



# SellVantage™

**SellVantage™ helps business executives and sales management evaluate complex sales situations based on facts, not opinions and incomplete information.**

## **Managing Complex Sales is Difficult**

Selling expensive, specialized solutions to sophisticated buyers is often a long, difficult and complex process. During the sales process, business executives and sales managers try to estimate the odds of closing each deal and project when the deal will close based on limited information provided by their sales teams. Most sales managers rely on CRM systems that only provide basic sales reports about account activity and current pipeline status.

## **We Have a Better Solution**

SellVantage goes far beyond CRM systems to help business executives and sales managers evaluate in detail each sales situation and determine the odds of closing the deal, when it will close, and what the sales team should do to shorten the time and improve the odds of getting a signed contract.

## **Evaluation of Critical Sales Success Factors**

Based on your unique input, SellVantage critically evaluates and scores:

- Sales team's strengths and capabilities
- Product or service market strengths and position
- Sales situation including competition
- Prospect's buying situation and financial status
- Tasks and time required to close the sale

**Each complex sale is a unique project. Manage it well and you will win.**



## **Reports**

SellVantage produces reports that:

- Scores each opportunity's critical success factors
- Estimate of when the deal will close
- Estimate of odds of closing the sale
- List of prioritized action items to help close the sale

Subsequent evaluations over time will indicate if you are improving your sales position and how this opportunity compares with your other opportunities. SellVantage also facilitates consistent

**"It's not the will to win that matters—everyone has that. It's the will to prepare to win that matters." — Paul "Bear" Bryant**

and objective sales status reporting.

## **Based on Extensive Experience**

SellVantage was developed by a team of business owners and sales executives with extensive experience managing complex sales for companies with expensive, hard to sell products and services sold to industry and government organizations.

## **Implementation**

Using a structured interview process, we work with sales management to customize SellVantage to meet their unique selling environment. SellVantage is designed to enable the user to start with a few critical factors and expand to include more factors over time. SellVantage is a desktop application that runs in both a Windows and Mac environment.

## **SellVantage**

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