8th Manage®

CRM

Sales Force Automation

Contact Sales: sales@wisagetech.com www.wisagetech.com WisageTech®

Sales Team Members:

- Quotation Preparation
- Sales Leads
- Client Profile and
- Performance Information
- Client appointments & interactions
- Forecasting against quota

Sales Managers :

- Quota Management
- Territory Management
- Opportunity Management & Forecasting
- Sales Performance Management

Business competition is taking on new dimensions. Sales teams need to be constantly on the alert to react to changing customer demands that materialize in real-time. They work in the office, on the road and at home. Time and space can no longer be limitations on how they conduct business. And as transactions become complex and intense, they need smart tools.

8thManage CRM is a real-time, online, web-based sales and business management application designed to handle any business opportunities, simple and complex alike. Many embedded best practice sales processes are hard at work in the background to track sales progress, giving alerts and reminders from time to time, but otherwise leaving frontline team members to focus on the job, making wise decisions in driving business forward.

Fully Leverage your Clients and Contacts

Clients and contacts are your biggest assets. 8thManage CRM provides extensive facility for tracking client and contact information. You can track a client in terms of legal, financial/credit standing, whether they have purchased similar products or services before; and if you had won similar deals in the past, why have you won and could you repeat the success; and if you had lost, what do you have to do to win this time?

Information must have the breadth to cover the client's organization structure and the roles of their individual employees, the company's buying behavior, financial/credit information and transaction records. With such information readily available, you will understand the benefits, liabilities, obligations and risks involved and are in a better position to device strategies to pursue the opportunity.

Information must have depth; It should provide contact personal information such as academic qualifications, affiliations, awards, and personal interests such as preferences in sports, magazines, and websites of interest; marital status, birthday, even the number of children and their birthdays - in addition to the traditional contact information. By leveraging such information, you have the ability to launch special, personalized email campaigns to target specific audiences.

Sales Management:

- Quota Assignment by Geography & by LOB
- Quota Fulfillment Tracking at Sales Group & Individual Level
- Pipeline & Forecast Review

Fully Leverage your Sales Leads

Sales leads are precious. They are regularly captured by inside-sales representatives and marketing specialists who enter sales lead information manually into a sales lead database, or when sales leads are captured automatically via the company website connected to 8thManage CRM. Upon capture into 8thManage CRM, these sales leads are automatically analyzed with respect to the prospect' s location, interest and its value. An account team is proposed to appropriate responsible managers based on pre-defined policy of assignee job loading status, territory, qualification, skills, industry expertise or other criteria. The manager may take the recommendation and confirm the assignment; the assignment will be made by the system with dashboard notification to the assignees concerned. The assigned leads are then automatically tracked to ensure that the assignees will take appropriate actions.

After qualification, the sales lead is converted into an opportunity and the sales representative may set up appointments with the client to understand their requirements, to do a demo and to prepare proposals and quotations as appropriate. Every step of the sales cycle with approval is tracked by the system in accordance with preset policy and the embedded best practice procedure.

Opportunity Management & Forecasting

In the Opportunity page, the sales representative documents the profile of the prospect, the account team serving the prospect, the requirements, the proposed solution, the value of the opportunity, the sales stage status, the estimated contract date and the probability of closing the deal. Interaction records and action-item records associated with interactions are recorded and close at hand. The sales representative has all the information to move forward.

As the opportunity progresses, the sales representative will make adjustments to the opportunity record by way of "sales stage" , opportunity value, estimated contract date and the probability of closing the deal. These changes, with due approval procedure observed, will immediately cascade and be aggregated in revenue forecast reports.

Quotation and Deal

As an opportunity progresses, formal proposals and counter proposals are made and negotiated. These are documented and tracked on the quotation page. In 8thManage CRM, a quotation page may be generated and transitioned from an opportunity page, with the "transitioning" process handled automatically by 8thManage CRM so that the same "revenue potential" will not be counted twice in the forecast.

Alternatively, a new quotation may be created and a link is declared to associate the newly created quotation with an old opportunity to achieve the same effect. The sales representative will follow the embedded quotation guideline and the approval process in making an offer to the customer. Quotation revisions may be made throughout the negotiation stage, until the customer accepts the offer.

Individual Selling:
Lead Generation-Discovery & Qualification-Definition & Presentation-Proposal-Negotiation-Close the Deal

Team Selling:
- Define Roles & Responsibilities
- Client Requirement Analysis
- Sales Planning
- Activities Management
- Sales Team Communication
- Track Performance

Managing the Sales Process

Individual Selling

Depending on the nature of the sales lead assignment, it can be as simple as a case involving a single sales representative selling a standard product or service. Individual selling requires following well tested sales process with discipline.

Team Selling

In team selling, defining the roles and responsibilities of the team members is profoundly important. The development of an account plan including an action plan is the first step to success. Good communication amongst team members during ensuing sales activity execution is critical, and 8thManage CRM provides the forum and context sensitive communication channels such as “online chat” and “bulletin-board” that is ideal for real-time account team communication. Equally important is “sales-team performance tracking.” 8thManage CRM provides the mechanism to track the performance of the team goals.

Sales Performance Management

Sales Performance Tracking by Sales Stages

8thManage CRM separates sales activities into sales stages including “lead seeking,” “lead identification,” “requirement analysis,” “proposal,” “negotiation” and “contracting.” 8thManage CRM tracks every stage in the sales cycle in real-time and provides sales managers with the ability to review the performance of sales representatives by sales stages. Similarly, 8thManage CRM offers real-time online tracking of sales performance by stage of sales groups.

Managing Sales Revenue Performance against Sales Quotas

8thManage CRM supports the allocation of sales quotas to individual sales representatives as well as the automatic aggregation and tracking of quotas for teams, groups, and regions throughout the enterprise. Authorized users may edit the quotas at any time with instant aggregation results.

Against the set quotas, 8thManage CRM tracks the actual revenue achieved by individual sales representatives. Revenue forecasts by individual sales representatives are constantly adjusted at the opportunity and quotation detail-page level. These “pipeline components” including “estimated value,” “estimated closing date,” and “probability” are tracked and aggregated automatically by 8thManage CRM to create forecast reports at the sales representative level and then at sales group levels. Any changes in an individual’ s revenue forecast will be immediately reflected in real-time and reported by 8thManage CRM.

Sales Force Performance Management:

- Sales Stages Tracking
- Sales Quota & Revenue Review
- Pipeline Review & Reports

All the forecast fields contain links that sales managers can use to drill down to the next level of detail. In the event there is a shortfall in revenue forecast, the sales manager can "click down" to identify the opportunity that is causing the problem and to identify other opportunities that may potentially be pull-in to remedy the shortfall.

Pipeline Review and Reporting

As sales representatives input and update information on pipeline components (opportunities, order/quotation and contract/quotation), these are automatically noted and updated in real-time by 8thManage CRM in the group pipeline management report. The value of the group' s and its subordinate groups' pipeline are listed with hyper-links. When these links are clicked, a pop-up window appears showing a detailed listing of pipeline components by category.

Other Useful Sales Management Tools

Assignment Map by Group

8thManage CRM assignments are ad-hoc tasks a user agrees to perform. Associated with each assignment are an assignment acceptance date and a required finish date. Upon acceptance by the assignee, 8thManage CRM posts the assignment on the assigner' s and the assignee' s dashboards and updates the status of the assignment thereafter.

In executing the assignment, a user may create one or more action items for each assignment. 8thManage CRM publishes in real-time an assignment map by group. This is a tree structure showing all the current and historical assignments originating from the group, and the actions items associated with these assignments and their respective completion status.

This allows accounts teams and their managers (who have access rights) to quickly view, at-a-glance outstanding assignments and the action items with their respective completion status.

Global Action List by Client

As a result of interactions, risks and issues, action items can be set as follow-up items. When an action item is set, the designated responsible person will receive an action alert on his dashboard. Consolidated listing of action items generated by individuals for a client or an opportunity/quotation is available and accessible to authorized people including account managers for the clients who would need to identify issues with the accounts before they become serious. Activity reports containing links allow for drilling down to the detail action page.

Useful Sales Tools

- Assignment Map by Group
- Global Action List
- No-Action Alert & Escalation

No-Action Alert & Escalation

8thManage CRM supports the identification of occurrences such as “New sales lead not assigned to sales representative after N days,” and many other untoward happenings. As set in policy, after N days, the sales representative responsible for the sales lead assignment will receive an email alert. After N+M days, the same sales representative and his manager will receive an escalation email alert. A list of No-Action Alerts is shown in the attachment.

Summing-up

8thManage CRM is an excellent tool to help you track customer information and the sales opportunities you are pursuing. Best practice embedded sales processes help you and your team to conduct business correctly and on-time. Email alerts will warn you to get back on track when tasks are falling behind. And you can always look up the Group Assignment Map, Global Action List by Client to gauge the sales progress of a specific group and client respectively; or your own personal Global Action List to assure that nothing is falling through the cracks. 8thManage CRM is the smart sales management tool that can help you compete successfully in the rapidly changing market place.

North, Central & South Americas
438 Red Birch Court
Ridgewood, NJ 07450, USA
T: (1)201-882-2447

Asia Pacific
2702-6 Lucky Commercial Centre
103-9 Des Voeux Road West Hong Kong
T: (852) 34980609

China
Room E1, 16/F China Everbright Bank Building
689 Tianhe Beilu Guangzhou 510630
T: (86) 20-38730570

Contact Sales : sales@wisagetech.com