

# Freedom2Act Sales Portfolio Management™

- **Stop wasting sales effort.**
- **Focus resources where you can win.**
- **Target the most valuable customer segments!**

# The Problem

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## ■ Situation

- Clients demand more proof before buying
- Decisions are taking longer and are more complex
- Price pressure means not all clients are worth winning
- Competition is fiercer

## ■ With the result that

- Cost of sale is increasing
- Sales resources are getting spread thinner
- Win rate continues to decline

## ■ So how do you focus on opportunities

- That are worth winning?
- That you can win?

# Analysis

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- **Sales qualification is more critical than ever**
  - Maximize sales effectiveness
    - Focus on the opportunities you can win
    - Drop the opportunities you can't win (or aren't worth winning)
  - Forecasting
    - Have a forecast the business can believe
  - Performance management
    - Know who in the sales team can perform
    - Know who the weaker performers are and the help they need

# Freedom2Act

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*The Freedom2Act Sales Portfolio Management™ increases sales success through systematic qualification, planning, and managing progress to target the most valuable and profitable sales opportunities and portfolio segments.*

## ■ Applications

- Sales opportunity qualification
- Focus on profitable customers
- Strategy and account development

# Sales Opportunity Qualification

- **Reduce cost of sale by analysing opportunities**

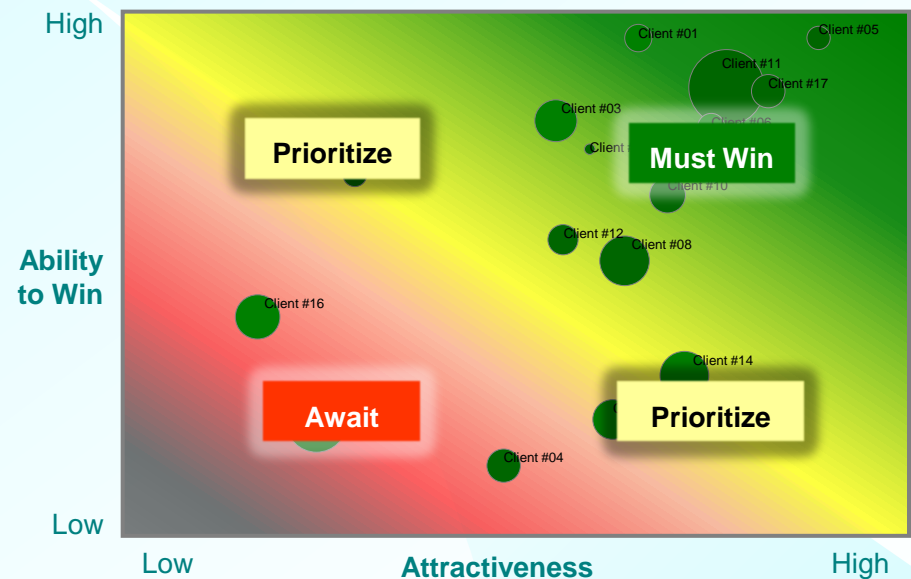
- Objective and consistent

- All sales opportunities analysed consistently

- Powerful, graphical reporting

- Spot the good sales opportunities
- Spot the poor sales opportunities

- **Make forecasting reliable**

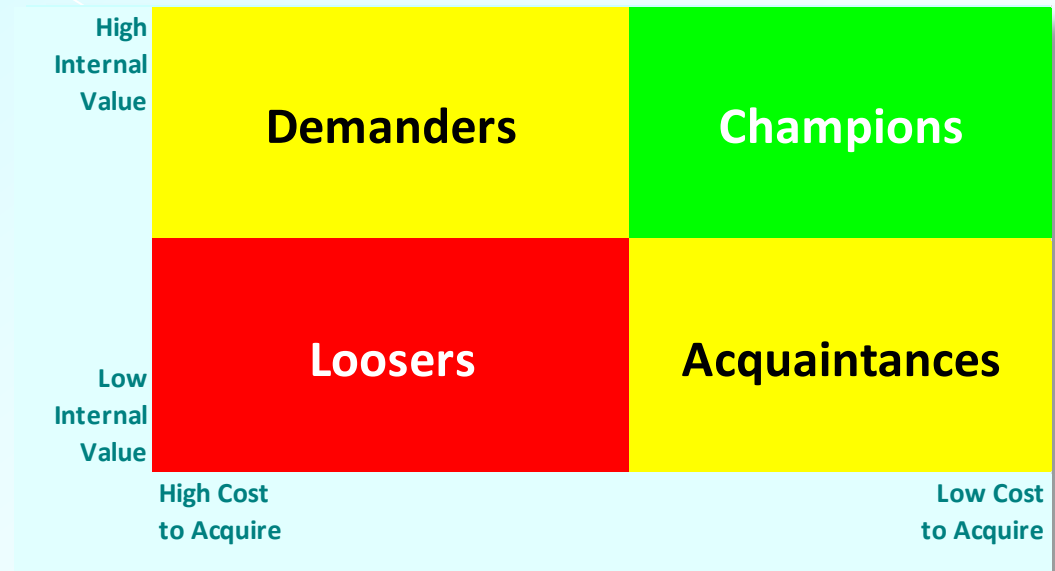


# Focus on profitable customers

## ■ Increase profitability by analysing customers:

SEE HOW

- **Champions:**  
*Low cost/high value*
- **Demanders:**  
*High cost/high value*
- **Acquaintances:**  
*Low cost/low value*
- **Losers:**  
*High cost/low value*



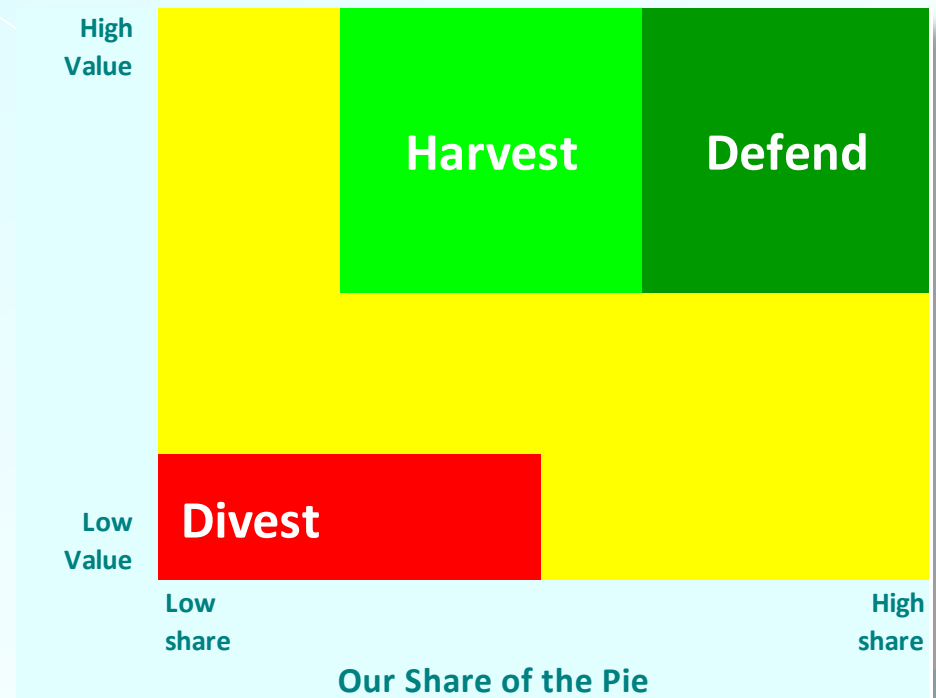
## ■ Focus effort on the right customers

# Strategy and Account Development

## ■ Know which customers to invest sales effort in

SEE HOW

- Know which customers have growth potential
- Know which customers you need to defend
- Know which customers have little potential



# Economics

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## ■ Freedom2Act will enable you to:

- Increase your win rate  
– higher revenues
- Reduce your marketing costs – higher profits
- Reduce your loss rate  
– higher profits
- Focus resources better  
– higher revenues and profits

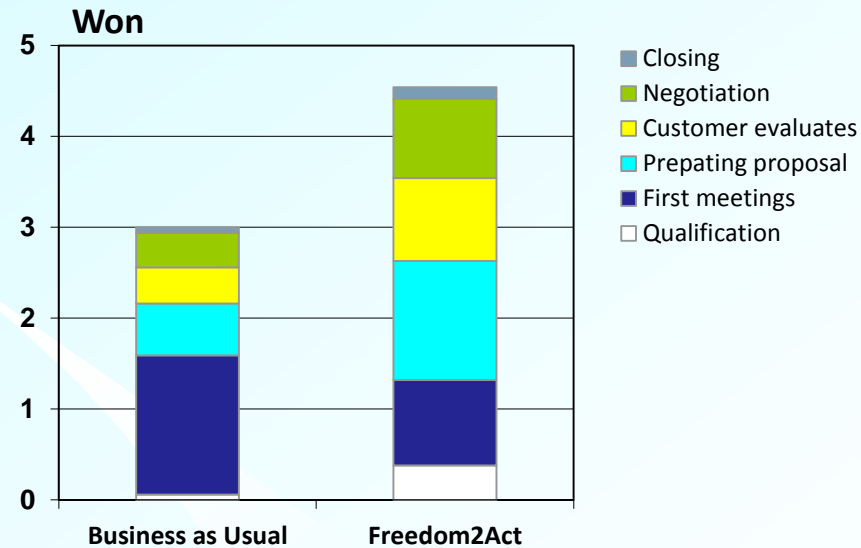
## ■ With result that:

- ROI of Freedom2Act is frequently more than 10 times it's cost the first year.

# Customer Case

*“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.”*



# Testimonials

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- *“Easy to use – immediate results”*
- *“Assurance for focused sales efforts”*
- *“Structured knowledge on existing/new customers”*
- *“Improved qualification based upon objective criteria”*
- *“Easy identification of attractive opportunities”*
- *“Clear identification of the low hanging fruits”*
- *“Focus on where and which efforts are required”*
- *“Quick hatching out in leads that do not really lead to anything”*
- *“The tool gave me a clear indication of which direction to take in a difficult customer situation”*
- *“A relevant product for any account manager. It gives an immediate and comprehensive overview of customers after answering only few but relevant sales qualification questions”*

# Selected Freedom2Act References



**If you want to learn more  
then send an e-mail to  
[info@freedom2act.com](mailto:info@freedom2act.com)  
and we will contact you.**

**Click [here](#) to test the sales tool.**