

OPPORTUNITY MANAGER® SALESFORCE INTEGRATION



Product Description

Force Management's Opportunity Manager is a turnkey solution for integrating the methodologies and deliverables from our engagement into your Salesforce instance. The Opportunity Manager integration supports both the Command of the Message and MEDDIC (+variants) methodologies. It's built to support sales leaders in further driving the success of their engagements. The integration helps power adoption and application by bringing the methodologies to where sellers live every day (SFDC).

The Advantage of Force Management in SFDC:

- **Integration that Powers Adoption**
Sales teams can leverage the power of Force Management methodologies within their Salesforce CRM and begin applying best practices to opportunities in their pipelines.
- **Consistency Across Your Organization**
Ensures consistent application of the methodology across the entire sales organization.
- **Support Your Desired Outcomes**
Provides line-of-sight for leadership into the adoption and application of the methodologies, making it simpler to prove ROI.
- **Set a Focus on Effective Execution**
Built-in Guided Assessments (or Virtual Coach) to help sellers assess their position within active opportunities.

How It Works

Integration into SFDC's opportunity records allows sellers to capture the outputs of key customer conversations. The integration also provides built-in Guided Assessments that reps and managers can leverage to effectively qualify opportunities and build strategic sales and negotiation strategies. **How it works:**

- Reps populate customer-specific Value Framework and MEDDIC content into the opportunity record, which can be pulled into any Guided Assessment a rep takes
- Reps define how well methodologies and criteria are being identified and applied within each account, based on the Guided Assessment results
- Managers and reps can review the Guided Assessment results and build qualification and negotiation strategies accordingly



Key Metrics

- Supports and drives methodology application and engagement
- Supports probability of success in these areas; win rate percentage, average sales price, and margins
- Increases sales velocity
- Improves time-to-productivity for reps, managers, and executives
- Drives daily sales impact through collaboration and cross-functional engagement with the core methodologies provided during our delivery

Supporting Your Desired Outcomes at Each Level

Sales Leadership: Drive adoption and improve your sales team's ability to execute on the methodologies developed during our engagement.

Front-line Managers: Better define how well the sales team is adopting and applying the methodologies delivered during our engagement.

Sales Reps: Reduce time-to-productivity and drive consistent adoption, by integrating your Value Framework and/or MEDDIC Criteria into the opportunity record in Salesforce.