

# Sales Performance Optimizer



## Product Summary

*Sales Performance Optimizer for AppExchange* is a sales management solution that provides tools for sales analysis and performance review. It also creates profiles of best practices and enables salespeople to compare their performance against goals.

## Application Review

Every organization expects the highest level of performance from its sales team. Sales managers need to track their team's progress on a regular basis. *Sales Performance Optimizer* enables sales managers to have a 360-degree view of their sales team. It also enables managers to coach and mentor team members on an individual basis.

*Sales Performance Optimizer* is pre-configured with over 100 sales performance indicators (SPIs). Users can create their own SPIs, and the application allows individuals to weigh and categorize those SPIs.

*Sales Performance Optimizer* allows users to monitor the performance of each sales representative. The application profiles the top performers and highlights key SPIs such as high customer satisfaction and excellent repeat business. It helps to identify sales representatives with high potential who require coaching and training, as well as poor performers.

The application provides a sales performance dashboard. This dashboard displays each sales person's rank, summary data, coaching history, and achievements scores, and helps salespeople identify opportunities for self-management and

manager coaching. A drill down capability provides scoring details and review history.

*Sales Performance Optimizer* allowed us to judge the performance of a sales team and their managers using the "Sales Team Analyzer." Further, the relative ranking page is set up in an easy to view format, which helped us to get scores of sales people on the basis of their performance for a defined period. It also provided drill-down capability. We were also able to export the data to Microsoft Excel.

The 'Coaching Form History' is another useful feature highlighting employee areas that need improvement. It focuses on the training needs of employees to increase productivity.

## Key Strengths

*Sales Performance Optimizer* is easy to use and its graphical interface makes it easy to track a team's performance. Secondly, the 'Performance Reporting' feature is quite useful when predicting sales performance indicators and to track team activities.

## Areas for Improvement

The ability to set a minimum level of performance and then provide alerts to a sales person whose performance falls below that level would improve the functionality of the application.

## Company Background

ForceLogix is a Chicago-based company that provides sales performance management solutions.

## Keywords

- Sales performance management
- Sales performance indicator
- Sales performance evaluation
- Sales performance review
- Performance analysis
- Performance dashboards
- Sales management
- Sales team analyzer

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## Rating Scale

The application has been rated based on its business impact, innovativeness, ease of implementation, ease of use and value for money. This rating scale takes this into account and rankings are as follows:

- 5/5 meets or exceeds the need identified by the creators
- 4/5 meets much of the identified need but a future release will encompass a more robust solution
- 3/5 meets some of the need identified additional build-out is required
- 2/5 an interesting application but without broad applicability
- 1/5 fails to run cleanly

## About Infiniti Research

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