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Infinity Research Scores High Marks for ForceLogix' Sales Performance Management Application.

In a recent brief done by Infinity Research www.infiniti-research.com. ForceLogix received high marks on their award winning Sales Performance Management application.

ForceLogix' Sales Performance Optimizer for AppExchange and SalesForceOptimizer are a sales management solution that provides tools for sales analysis and performance reviews. They also create profiles of best practices that enable sales people to compare their performance against goals across many success attributes.

Infiniti's 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".

Patrick Stakenas, President and CEO of ForceLogix, said: "Our on-demand delivery model allows ForceLogix to provide value to companies without the time, expense and added risks of having to buy hardware, software and implementation services. Our Sales Performance Optimizer application can be easily tailored to meet their individual needs. Traditional sales performance management systems simply cannot deliver the same benefits to capture coaching data and other key information from around the organization. "

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".

Features to come

The ability to set a minimum level of performance and then provide alerts to a sales person whose performance falls below that level will further enhance to already robust application.

Keywords

“Sales performance management, Sales performance indicator, Sales performance evaluation, Sales performance review, Performance analysis, Performance dashboards, Sales management, Sales team analyzer”.

About ForceLogix

ForceLogix is becoming a world leader in on-demand software and services for sales performance management, dashboard, measurement and coaching tools . ForceLogix applications and value-added solutions provide clarity as to the actual drivers of revenue performance and enhance the coaching and mentoring processes that drive performance above expectations. ForceLogix offers senior sales management the insights into the health and future success of sales forces with tools to coach and mentor, measure and evaluate . ForceLogix clients include such industry leaders as Service Master, American Home Shield, Knightsbridge/HP and Sysix . For more information go to www.forcelogix.com.

About Infiniti Research

Infiniti Research is a full service business intelligence and market research firm. Infinity produces tailored research to enable their clients to take strategic and tactical decisions.

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