


## SALES ANALYSIS

# Understand your company sales to exploit new opportunities



## Excellent analysis tools to drive your sales up

Companies need powerful sales analysis tools if they are to drive company growth. prof.ITplus can provide user-friendly reports to show your best / worst performers in terms of customers, sales staff, product ranges, business types and more. In addition you'll be able to accurately understand seasonal sales fluctuations and run promotions accordingly.

What's more you'll be able to view sales performance against targets: quotes generated, orders received, value of orders, dispatches generated, returns with reasons and credit values.



Readily available sales analysis like this is invaluable to businesses and will enable employee performance monitoring, staff motivation, targeted marketing, effective sales promotions and staff training.

Visibility of your sales performance will mean you can make the best tactical and strategic decisions to drive sales upwards.

## At a glance

- Powerful analysis tools at your fingertips
- Automated sales analysis reports
- Gain the power and control to drive sales effectively
- Motivate your staff with sales performance figures
- Identify areas for focus and improvement

## Understand your customers and their buying behaviours for increased sales

As well as understanding the internal factors influencing your sales, you'll also be able to examine external factors at play. For example, prof.ITplus will be able to show you customer groups that are not converting from quote to order at expected ratios. You'll know exactly where market research is needed to understand why you are not performing well in certain sectors.

Measures can then be put in place to drive up sales with this customer group or, an active decision can be taken to not invest further time and concentrate on your most profitable customers (and creating new business of course). Without sales analysis how do you know where to focus your sales resources?

## Want even more power to analyse?

### Web-based dashboard for your sales teams on the move

Our optional web-based application, called SalesVision, uncovers key information from prof.ITplus and delivers it directly to your sales team on their mobile devices (laptop, tablet, mobile phones) via an internet connection. The user-friendly interface has been designed to make key information easily digestible and readily attainable.

### Display KPIs

SalesVision can be configured to display your company's key performance indicators (KPIs) so your sales employees have continuous, real-time access to performance stats, in the office, and away from it.

### Access customer information on the move

Key customer information can also be viewed using SalesVision by your field-based team. Imagine the tailored customer service your team could deliver if they can simply and easily view a customer's account just before they go into a sales meeting. Your sales team could even share key information with the customer themselves when discussing new business opportunities.

### Track activity in the field

Tasks can be completed by field-based staff and updated in SalesVision from their chosen device. The updates will automatically synchronise with prof.ITplus, allowing employees in the office to have full visibility of activity.

### Reduce office administration

SalesVision empowers sales teams to update customer records remotely and as part of their role. No need for designated admin staff to spend time updating weeks' worth of sales activity.

- Understand customer buying trends
- Improve customer retention
- Boost sales productivity through targeted customer engagement
- Grow market share by unveiling hidden sales potential
- Vital management tool to enhance your business
- Access up-to-the-minute sales data, on-demand, to optimise cross-sell and up-sell opportunities
- Manage performance and increase accountability



**Don't just take our word for it...**

“ SalesVision has been an excellent tool for us, especially for our sales reps. It's helped to identify areas of slow / stopped buying situations across all existing customers. ”

**Chelmsford Safety Supplies,  
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**Our business software experts are waiting to hear from you:**



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