

Freedom2Act Sales Pipeline Management™

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

The Problem

■ 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

- **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

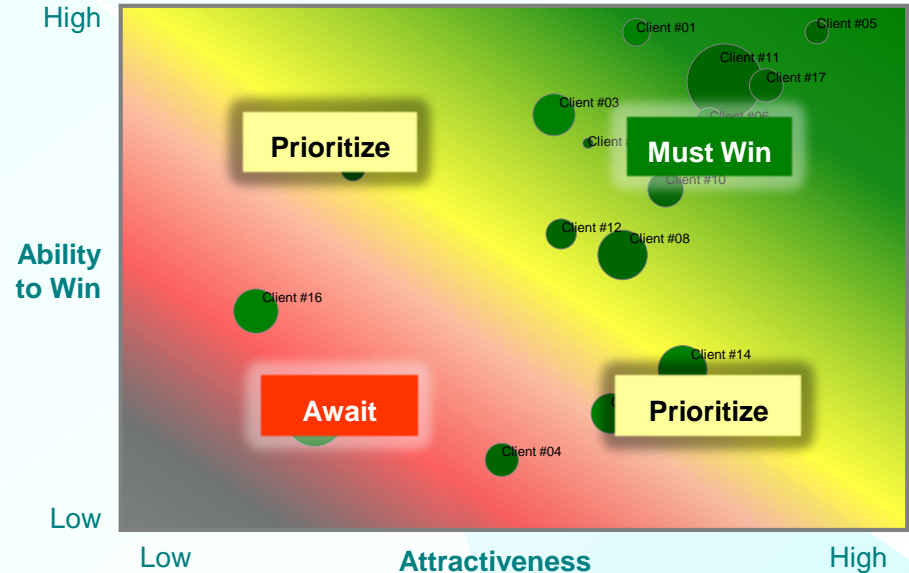
The Freedom2Act Sales Pipeline Management™ increases sales success through systematic qualification, planning, and managing progress to target the most valuable and profitable sales opportunities and portfolio segments.

■ Applications

- Sales opportunity qualification
- Focus on profitable customers
- Management of sales pipeline progress
- Strategy and account development
- Forecasting

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**



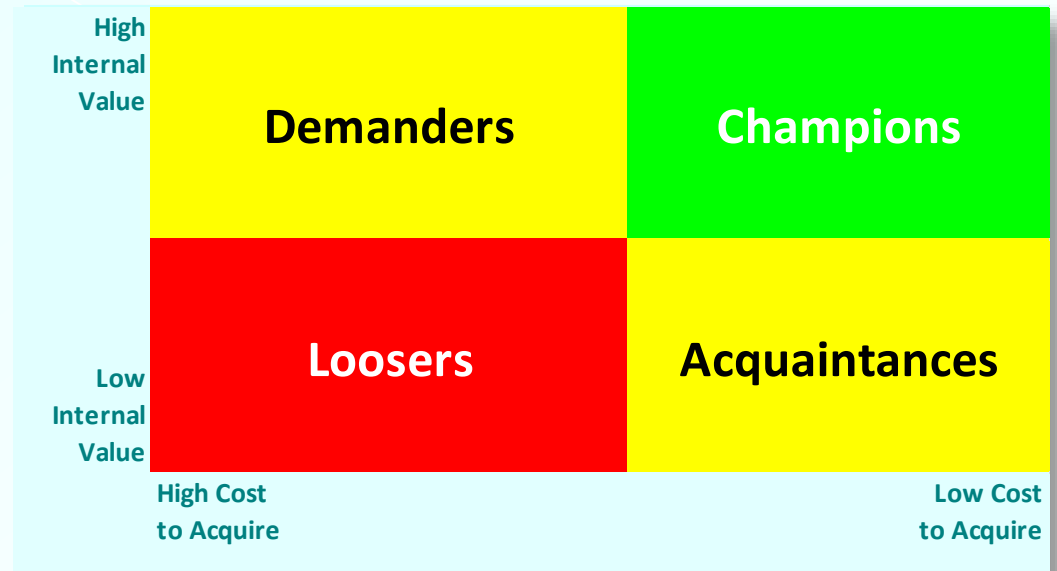
Focus on profitable customers

■ 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

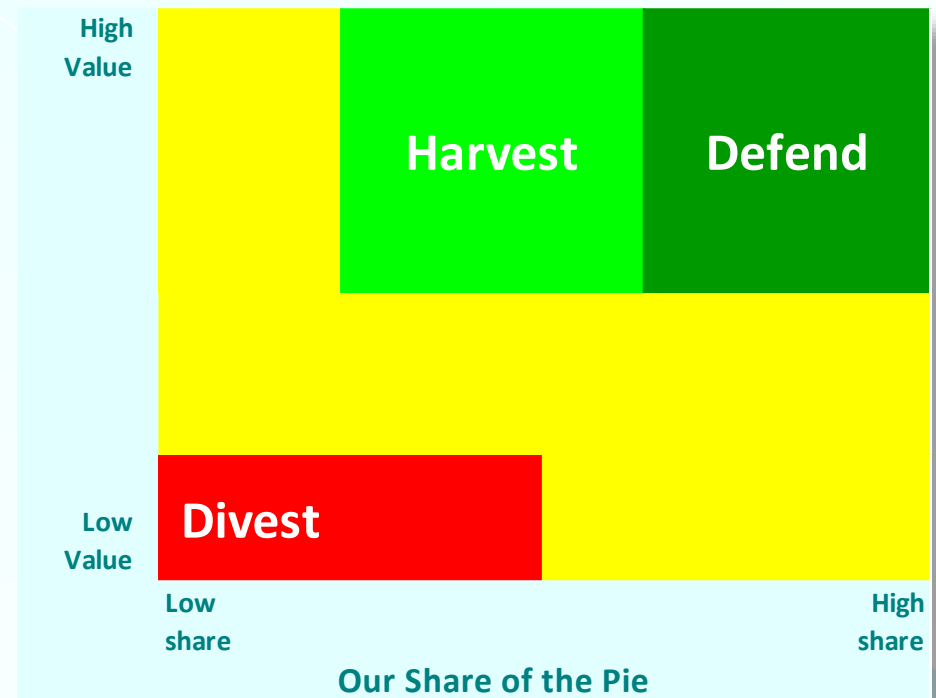


Strategy and Account Development

■ Know which customers to invest sales effort in

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

SEE HOW



Economics

■ 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

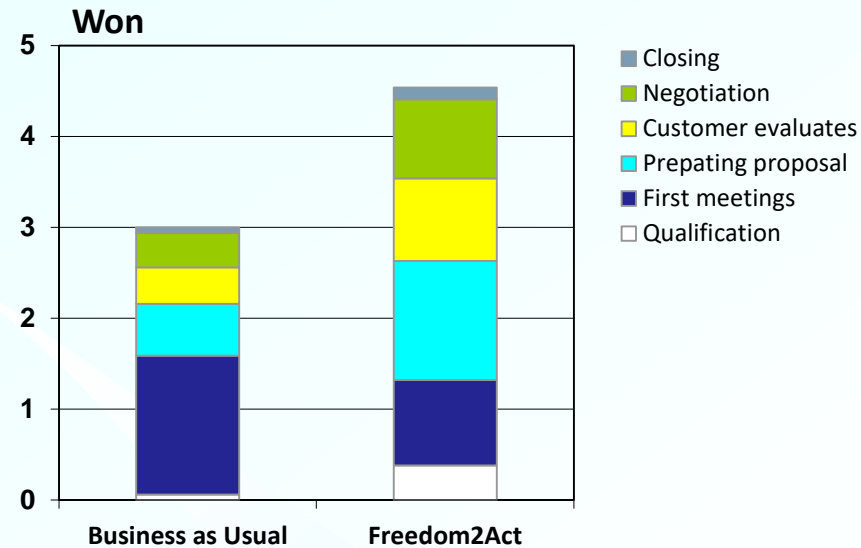
■ With result that:

- 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

“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
and we will contact you.**

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