

Sales Optimization Management™

Tool for systematic qualification, planning, and managing progress to target the most valuable and profitable sales opportunities

The Freedom2Act Sales Optimization Management™ system provides Sales Management with updated and comprehensive data to support the right sales strategies in any Company with a larger portfolio of Sales Opportunities and Account Managers.

The Unique Buying Points™ are:

- Presentation of the collective knowledge and assessment of Account Managers in a comprehensive and simplified way
- Provision of Sales Management with a new and unique tool for reporting sales status for Management
- Increasing efficiency of the sales resource through:
 - identification and focusing on the most valuable sales opportunities
 - identification and lowering the priority of less valuable sales opportunities
 - awaiting how low value sales opportunities develop
- Increasing the ability of the organization to deliver by highlighting sales opportunities by project and customer over time

The system is provided on a "Software as a Service" basis and is completely web-based. The system is easy to learn and use and comes with an easy to read User's Guide. The system requires Firefox, MS Internet Explorer, or PowerPoint 2003 for presentation of sales charts.

In summary the Freedom2Act Sales Optimization Management™ addresses the growing need for quickly and efficiently to be able to provide an updated, comprehensive overview of sales opportunities.

Freedom2Act Sales Opportunity Chart
...How to select the best sales opportunities



Each circle represents a Sales Opportunity.
The size of the circle represents the Total Contract Value.

Testimonials

- "A relevant product for any sales person. It gives an immediate and comprehensive overview of customers after answering few but relevant sales qualification questions";
- "Easy to use – immediate results";
- "Improved qualification based upon objective criteria";
- "Easier identification of attractive opportunities";
- "Clear identification of the low hanging fruits";
- "Focus on where efforts are required";
- "Quick hatching out in leads that do not result in anything".

Project	Company	Sales Optimization Management						Help
		Customize	View	Customers	Charts and XLS-files	Reports		
Customer View								sales management
Customer/Prospect	NN	Customer Behavior	Strategic Fit	Business Potential	Ability to Win	Total Score	MDKK	*)
Client #05	WHI	20	23	15	25	78	1,3	<input type="checkbox"/>
Client #11	WHI	17	16	21	21	76	13	<input type="checkbox"/>
Client #06	FR	22	21	15	19	75	1,8	<input type="checkbox"/>
Client #13	WHI	17	18	20	18	75	6	<input type="checkbox"/>
Client #08	WHI	14	17	19	13	65	3	<input checked="" type="checkbox"/>
Client #19	FR	20	11	21	5	62	3,8	<input type="checkbox"/>
Client #09	COG	21	12	12	18	59	0,3	<input type="checkbox"/>

Example of a Sales Opportunity Overview