



Sales Campaign Life Cycle Management...

The Logical Extension to Sales Force Automation

Sales success can elude sales professionals due to shifting competition, new technologies, changing business requirements, product positioning, economic conditions and preparedness. Sales campaigns are their battlefields for winning respect, market validation and revenue, but do not always end positively. Enter sales campaign lifecycle management.



Current

Mature deployments of SFA vary so much that the typical common denominator is often simple contact administration for marketing purposes and company data retention. Actual sales activity detail is often far less than what management expects, because... **SFA is history**. Vital, but no vision of the future is created. That requires strategizing and coaching: two key activities for reps and their managers.



Problem

Current solutions do not focus on all the complexity of the process we call a sales campaign. Instead they limit focus to steps in the sales cycle with account, opportunity and contact data. But campaigns are more complex and vary:

- They require constant strategizing, planning and tracking. Yet there is no method for strategizing or planning.
- Forecast accuracy depends on a clear view of the close or a longer term *vision for success* not developed in existing sales systems.
- There is no platform for strategizing/planning, no common ground in practical terms to discuss what has happened, what is happening and what should happen. Dashboards do provide analysis of effort but of an incomplete picture.
- Sales training methodologies try to be comprehensive, yet differ and are effective at different times under the varying circumstances sales professionals operate.

Basically, we have a huge **blind spot**.



Solution

The sales organization, i.e., the individual contributor, needs to constantly think through each campaign in every account. Then execute:

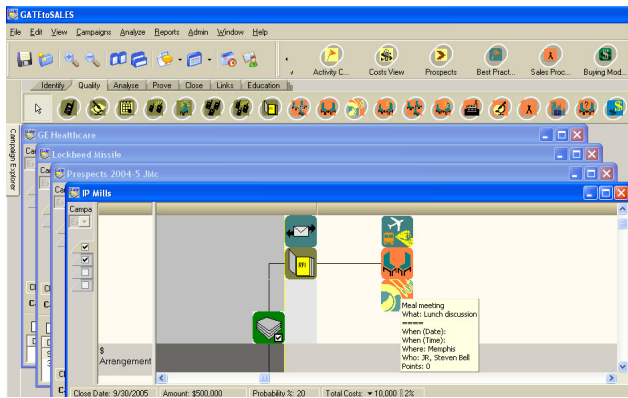
- Take action, track and adjust,
- Share the vision with the team
- Be coached along the way from successful experience.

To accomplish that in a system, many vectors need to converge in a sophisticated but easy-to-manage “**thinking space**” for campaign life cycle management. Sales professionals need more than their keyed data reformatted by standard SFA systems. The solution is to create a model of each campaign with the following results:

- *Shortened learning curve*
- *Increased campaign execution efficiency*
- *Increased opportunities management*
- *Enhanced forecast accuracy*
- *Increased sales effectiveness*

... all by focusing on the future not on the past.

Enter **GATEtoSALES**: the tool for strategic sales professionals and their managers required to plan and execute extended, complex sales campaigns. It enables the process of evaluating, strategizing, building/executing plans for sales campaigns that cost time and money, and should be successful. How? By generating a **vision for success**.



GATEtoSALES

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GATE is the sales professional's "thinking space" for strategizing, planning, and tracking activities in dynamic campaigns with results the professional is personally responsible for achieving. Only **GATE** allows:

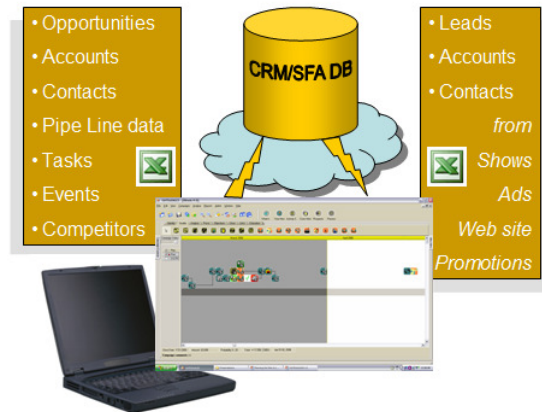
- The tracking of activities with an eye on the future.
- The easy identification of the myriad of events that determine success in each campaign.
- The user to build scenarios and manage their flow to fit timing requirements, the background sales process, and the prospect's purchasing cycle
- The user to **do more strategizing**. Select predefined activities for visualizing next-steps in future scenarios, then determine the best strategy.

The rep will then be creating a *vision for success* that will guide performance to exceed personal and company goals.



Value

Corporate value is productivity enhancement for individual users because strategizing/planning improves their performance, and as SFA front-end for higher quality content for all. **Pipelines become more credible**, because sales effort is assisted, guided, coached, enhanced. **Close dates become more reliable**, because future activities are anticipated and thought through; a *vision for success* is created. This is basic but critical.



GATEtoSALES synchronizes with SFA

How does **GATEtoSALES** front-end SFA deployments?

Reps grow in sales-process awareness by visualizing the appropriate process and its steps. **Reps handle more campaigns**, more opportunities, **more chances for quota achievement** by managing more sales activity with a campaign-based system complementing SFA and time-management tools.

Managers develop reps' skills for increasing revenue by coaching from a documented "thinking space" that can be shared and discussed - coaching activity definition, sequence, timing, and accomplishment without additional "reporting" methods. **GATE is the platform** for focusing on rep effort, aptitude, creativeness, and competency.

Professionals at the periphery of the sales organization now see Sales' **resource requirements** via personalized access to **GATEtoSALES**. **Sales executives** are able to contribute by scanning selective-interest views and then directly examining the detail in target campaigns for background information.

Gain the performance and results improvement now by equipping your team with the logical extension to SFA for "guiding action to excellence" in your sales organization.



GATEtoSALES, the Sales Campaign Lifecycle Management System

For more information please contact: info@GATEtoGOALS.com