

Optimizing Sales Performance

Setting and meeting sales objectives is critical to the success of any business. Yet, for many firms, the lack of sales planning and the communication of that plan to the sales force are all too typical. Most companies believe it is both too time consuming and difficult to plan and measure at any meaningful level of detail. We call this scenario the “sales opportunity gap”, which exists between current sales results and potential sales results.

The lack of a detailed sales plan, coupled with poor communications of management’s expectations, creates this “opportunity gap.” Without a formal game plan and defined set of objectives for the sales team, the true potential of your sales team can never be achieved. Further, without a clear set of objectives, it is impossible to benchmark results and effectively manage your sales team for superior performance.

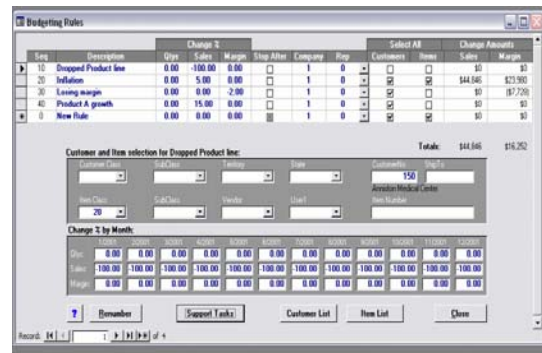
OverDrive Solutions Sales Planning & Management solution will help you bridge the “sales opportunity gap” between your strategy and tactics.....

Setting Sales Team Expectations

Your sales team needs a roadmap to follow. A good sales plan bridges the gap between your company’s strategy and the tactics you use to achieve your company objectives.

Our solution provides the tools you need to easily craft your plan. Our planning process starts with your user defined business rules. Collaborative tools help you get feedback and ‘buy-in’ from your sales team.

Create an unlimited number of budgets. Our change management feature helps you keep track of versions and who made changes to your plan as it goes through your planning process.



Our budget rules dashboard makes it easy to create detailed sales plans by setting high-level variables

Measurement & Analysis

Powerful analysis and reporting tools help you proactively detect trends and variances. Our ‘snapshot’ feature let’s you communicate potential problems with your sales team so that you can take immediate action. Notes and action items make it easy to collaborate with your team and keep track of follow-up items.



Expectations and results are immediately visible to Management and Sales

Exception management capabilities ensure that you identify and focus on your priorities. User-defined exception filters help you uncover potential issues before it’s too late to effectively manage them. Powerful drill-downs and views make it easy to determine the root causes of potential problems and put you on the right path to make corrections.

Our solution helps you maximize your revenue opportunities in several ways. First, our early detection capabilities help you prevent lost sales by staying close to your customers.

We also help you maximize your revenue potential by identifying new sales opportunities within your current customers. Our “Match-Maker” feature highlights potential product relationships that your sales team may be overlooking today.

Spend More Time Coaching

The key challenge for any company is to leverage and protect its most valuable asset: its customers. Your company has invested countless hours and dollars cultivating your customers. Studies have shown that it costs 5-9 times more to acquire a new customer than it does to service existing customers.

OverDrive's solution provides the information you need to simply create your sales plan and measure your performance against that plan. We've developed a complete solution designed for the end user, not just another tool.

By focusing less on creating reports and queries, our solution provides executive and sales management the time to coach their sales teams to better performance.

Produce Immediate Results

OverDrive's Sales Planning & Management solution is designed to help those responsible for managing sales work smarter. It works the way you do, making it easy to implement and use.

Plan Better and Faster – by applying your vision of future expectations and objectives, you'll automatically create a detailed sales plan that can be communicated to your sales team.

Measure for Success – by measuring actual results against your plan, you will gain valuable insight into trends and variances. Exception management tools automatically highlight problems that need your attention and opportunities for improving sales.

Increase Your Sales – our solution will result in you both preventing lost sales and uncovering new sales opportunities. This combination leads to a larger share of your customers' business and an increase in your overall sales.

Here's What One Customer is Saying.....

"We were able to reduce our annual sales planning process from several months to just a few weeks, while planning at a more detailed level and including our sales team in the process."

Scott Withers, CFO
CH Briggs

Solution Benefits.....

- ✓ **Reduction in Sales Planning Process Time of up to 50%**
- ✓ **Improved Sales Team Performance**
- ✓ **Maximized Revenue Potential**
- ✓ **Increased Share of Your Customers**
- ✓ **Prevent Lost Sales**
- ✓ **Improved Customer Loyalty**

The OverDrive Solutions Advantage.....

We fundamentally understand which tools and processes are required by end users to get their jobs done better and faster.



Our solutions are created using our "applied knowledge framework", which blends practical experience, best processes and software tools into closed-loop systems that help you work smarter.

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Work Smarter