

Positioning Statement

For businesses who struggle managing the opportunities in their sales pipeline, HindSite's Sales Manager delivers the information they need to understand where their sales stand, ultimately helping them sell faster and smarter.

Key Messages and Supporting Proof Points

Key Message 1 - Information delivery: Sales Manager helps you see - and act - on your sales pipeline.

- **Supporting Proof Point #1:** With Sales Manager's scorecard you can see where all of your opportunities lie - are they prospects or estimates, what's the dollar value, what services do they need? - information that can help you better manage your sales opportunities .
- **Supporting Proof Point #2:** Sales Manager shows you how long, on average, it takes to close your deals, information that's useful when comparing multiple sales reps or forecasting revenue.
- **Supporting Proof Point #3:** Sales Manager shows you what percentage of sales each of your reps closes as well as their dollar value so you can improve your forecasting.
- **Support Proof Point #4:** Sales Manager shows progress toward your sales goal, so you know precisely where you stand and what you need to do to meet your goals.

Key Message 2 - Sell faster. Information is power. Sales Manager delivers the information and insight you need to follow-up on open opportunities and win more business.

- **Supporting Proof Point #1:** You can see every open prospect and filter by multiple criteria (service, sales rep, location, etc.) to quickly get a list of people you need to call.
- **Supporting Proof Point #2:** Wondering which estimates are more than two weeks old? In five seconds, Sales Manager can show you those estimates so you can call to follow-up with a phone call, print campaign or email.
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Key Message 3 - Sell smarter: Sales Manager delivers the information you need to improve your sales process and sell smarter.

- **Supporting Proof Point #1:** From win rates to the average days it takes to close an estimate, Sales Manager delivers data that helps you analyze and improve your performance.
- **Supporting Proof Point #2:** Wondering why you're not winning business? Sales Manager tracks your lost estimates so you can initiate a call to find out. Then, use that information to improve your sales process.
- **Supporting Proof Point #3:** Need to see what sources - your website, social media, door hangers - drive the most sales? No problem, Sales Manager stores all that data so you know where to spend your scarce marketing dollars.

- **Supporting Proof Point #4:** Have multiple sales reps? Use the reporting in Sales Manager to determine where individual reps are struggling, then offer them additional training so they can attain their goals.

Customer Value Propositions / Statements

Key Message #1: You'll always know where your sales stand.

Key Message #2: You'll sell faster

Key Message #3: You'll sell smarter

Three Uniques

1. Sales Manager is tightly integrated with HindSite, so you never have to enter duplicate data, can quickly see sales opportunities for every customer or prospect, and schedule work when you've won the sale.
2. Sales Manager graphically displays your sales opportunities, so you know at a glance where you stand.
3. Filter your information by a plethora of fields when viewing sales information, so you can slice and dice information in any way you please.