



9Lenses Sales Suite

Suite Overview:

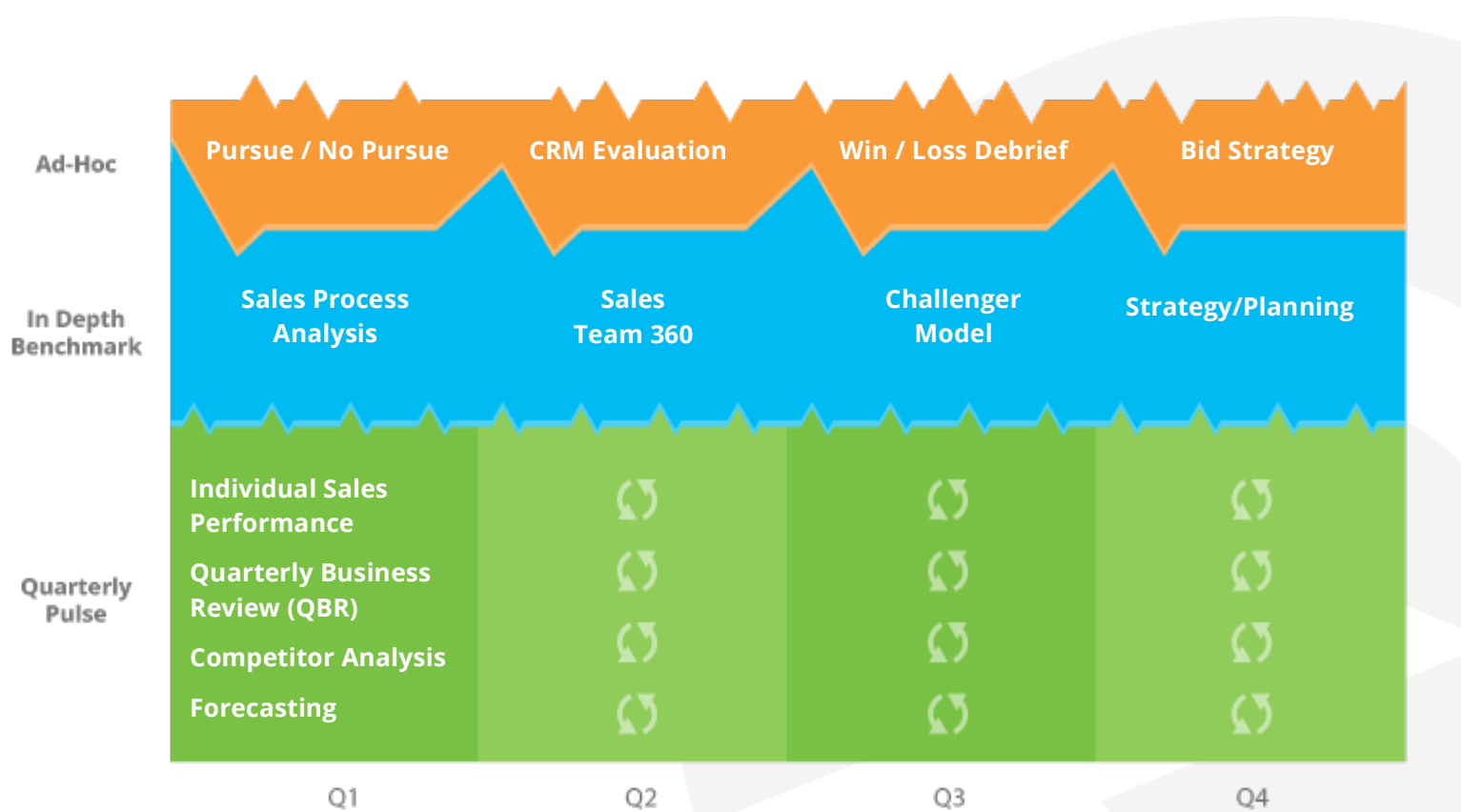
The 9Lenses Sales Suite gives acquisition leaders penetrating insight into every aspect of the sales process. Accelerate revenue, gather net new market intelligence, improve sales team performance, and reduce cost in the process. Discover the growth opportunities you're missing, the competitive analysis you're not leveraging, and the customer insights you need to keep winning new business.

Expected Outcomes:

- Gather **augmented market intelligence** not available in a Gartner or Forrester Report
- Enable sales through collection of **prospect and customer data**
- Collect **strategic input** from distributed sales teams
- Reduce cost with **data-driven pursuit decisions** and **debriefs**
- **Benchmark** the effectiveness of your sales team
- Crowdsource **"ideal solutions"**
- **Measure the effectiveness** of customer interactions
- **Understand customer needs and gather customer insights**

A Year with the 9Lenses Sales Suite

We have provided the following annual app session timeline as a starting point to our clients. Some clients choose to run the apps more or less frequently. Feel free to tailor the timeline to your organization's unique needs. Keep improving your sales team processes while ensuring the focus on customer pain is never lost.



Case Study 1:

A Fortune 200 IT services and solutions company used the 9Lenses Sales Suite to quickly identify and remove roadblocks that were inhibiting sales team performance. The firm's sales organization was finding it difficult to adapt to the rapidly changing industry dynamics and customer preferences. Recognizing these challenges, a sales executive chose to run the 9Lenses Sales Team 360 App for a rapid and powerful sales team performance diagnosis. The instant analytics provided from the 9Lenses platform made the client realize that legacy sales processes lacked the agility to respond to customer requests. Subsequently, the client implemented state-of-the art proposal tools and simplified pre-sales processes. These changes enabled the sales team to improve their responsiveness to customer's needs and increase their focus on revenue generating activities.

Case Study 2:

The 9Lenses Sales Suite enabled a VP of Sales at a global technology company to replace an antiquated "Win/Loss Debrief" process. The company removed ad-hoc interviews and spreadsheets that were not capable of benchmarking, and replaced the process with an app based on win/loss metrics and 9Lenses diagnostics. Unlike the antiquated process, the 9Lenses app can be run on any population at any stage of a deal (from pursue/no-pursue through win/loss debrief). The 9Lenses platform provides the client greater accuracy, more viewpoints, and benchmarking, at a lower cost and in far less total time.

For more case studies, please visit:

<http://www.9lenses.com/customer-success-stories>

Catalog of Sales Suite Apps



Pursue/No Pursue

Ad-Hoc

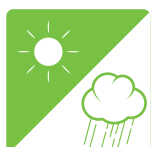
Decline deals that would be a waste of resources, and focus on pursuing value-creating deals. Increase your win rate and track team and individual win rate performance over time.



Sales Process Analysis

In-Depth Benchmark

Examine each stage of your sales process for an in-depth understanding of bottlenecks, strengths, and challenges.



Forecasting

Quarterly Pulse

Improve your forecasting processes and capabilities. Understand the root causes of ineffective forecasting, whether process, people, incentive, or otherwise.



Bid Strategy

Ad-Hoc

Rapidly collect and store capabilities, solutions, and past performance citations, with numerical rankings on quality and gaps. Say “goodbye” to constantly reminding your experts and partners to send back messy Excel files. Build a better solution library with less work for all involved.



Quarterly Business Review (QBR)

Quarterly Pulse

Have the meeting before the meeting by gathering all the needed inputs and data before your next quarterly business review. You'll walk into the QBR meeting with confidence and expert preparation, knowing exactly what the agenda should be and where the gaps can be found.



Strategy/Planning

In-Depth Benchmark

Partner with other data-driven leaders and chart your next strategy from the collective insights of the crowd. Eliminate hours from speculative meetings by having all the challenges, strengths, and actions at your fingertips before the meeting ever starts.



Win/Loss Debrief

Ad-Hoc

Ensure critical lessons from big wins and tough losses are captured and not forgotten, elephants in the room don't fester, and your sales professionals have the necessary resources for closing deals.



Individual Sales Performance

Quarterly Pulse

Determine the strengths, weaknesses, and gaps in your sales professionals' performance. Leverage the findings to coach the laggards and reward the leaders.



CRM Evaluation

Ad-Hoc

Learn how well your CRM process and tools are functioning relative to their goals. Identify areas for improving the ways you nurture relationships with current and future customers.



Sales Team 360

In-Depth Benchmark

Comprehensively assess your sales team to determine top focus areas, training gaps, bottlenecks, barriers, and strengths with this in-depth benchmarking app. After the 360, you will gain direction on which “deep-dive” apps you should run in order to uncover the root causes of top challenges and capitalize on opportunities.



Competitor Analysis

Quarterly Analysis

Crowdsource your competitive insights. Learn how sales, strategy, operations, and positioning stack-up against the competition.



Customer Intelligence

Ad-Hoc

Get a raw view of the customer through the eyes of the people know them best: your front-line sales professionals. Gain additional sales through improved customer intelligence.