Sales Management

Winning business has never been easier

Never miss a new business opportunity again. Our sales module gives you insight into your quoting history, closure rates, star performers, marketing campaigns and your won and lost business, offering you the entire picture. From this, you can optimise every part of your new business process, from lead generation to quoting and estimating and even following up on pitches, helping you develop clever new ways to win or reject every opportunity you have in your pipeline.

No stone unturned, no question unanswered

With Clarity Software, you'll always have the right answers to the following questions:

- How many enquiries you have had
- Where your enquiries have come from
- Have they been followed up and if so by who, when and what was said
- How many quotes have been raised
- How many enquiries have been converted to orders and for what value
- How much business you are expecting to convert in the coming weeks

Make data-driven decisions through personalised dashboards

Our personalised dashboards in our Sales modules are designed to work for everyone. Everyone works differently, so we've ensured our dashboards can be filtered accordingly. Whether your employees want to see tables full of numbers or colourful visualisations, the information is there.

Remove any hunches or guesswork, and create and save easy to access dashboards that give you a holistic view of your business potential. Weed out the stagnant or unlikely deals from your forecasts, and focus on the high value deals from a single source of truth.

CLARITY SOFTWARE

Pipeline

Unzip your entire sales forecast, segment your opportunities and bear down on those deals that are there for the taking.

Get complete visibility of your deals in one simple dashboard split into list views and Pie Chart views. Surrounding your views are key fields of criteria to target your selections and view the information in your preferred format. Pipeline helps you answer the strategic and current questions raised every day by sales people with ease. Converting your activities into opportunities, Pipeline is your tool to be decisive and close more business.

Get clarity on sales activity

With the Activity function in Sales you can look closely at the number of campaigns, calls, meetings, quotes and orders you have created from your sales and marketing activities and drill directly into each one for further detail.

The results are displayed in visual formats such as graphs and tables, showing conversion metrics and KPI measurements. Understand the true value of your activities, get insight into golden trends and scrap what isn't working.

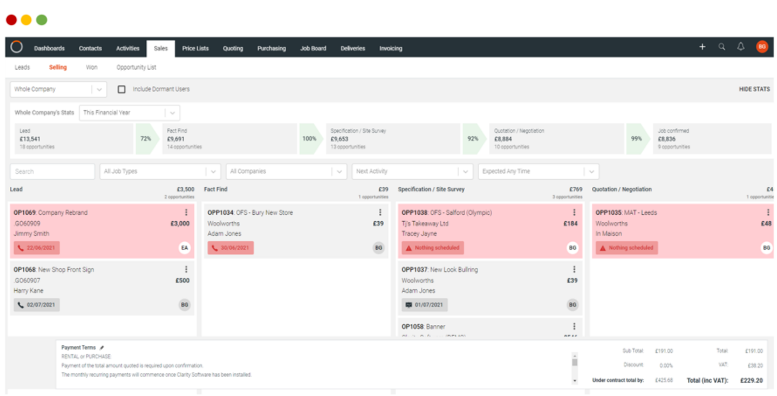
Get your sales process right and see an immediate increase in net profit.

Win / Loss Analysis

Our Win/Loss Analysis tells a complete story of the sales journey from start to finish. When you confirm an order you will be prompted for an Order Reason, which is used to categorise sales ready for analysis. Report on any or all of these reasons, seeing where your business really thrives. Analyse your successes and use it to perfect your business strategy. You have the power to see the true story behind your sales wins and losses, improving results

Do more with Sales+

For users on Clarity go premium you can have the power of Sales+. With our easy-to-use sales board you can track leads through the sales process with ease. Full visibility of leads and sales with simple drag and drop functionality.



Easy Lead Allocation

Drag-and-drop functionality means you can quickly assign leads to a suitable member of the team. Pair high value leads with your most experienced salespeople to ensure the most complex clients get the attention they need.

Automate opportunities

Automatically create opportunities from quotes to save hours of extra work. Pull accurate data from across the CRM, saving time and reducing errors.

Build your own sales process

Customise the selling board and create your own opportunity stages to match your customer journey. Easily see where your leads are in the sales process and drag-and-drop to update.

Analyse your won and lost opportunities

Know pound for pound how team members are performing by revenue and profitability. Analyse your lost opportunities and use common loss reasons to continually improve your products and services.

Clarity Software, 7 The Pavilions, Cranmore Drive, Solihull, B90 4SB, UK

+44 (0)121 248 2448. sales@clarity-software.com