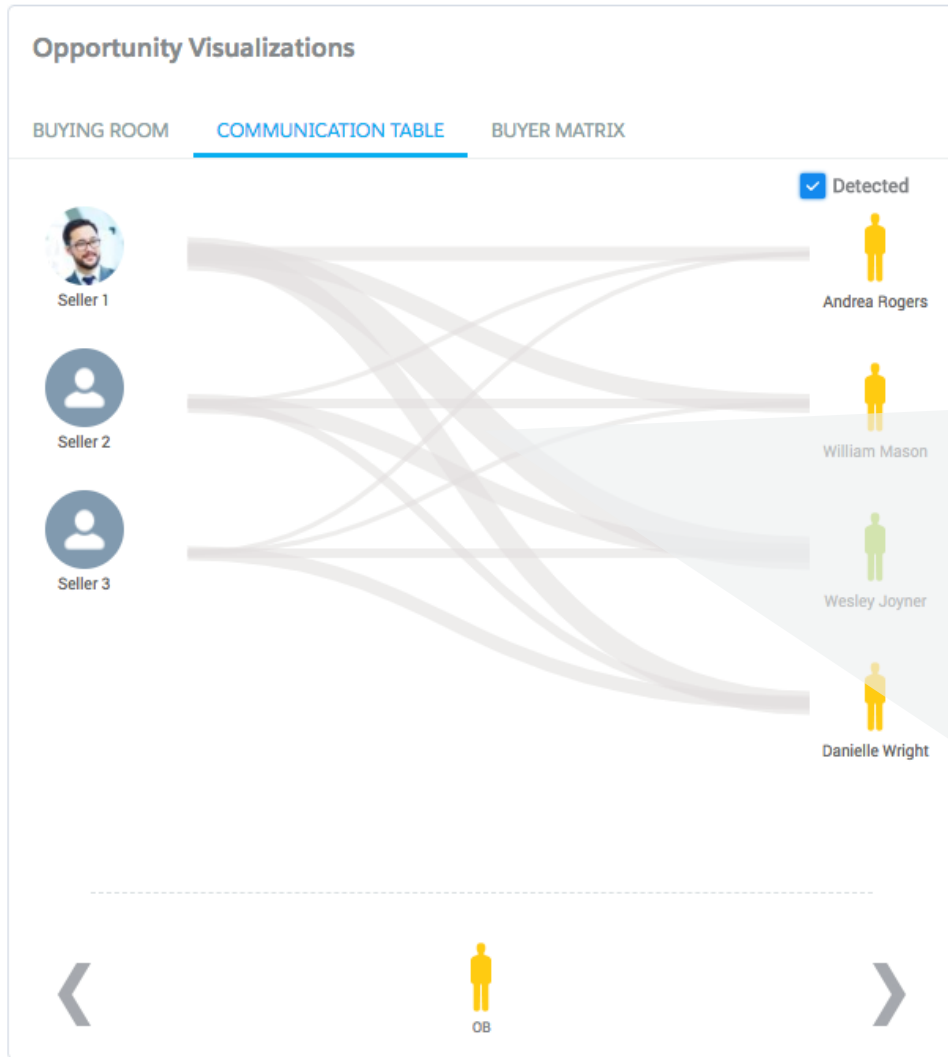
*Tim's reps typically respond to whoever's top-of-mind or right in front of them. A major concern.*

*With Suggested Follow Ups reps are reminded to take strategic actions on their priority opportunities.*

*So, Tim can be confident that important deals don't slip through the cracks.*



# Communication table



## See who's talking to who

Eliminate duplicate efforts and siloed relationships

Quickly assess how your reps are selling as a team. Get insight into how relationships are develop between buyers and sellers on each opportunity. See at a high level who your most engaged players are.

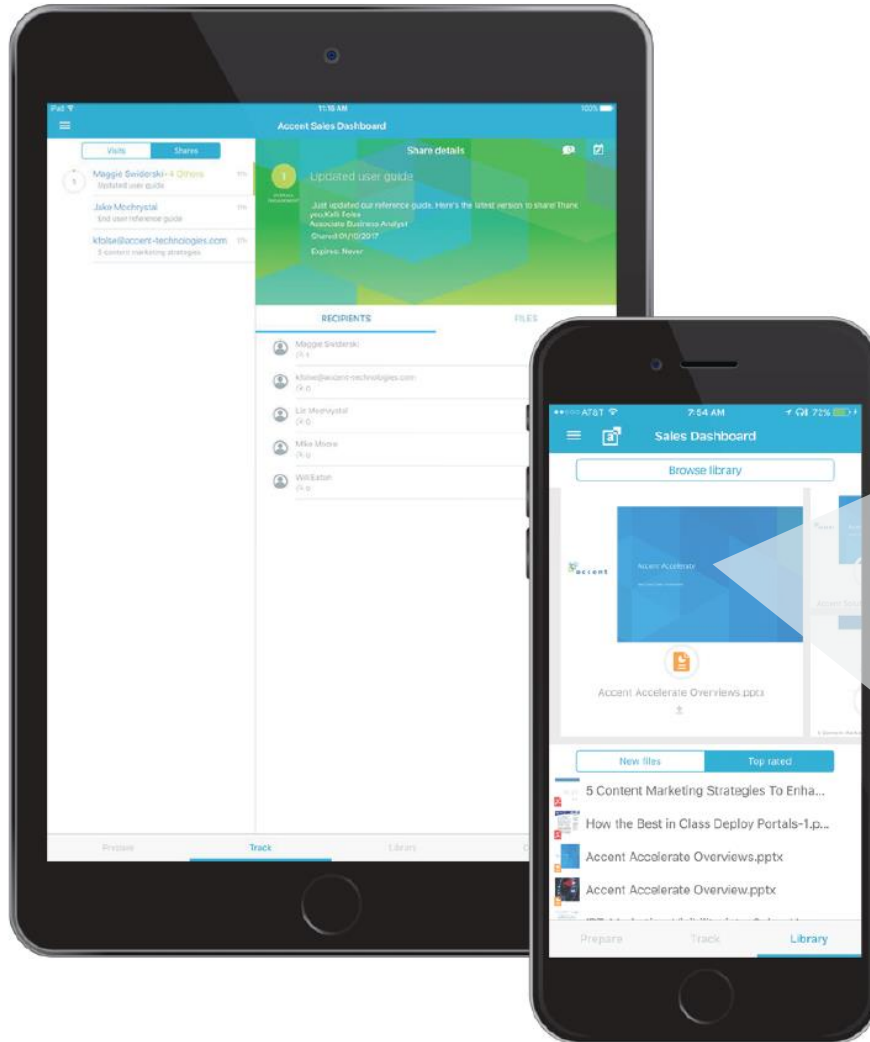
*In team selling situations, Tim struggles to understand how relationships form between his sellers and the buyers.*

*But the Communication Table lets him see who's talking to who and identify the key players on both sides of the deal.*





# Accent mobile



## Enable mobile sales teams

Don't let travel slow you down

Access content, personalize and share materials, track responses, review and coach opportunities, and execute follow-up...right from your phone or tablet.

*Tim's reps spend about 25% of their time traveling.*

*In sales, you're at the mercy of your buyer's moment of interest and need to be ready to take action at any time.*

*With the mobile app, Tim and his reps have access to all of their sales resources on any device. So, business doesn't have to stop out of the office.*





## In conclusion

If Tim could wake up every day knowing he has:

- Complete opportunity information
  - Insight into sales activities
  - Visualized sales situations
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## Then Tim could...

- Strategically prioritize deals
- Coach more effectively
- Forecast more accurately