



Sales Tools

The marketplace is a highly competitive place. Doing a really good job in your face-to-face meetings with customers and prospects is necessary for success, but not sufficient. The clear differentiation of your services demands impactful sales presentations and compelling proposals. And sales efficiency, speed and organisation requires systematisation and automation of key elements of sales processes and forecasting.

An Interesting Paradox

There's a paradox here which goes to prove an important point. Selling is dramatically different from what it was just a few years ago. Then being a brilliant performer in sales meetings with a smattering of decent collateral – brochures! – was enough to please the customer and meet sales targets. This is no longer enough because you know that other potential suppliers have got great sales tools and slick processes. Here's the paradox – this old-fashioned brochure is suggesting that brochures don't really work.

The sales tools that make the difference today include:

- Sales Presentations
- Sales Proposals
- Sales Automation
- CRM
- Sales Playbook
- Funnel Management

How do they make a difference? The answer has two components. Firstly, Quantum's Killer Presentations and Sales Proposals mean that you are as effective as you possibly can be in securing sales meetings at advanced stages in the sales cycle. And secondly our sales system level tools mean that you can maximise your performance behind the scenes. The ideal scenario is one where your sales people are dynamically served the right tools, at the right time via the most widely used sales system interface there is – CRM (Customer Relationship Management).

At its most simplest, the right sales tools improve sales productivity and success rates.

So how can we help?



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They took my outline ideas for the presentation and created a version that was visually very impressive and thoroughly engaging for the audience. A job well done!

EMEA Project Director, Canon Europe

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Killer Presentations

Even if you are pretty well-accomplished with PowerPoint, Keynote or Prezi, there's every chance that your sales presentations could be improved. And probably very considerably improved.

How often do your sales people ask for presentations to bring them up to the same level as your most feared competitors? Perhaps part of the problem here is one of ownership? So often it's not clear whether the Sales department or the Marketing department has ultimate responsibility for presentations.

The result? Sales people tinker with existing collateral in the final hours before their important meetings and – more often than not – end up doing more harm than good.

Quantum's “killer presentation” services deliver powerful, high impact visuals, skills, techniques and a level of confidence just not available to your competitors. So you are empowered you to win more business, more reliably.

Winning Proposals

Are you win rates too low? How do your proposal development cycles feel ... too long ... too exhausting ... just too much?

Quantum's Winning Proposal solutions can:

- Drive your win rate to one in every three proposals or better
- Improve the overall quality of documents submitted to prospective clients in competitive tenders
- Reduce the development effort and cost associated with each tender process

Sales Automation

What is it? Sales automation is the use of software to fully or semi-automate key tasks before during and after a sale. With Sales automation you are able to more quickly perform routine sales tasks like:

- Serving up the right sales tools at the right point in the sales cycle (such as the right proposal template with data fields like customer name all pre-populated)
- Analytics-driven account and opportunity qualification
- Customer and contact management
- Monitoring the effectiveness of customer interactions
- Contact management
- Sales Order processing and



- tracking
- Team-wide knowledge sharing
- Sales forecast analysis

CRM

CRM, the bane of many sales professionals' lives! But why is CRM so despised? There are two main reasons:

1. CRM systems are so often deployed without enough thought and reference to what sales people need the system to do. And consequently;
2. CRM systems slow people down and make them less efficient

harmoni

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Duncan Cranmer [of Quantum] has had a major impact on the quality of the proposals submitted to clients and our final presentations, as well as helping define and improve our internal systems and processes,

Chief Executive Officer, Harmoni

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Quantum can steer you through the vast choice of emerging technologies to help you deploy sales automation that has a direct and noticeable impact on your top line.

Yet the truth is most organisations could not function without CRM – especially managers and directors who are responsible to forecasting to the upper echelons of their business. Accurate forecasting is certainly a key function of a good CRM system but we should be serving only the top people in our business. CRM should be serving our sales people and the clients that we are working with.

Quantum will undertake a health check of your current implementation, probing to understand how useful the system is. Our recommendations are impartial, but we are guided by the conviction that CRM must serve all of its stakeholders, not just the Board.

Sales Playbook

Today's dynamic, situationally aware Sales Playbooks are helping sales people focus on exactly what they should be doing to progress a deal through each of the sales stages quickly and successfully.

Research by the Aberdeen Group¹ shows that organisations that have deployed a Sales Playbook sell 8% more against target than organisations that have not yet deployed a Sales Playbook.

54% of salespeople using a Sales Playbook are likely to meet their sales target. That figure drops to just 46% where there is no Playbook is available the sales team.

A Sales Playbook is a sales tool which takes existing best practice in Sales and turns it into a step-by-step guide for each deal for all. Everyone in the Sales team has the benefit of access to the tool and a well-designed Playbook is referenced and used every day by the majority of sales professionals.

Benefits include:

- Superior guidance and coaching for salespeople
- Salespeople provided with the right information at the right time – information that is directly relevant to their unique selling situation.
- Meets the need for improved speed and efficiency in Sales
- Drives improved consistency within the team, holding excellence as a realistic target for every sale
- Harnesses the value of team working
- Improves sales forecasting accuracy
- Delivers more sales and bigger sales – faster

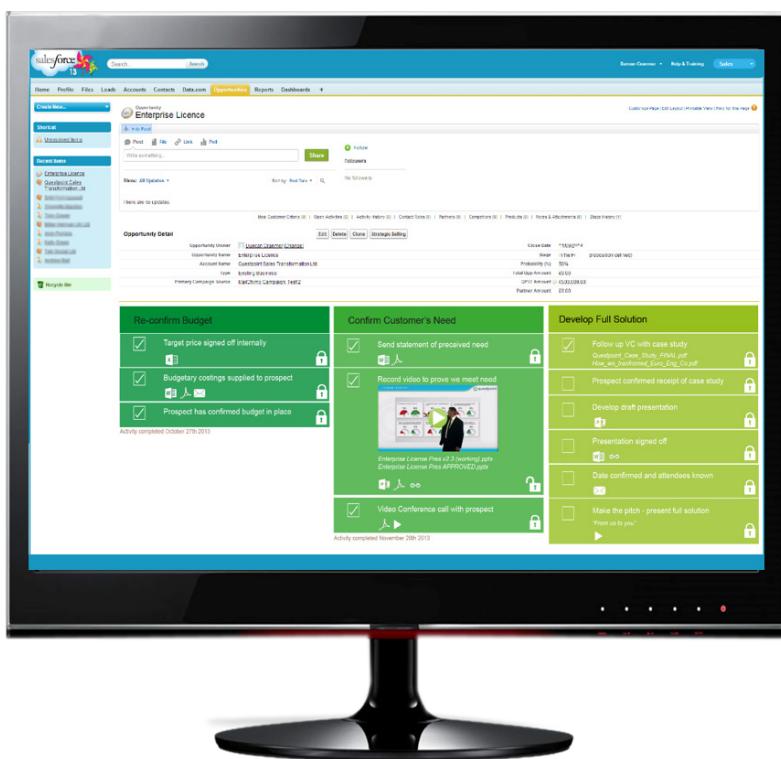
Funnel Management

Sales Process Funnel provides sales managers a simple, forecasting accurate tool.

Benefit from a highly visual window into exactly what is happening with the sales funnel of individual team members giving you detailed insights into just which opportunities should be pursued or further explored, and which should be dropped.

These insights drive an increase in overall funnel accuracy.

And because Sales Process Funnel is imbedded into your organisation's CRM system data is real time, all available to you from a single, reliable source. A great example of today's fusion of sales automation and CRM.



In six weeks they helped grow our funnel by £65m, £31m of which became closed business within four months - a fantastic achievement!

Strategy and Marketing Director





Get ahead of the game. Ensure that your sales presentations and proposals are best in class. And automate day-to-day sales tasks to improve overall organisational sales performance

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