

Sales Portfolio Management™

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

Freedom2Act Sales Portfolio Management™ provides Sales Management with updated and comprehensive data to support the right sales strategies in any Company with a larger portfolio of Customer and Sales Opportunities.

The Unique Buying Points™ are:

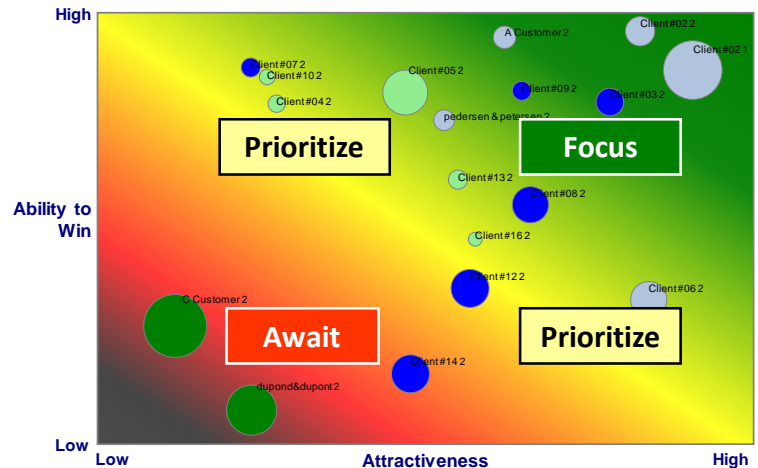
- Presentation of the collective knowledge and assessment of Account Managers in a comprehensive and simplified way
- Provision of Sales Management with a new and unique tool for reporting sales status for Management
- Increasing efficiency of the sales resource through:
 - identification and focusing 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.

In summary the Freedom2Act Sales Portfolio 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

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

Testimonials

“We increased the efficiency of our sales force by 50 pct. by systematically identifying the most interesting sales opportunities in terms of value and profitability. Applying the dynamic and “easy-to-use” sales tool we were able to quickly select the best 30 targets from a list of 150 potential sales opportunities.”

“Results in focused sales efforts”

“Clear and easily comprehensible conclusions”

“Structured knowledge on existing/new customers”

“Easy identification of attractive opportunities”

“Clear identification of the low hanging fruits”

“Quick hatching out in leads that do not really lead to anything”

“Focus on where efforts are required”

“Quick hatching out in leads that do not result in anything”

“Easy to use – immediate results”

“A relevant product for any sales person. It gives an immediate and comprehensive overview of customers after answering few but relevant sales qualification questions”