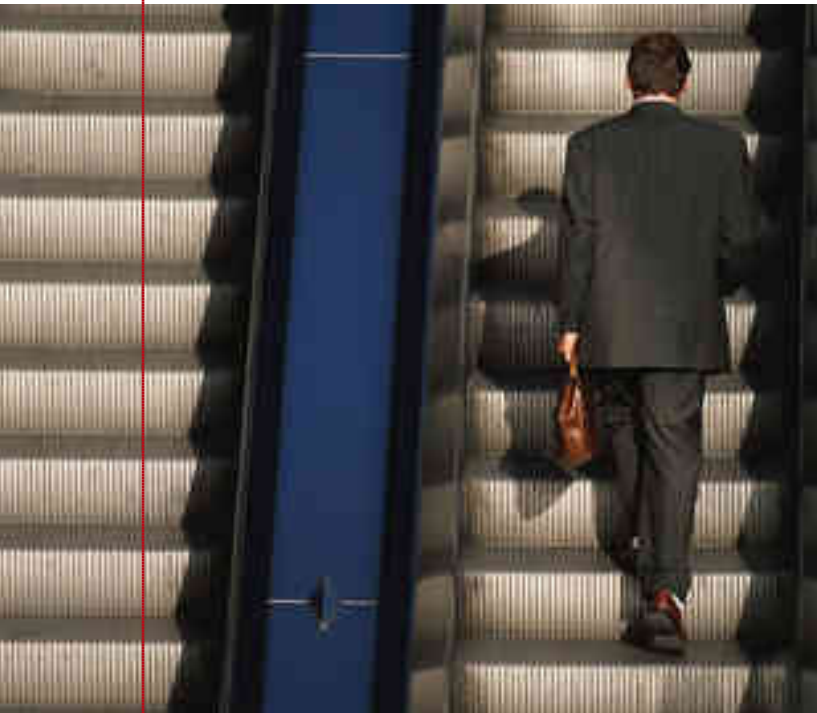


Interactive Selling

➔ Provide your sales team with sales force automation functionality including quoting, pricing, and sales configuration that makes them more effective.



Be enterprising.

With the longer sales cycles, increased competition, and intense pressure to win new customers that characterize today's business climate, it is essential to manage the sales process efficiently and cost-effectively. A motivated, knowledgeable sales force is central to that effort. Enterprising companies know they must empower their salespeople with accurate customer information and sophisticated sales tools that make it easy to close deals.

Leverage experience.

A component of the market-leading Infor™ CRM suite, Interactive Selling was designed with sales productivity in mind. It helps sales representatives to become trusted advisors and make appropriate, targeted offers to customers. They get everything they need to manage the sales process—from developing leads to placing orders.

Get business specific.

Interactive Selling leverages the capabilities of Infor Open SOA (Service-Oriented Architecture) and modern J2EE™ technology to centralize enterprise data from across the enterprise, eliminate redundancies, and allow companies to take advantage of prior IT investments. Business-specific capabilities include:

Sophisticated contact/call and activity management

Both sales representatives and sales managers are able to keep track of opportunities being developed from new and established accounts, monitor and manage sales and production demand forecasts, and target the best deals.

Rapid access to critical information

Rapid access to product and pricing information and other sales tools streamlines the process of quoting, customizing proposals, pricing, submitting orders, and handling related activities. Salespeople can quickly identify pricing policies and discounts and create timely, accurate quotes. They can configure products while taking into account product rules and constraints and generate customized proposals, as well as other sales-related documents. Fast access to customer, product, quote, and order data in Infor ERP solutions makes their job easier.

Intelligent lead and pipeline management

Interactive Selling enables salespeople to capture leads and intelligently route them through the entire sales cycle. At each step along the way, Interactive Selling helps them qualify leads, identify trends in the pipeline, prioritize sales opportunities, and target cross-sell opportunities. Sales reps are better equipped to manage key account relationships (including influencers, distributors, customers, and resellers) and engage in team selling, while sales managers are better able to control and track account information; manage territory assignments; monitor performance by individual, team, territory, or product line; and adjust resources as necessary. These capabilities dramatically shorten the sales cycle. As a result, leads are quickly converted into revenue-generating customers.

Anytime, anywhere mobile access

Interactive Selling enables salespeople to maximize customer interaction time from the field. It provides a low-maintenance, mobile client solution that leverages a remote synchronization engine and helps salespeople manage their contacts, calendars, prospect data, and forecasts from any location.

Flexibility to accommodate existing sales processes

Rather than forcing users to change existing sales practices and processes, Interactive Selling adapts to their way of doing business and helps avoid the time-consuming and disruptive modifications that off-the-shelf software often requires. This means big savings in time and costs, and helps users adapt quickly to newer, more intuitive processes. And, because sales reps find it easy to use, they actually use it more.

See results now.

For companies that seek comprehensive sales tools to help them manage the entire sales cycle through optimized account, contact, and opportunity management and increased cross-sell/up-sell potential at a low total cost of ownership, Interactive Selling is the ideal solution. It can help your company generate a fast return through:

- Increased sales productivity
- Greater solution adoption by salespeople
- More consistent customer communications
- Higher sales success rates
- Deeper account penetration
- Increased sales revenue

Cimatic de México S.A. de C.V.
Río Tíber 66 Piso 7
Col. Cuauhtémoc
México DF
Tel. (55) 1500 0780
info@cimatic.com.mx
www.cimatic.com.mx

