



Measure



Analyze



Coach

On-Demand Sales Performance Optimization



Sales Force Optimizer is an on-demand sales performance management solution designed to uncover and measure the sales performance indicators that truly drive sales performance. Its unique combination of management tools provides knowledge and actionable insight needed to drive real sales results.

A Single Repository of all Sales Data. With Optimizer, all data is maintained in a single repository that allows sales managers more time to manage – without technical resources – effortlessly. For the first time you will be able to bring together data from Customer Relationship Management, finance, HR and other enterprise systems into a single sales repository that provides a 360 degree view of your sales performance.

Management tools to build a directed sales force. Optimizer provides Business Intelligence, Sales Analytics and Performance Management capabilities in a single application designed for Sales Managers by Senior Sales Executives.

Simple, Fast, Flexible. Optimizer can be installed quickly so you can immediately gain visibility to sales data critical to managing your sales force. Access is provided through the SalesforceOptimizer.com site or a custom tab within your CRM or intranet instance with single sign-on.

“ForceLogix has combined quantitative and qualitative metrics to not just measure sales processes from the bottom up but manage it to the best possible outcome.”

“Organizations that are looking to incorporate best practices and a repeatable process should examine how ForceLogix is advancing sales talent management.”

Mark Smith, CEO
Ventana Research



Optimizer Benefits:

- Turn “B” players into “A” Players...

Through providing tracking, ranking, analysis and process in a single application built for sales management. Move “Bs” to “As” and “Cs” to “Bs” or corrective action, sooner.

- Provide Actionable Insight...

Understand specifically how front line sales and sales management are doing against all critical success factors as well as the obvious revenue, forecast and activity measurements.

- Let Sales Managers Manage...

Optimizer automates the day to day, month to month sales management processes, providing managers a structured approach to increasing their team’s performance.

- Stimulate Sales Performance 24x7...

Not just an annual event, Optimizer simplifies and automates continual evaluation and review processes.

- Let sales people drive themselves...

Head to head comparisons of *all* relevant factors, rolling up to a group or division.

- Increase CRM utilization...

By integrating sales activity with common SFA/CRM platforms and creating relevant performance scores, Optimizer increases the incentive for sales to utilize their tools consistently.

- Leverage existing investments...

Optimizer comes with a data management module that integrates Optimizer with CRM and other common enterprise applications to provide a 360 degree view of the sales organization.



No More 80/20 Rule!

If 80% of your sales come from 20% of your sales force, you are not alone. Let ForceLogix show you how Optimizer can break all the rules!



Graphical Team Analysis



Performance Ranking



Sales Performance Dashboards

**360 Degree View
of Your
Sales Force**



Performance Trending



Sales Coaching Module
with Offline Edition

Drive Revenue through Actionable Insights

- Combine trailing *and* leading edge indicators for greater visibility into progress against objectives
- Proactively identify and leverage “A” player attributes/DNA throughout organization
- Turn “C”s to “B”s and “B”s to “A”s faster
- On board new hires more effectively
- Develop and exploit best management practices

Improve Sales Organization Effectiveness

- Align sales activities with corporate objectives
- Single repository of all sales data – less time hunting and more time managing
- Leverage metric-based *and* subjective management processes
- Identify relative and relevant measurements and rankings of all sales resources
- Provide a continuous improvement platform with sales coaching and mentoring tools

Lower Costs

- Improve allocation of Sales Operations spend
- Streamline sales team training and review
- Leverage Software as a Service delivery for faster deployments and turnaround
- Simplify and support HR processes
- Control sales turnover