

ReedyRiver Group

Integrated Software as a Service



@sales helps organizations to comprehend their sales opportunities and to manage their sales efforts. It has been designed specifically for companies that sell professional services.

- ReedyRiver licenses @sales software as an Internet service.
- You can choose the edition that best fits your company size.

@sales is Designed for Companies that Sell Professional Services

Personal Dashboard

The *Personal Dashboard* provides each user with a quick view of their assigned Sales Opportunities and their assigned sales tasks.

The Sales Funnel on the dashboard provides a summary of the sales prospects that they are working. Within the funnel is a summary of their active sales opportunities grouped by *Sales Stage*.

- A funnel is a good metaphor for the sales process because it conveys the idea that the number of deals being pursued are winnowed down over time.
- At each Sales Stage the number of deals becomes smaller and more valuable to your organization.
- At the bottom of the funnel is a summary of the *Deals* won.

My SALES FUNNEL - SHOWS GG VALUE

Suspects Assigned to Me: 4

Sales Funnel:

- Prospects 1 - \$5,550,000
- Proposals 1 - \$2,250,000
- Negotiates 1 - \$4,750,000

Total Active Deals 3 - \$12,550,000

Wins 2 - \$11,000,000

My Top Open Actions

No.	Done?	Action	Type Action	Deal	Assigned By	Plan Date And Time
1	<input type="checkbox"/>	Check on sta...	Phone	Confidential Project	Mark Ortega	02/14/07 Wed 16
2	<input type="checkbox"/>	Final negoti...	Meeting	Borga Animal Health	Mark Ortega	02/16/07 Fri 08

Top Actions Assigned by Me

No.	Action	Type Action	Deal	Assigned To	Plan Date And Time
1	Attend meeti...	Meeting	Borga Animal Health	Blake Edwards	02/16/07 Fri 08

My Closest Award Date Deals

No.	Step	Deal Name	Award Dt.	Value	Go	Get	GG Value
1	Negotiate	Borga Animal Health	02/19/07	5,000,000	100%	95%	4,750,000
2	Prospect	Fab 45-Greenfield Wafer Fab	05/14/07	5,000,000	50%	30%	5,550,000
3	Proposal	Confidential Project	06/11/07	3,000,000	100%	75%	2,250,000

My Largest Value Deals

No.	Step	Deal Name	Award Dt.	Value	Go	Get	GG Value
1	Prospect	Fab 45-Greenfield Wafer Fab	05/14/07	37,000,000	50%	30%	5,550,000
2	Negotiate	Borga Animal Health	02/19/07	5,000,000	100%	95%	4,750,000

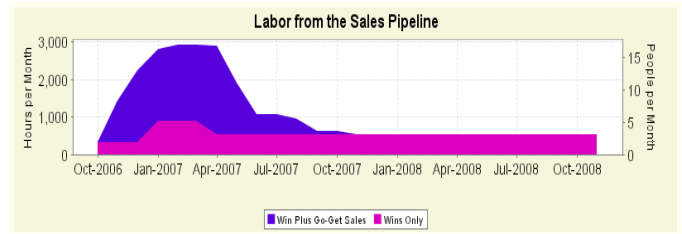
Personal Dashboard

Hungry Monsters and the Going Out of Business Curve

Businesses that sell professional services have a hungry monster that consumes billable hours. Operations managers need to understand where new projects are going to come from and when they will arrive.

The *Labor Pipeline* shows a forecast of billable hours from sold and unsold projects (bids). The trailing edge of the curve indicates when billable hours will turn into overhead. Organizations try to keep the trailing edge of the curve as far out in the future as possible.

Do you know what this curve looks like for your organization? If you do you know how hard it is to gather the data and to create it. @sales will show it to you with one click.



Labor Pipeline Chart

The Labor Pipeline Chart shows a forecast of billable hours from sold and unsold Deals.

Which Deals do We Chase?

You can't chase every sales opportunity. Some proposals require significant time and cost to put together. How do you evaluate all the opportunities and decide which Deals to chase? @sales will organize your sales opportunities and present the data so that you can see the whole picture.

All Deals Filter

Go To Page: 1

All Deals Grouped By Sales Stage. Click on Deal Name For Details.

Sales Stage: Prospect											
No.	Status	Deal Name	Account	Exp Award Dt.	Value	Go	Get	Go Get Value	Territory	Office	Business Unit
1	Active	Fab 45-Greenfield Wafer Fab	Advanced Micro Computer	5/14/07	37,000,000	50%	30%	5,550,000	*	San Francisco	Electronics
					Total:	37,000,000		5,550,000			
Sales Stage: Proposal											
No.	Status	Deal Name	Account	Exp Award Dt.	Value	Go	Get	Go Get Value	Territory	Office	Business Unit
2	Active	Confidential Project	Craft Foods International	6/11/07	3,000,000	100%	75%	2,250,000	*	Chicago	Food and Beverage
					Total:	3,000,000		2,250,000			
Sales Stage: Negotiate											
No.	Status	Deal Name	Account	Exp Award Dt.	Value	Go	Get	Go Get Value	Territory	Office	Business Unit
3	Won	Automotive Plant Expansion	Majestic Motor Corp.	7/17/06	5,000,000	100%	100%	5,000,000	Eastern US	Chicago	Automotive

Deal Review Screen

Deals are grouped by Sales Stage. A green marker identifies Deals that have been won. An amber marker identifies Deals that you will decline to bid. Click on a drop down list to filter which deals are shown.

Is it a Go and Will We Win

It takes time for some projects to firm up. @sales allows you to assign two probabilities to each sales opportunity. Go is the probability that the project will materialize. Get is your probability that you will win the opportunity if it is a Go.

Here's an example: A client has shared some of their early thoughts about a project and you want to put it on your radar screen to ensure that the right people know about it and will follow up on the opportunity. At this stage the project may be a 20% Go.

@sales will help you track any stage of opportunity and its current state. It will also use Go and Get probabilities to calculate factored values for the opportunities that you are chasing.

Track Assigned Tasks

The *Actions* Screen acts as both a report and a gateway for editing Action data. Actions are grouped by Deal and sorted by date due.

The user's role determines the information that the user will see on the Actions Screen:

- Enterprise Managers see all actions for all users in the enterprise
- Territory and Business Unit Managers see only Actions for users that are assigned to their territory or business unit.
- Users with role of Sales see only the Actions assigned to them or assigned by them to others.

General Features

- Log and track each sales opportunity. Assign value, cost, hours, probabilities, etc.
- Log and track phone calls and meetings with clients.
- Track Planned Actions and Action Results.
- Contact Information Database (Address Book) with reports in different formats. Card Format is shown to the right.
- Report Forecast Monthly Cash Flow (revenue and net) from the Sales Pipeline by month. Shows revenue from Deals won separately from unsold Deals.
- Report Estimated Monthly Labor Hours from opportunities in the Sales Pipeline. Also shows monthly equivalent head count. Shows hours from Deals won separately from unsold Deals.



Sales Analytics Chart

The Sales Analytics Chart above shows Revenue and Billable Hours for deals won and deals still in the sales pipeline. Bar chart colors denote Sales Stage.

No.	Action	Type	Status	Date	Assignee	Action Taken	
1	Attend New Milms Trade Show	Conference	Henry Hyde	Candy Bar	03/16/2007 09:00		
2	Call Suspect ECS	Cold Call	Henry Hyde	John Stabs			
3	call Mr. Moony	Sales Call	Henry Hyde	Abe Belcher	03/02/2007 09:00	Check in call	
4	Call Suspect Enight Ins.	Cold Call	Henry Hyde	Abe Belcher	04/09/2007 09:00		
5	Follow Up Call to Inquiry by Marie Chin	Phone Call	Exxon Mobile Inquiry	Henry Hyde	Mark Ortega	02/05/2007 09:00	Need to call and follo...
6	Complete Proposal 1st Draft	Proposal Development	2nd Paleo	Henry Hyde	Abe Belcher	03/08/2007 09:00	Lorem ipsum dolor sit...
7	Provide Final Estimate	Proposal Development	2nd Paleo	Bill Black	Candy Bar	03/18/2007 09:00	
8	Final Review	Proposal Development	2nd Paleo	Bill Black	Bill Black	03/27/2007 09:00	Walk proposal around t...
9	Call Suspect...	Proposal	2nd Paleo	Bill Black	Bill Black	03/09/2007 09:00	Walk

Actions Screen

The Actions Screen displays task information customized for the user. An amber marker identifies Actions that are late.

Click on an Index Tab: **ABC** | DEF | GHI | JKL | MNOP | QRST | UVWV | XYZ |

Click The Email Address To Create An Email.

Armstrong, Jack VP of Operations Alpha Pharma Phone: 404-555-1212 Mobile: 607-555-1212 Fax: 404-555-1212 Jack.Armstrong@Alphapharma.Com	* 99 Broadway 3rd Floor Birmingham AL 60912 US Assistant: Val Dobson Asst. Phone: 404 555 1521 Birthday: 11/29/50
Dept: Executive Notes: Phone Number is a machine. Enter 101 as his contact id.	
No Calls! Bonus, Bob Honcho Delco Construction	* * * *

Contacts Shown in Card Format

If you want to send an email to a contact, just click on the contact's email address.

@sales Enterprise Edition

provides additional capabilities for large companies:

- Create Business Units (company divisions), Sales Territories and Sales Sub-Territories that fit your business.
- Assign Territories and Business Units to your sales force.
- Assign Managers to Territories and Business Units
- Associate Business Unit, Sales Territory, and Executing Office to sales opportunities.

Bus. Unit Name
<input checked="" type="radio"/> Commercial
<input type="radio"/> Construction
<input type="radio"/> Government
<input type="radio"/> Infrastructure
<input type="radio"/> Manufacturing
<input type="radio"/> Pharm-Bio
<input type="radio"/> Technology

No.	Territory	Parent Territory
<input checked="" type="radio"/> 1	Africa	EAME
<input type="radio"/> 2	Asia	*
<input type="radio"/> 3	EAME	*
<input type="radio"/> 4	Europe	EAME
<input type="radio"/> 5	Mideast	EAME
<input type="radio"/> 6	Midwest	US
<input type="radio"/> 7	Northeast	US
<input type="radio"/> 8	Pacific	US
<input type="radio"/> 9	Southeast	US
<input type="radio"/> 10	US	*

Create Business Units and Territories that reflect your businesses.

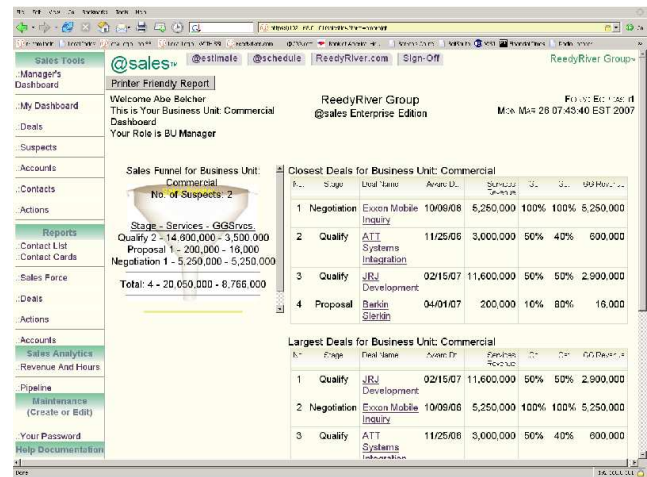
@sales Enterprise Edition also adds three additional user roles:

- Enterprise Manager
- Business Unit Manager
- Territory Manager

The Manager's Dashboard

The Manager's Dashboard presents information pertinent to the manager's area of responsibility:

- Enterprise Managers see the most important deal information for the entire Enterprise
- *Territory and Business Unit Managers* see the most important deals for their assigned territory or business unit.



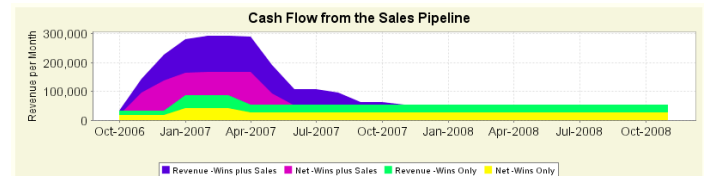
Manager's Dashboard

The Manager's Dashboard provides a quick view of a segment of sales. Above is an example showing Deals for the Manager's Business Unit.

Managers See the Pertinent Data

Managers See the Data that is Pertinent to their Area of Responsibility

- The Actions Screen shows only the tasks assigned to users that are in the manager's Territory or Business Unit.
- The Deals Screen shows only the sales opportunities that are assigned to the manager's Territory or Business Unit.



Cash Flow Chart

The Cash Flow Chart from the sales pipeline showing revenue and net from sold and unsold opportunities.

ReedyRiver Group™



Go to our web site to learn about all of our other great products:

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