

Winning New Revenues with Prospect Radar



INTRODUCING AMACUS

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You have the right number of sales people but you need more from your sales team. More revenues from their ongoing sales efforts. We believe your path to getting there starts with better detection of what's working and, more importantly, what isn't. A radar system for your sales reps that lets them fine tune the sales cycle to the cadence of each prospect, and monitor how successfully that's working. Here's why, with a nod to how.

IMPROVING SALES PERFORMANCE IS ALWAYS A CHALLENGE

In 2009, "the percentage of reps making quota dropped to 51.8% from 58.8% a year earlier and overall revenue plan attainment dropped to 77.9% from 85.9%." [CSO Insights Study Shows Major Drops in Sales Performance in 2009; February 2, 2010] Why? Most companies simply blame the economy but in our view, it's hard to improve performance when it isn't clear how your sales tactics are connecting with prospects especially at the start of the sales cycle. It's a bit like trying to navigate a ship through fog without the benefit of radar.

IT'S EASIER TO NAVIGATE PROSPECT FOG WITH A RADAR SYSTEM

Sales managers want all the advantages they can get. Amacus is an 'advantage' product. It gives salespeople a radar system for aligning sales efforts with prospect engagement. It detects which prospects are ready for the next event. It tracks the sales effort it's taking to advance the sales cycle. It gives you and your team an edge for closing new business. You can see what's working and what isn't. You can perfect your tactics by identifying those get prospects to take action. It's just much easier to see through prospect fog when you're navigating with radar.



Our radar system – Amacus - gives sales people closed loop feedback, in real-time, on what they're achieving from what they're doing. Feedback which arrives at the end of each quarter, when deals are either won or lost, is too slow to be really helpful. Today's sales force needs to know what day-to-day adjustments in sales cycle execution might improve quarter-end results.

GROWING REVENUE ALSO REQUIRES GROWING SKILLS

When Reps can see and understand the sales traction they're achieving from what they're doing, it is an easy move up to the next level of performance. As a sales leader, seeing that your sales people are putting in the right efforts is a strategic advantage. You'll spot mis-fires long before deals are won or lost. You'll be able to coach your team to higher levels of performance by detecting the little adjustments that create big rewards.

Here's an example. A sales person began using Amacus in a way which assumed interested buyers would call her. Big Surprise - they didn't! In month two, despite early proof it wasn't working, she tried more of the same. Her effort grew, but her Return-On-Effort didn't. Finally, in month three, the penny dropped. She began investing effort proactively at the cadence of each prospect. She began calling back prospects who signaled continued interest by their actions.

<< History

2/11/2011 12:31 PM	E
2/11/2011 12:31 PM	C
2/10/2011 12:41 PM	S
2/3/2011 3:26 PM	S
1/25/2011 4:28 AM	S
1/24/2011 3:00 PM	S
1/24/2011 10:26 AM	S
12/29/2010 11:50 AM	E
12/2/2010 6:50 AM	
12/1/2010 11:50 AM	S
12/1/2010 11:49 AM	
12/1/2010 11:48 AM	S
11/4/2010 1:38 PM	E
11/4/2010 1:38 PM	
11/4/2010 1:37 PM	S
11/4/2010 1:36 PM	E

By month three, compared to month one, she achieved a six-fold increase in her Return-on-Effort (the total number of positive prospect actions provoked from sales efforts, namely their agreements to scheduled appointments, clicks to retrieve offered collateral, and advances towards purchase decisions).

As with most products having breakthrough impact, achieving this requires discipline, repeatability, and ownership of process by the front line rep. Coaching, learning, and adjustments are continuously made while a sale is in play, in direct response to events "on the field", as revealed by prospects' actions.

GIVE YOUR TEAM THIS NEW SALES EDGE

You know a target acquisition radar system for winning new business exists. Your competitors don't. Give yourself this new sales edge. Own your future. Don't let it own you.

LEARN MORE:

<http://amacus.innovativeinfo.com/CROsuccess.htm>

