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.

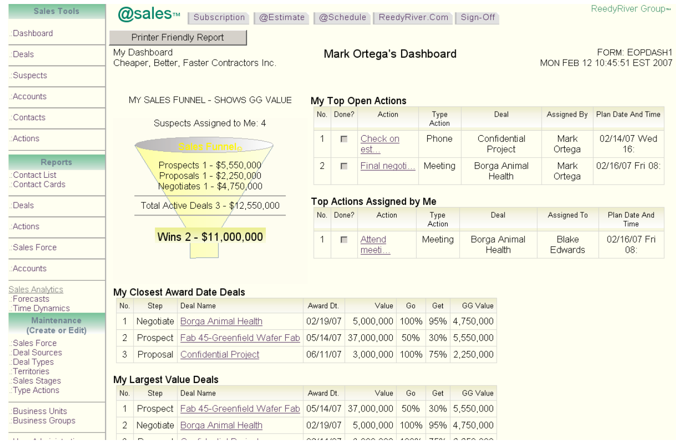
- ReedyRiver licenses @sales software as an Internet service.

- 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.



Personal Dashboard

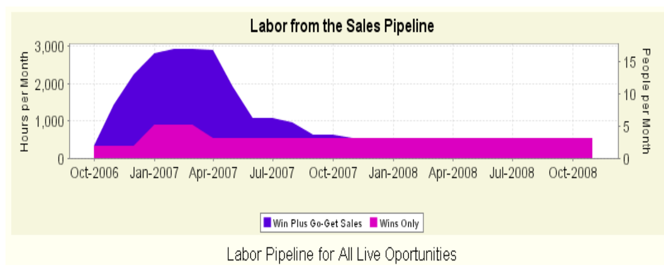
The Sales Funnel on the dashboard provides a summary of the sales prospects that they are working. Within the funnel is a summary of their active sales opportunities grouped by *Sales Stage.*

- 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.

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.



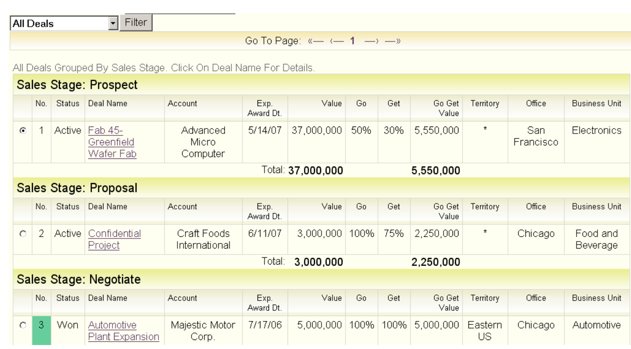
Labor Pipeline Chart

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

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.

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.



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.

Sales Analytics Chart

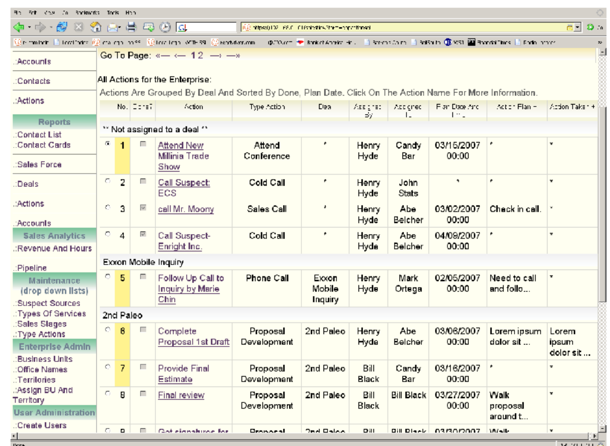
The Sales Analytics Chart above shows Revenue and Billable Hours for deals won and deals still in the sales pipeline. Bar chart colors denote Sales Stage.

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.

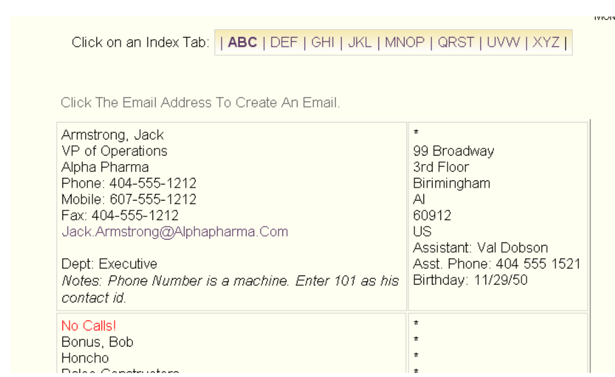


Actions Screen

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

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.



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 toTerritories and Business Units
- Associate Business Unit, Sales Territory, and Executing Office to sales opportunities.

	Bus. Unit Name
◉	Commercial
○	Construction
○	Government
○	Infrastructure
○	Manufacturing
○	Pharm-Bio
○	Technology

	No.	Territory	Parent Teritory
◉	1	Africa	EAME
○	2	Asia	*
○	3	EAME	*
○	4	Europe	EAME
○	5	Mideast	EAME
○	6	Midwest	US
○	7	Northeast	US
○	8	Pacific	US
○	9	Southeast	US
○	10	US	*

Create Business Units and Territories that reflect your businesses.

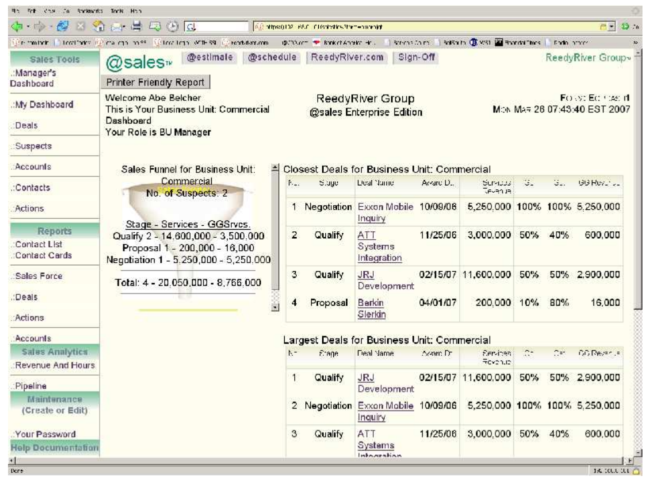
@sales Enterprise Edition also adds three additional user roles:

- 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.



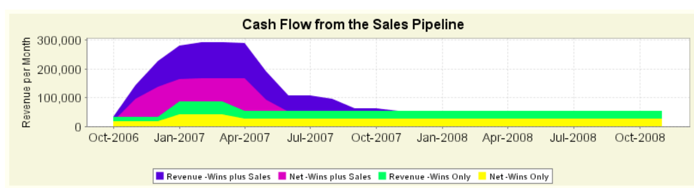
Manager's Dashboard

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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