

End Customer Focused Partner Management

NitroMojo Key Features

- « Response capture and management
- « Automated, integrated Voice of Customer
- « Campaign management
- « Email management
- « Partner lead management
- « Partner deal management
- « Data segmentation, import and export
- « Over 40 drillable dashboards

“NitroMojo has made a huge difference in the efficiency of our sales team and sales conversions have been improving consistently.”

- Eric Kellerman, VP of Sales

Who is Your Customer- Partners? End Customers? Why not Both?

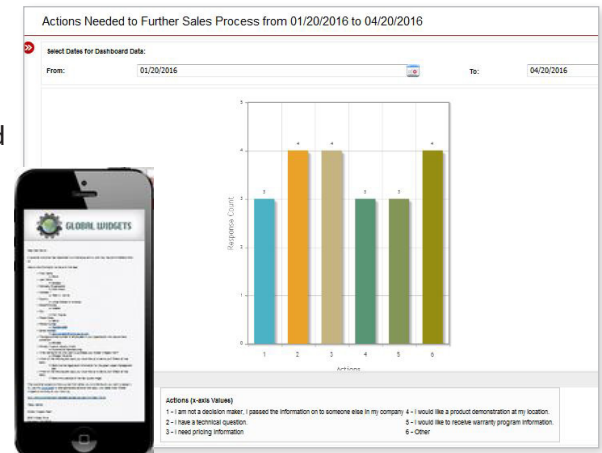
For companies who sell through Partner Channels like Distributors, Dealers, VARs, etc., it has long been a dilemma of who should their business focus be on- the Partner Channel or the End Buying Customer? If the focus is on the Partner Channel, you lose the ability to build strong relationships with the End Customers who actually purchase your products or services along with a whole host of other things like new product development, sales process attribution and business intelligence. If the focus is on the End Customer, Partners worry about your company going direct and they may sabotage your product in the market place.

But what if it didn't have to be one or the other? What if there was a way to seamlessly integrate both End Buying Customer and Partner processes and data into a powerful sales and marketing machine? Turns out there is a way. In addition to full integration of both End Customers and Partners, NitroMojo provides the real time automated alerts, data collection and visibility that will catapult sales and marketing performance to a new level. Built natively on the Salesforce¹™ platform and fully integrated with Salesforce®, NitroMojo is super easy to implement yet completely configurable to meet the unique requirements of your organization.

Minimize Attribution and Increase Sales Conversions

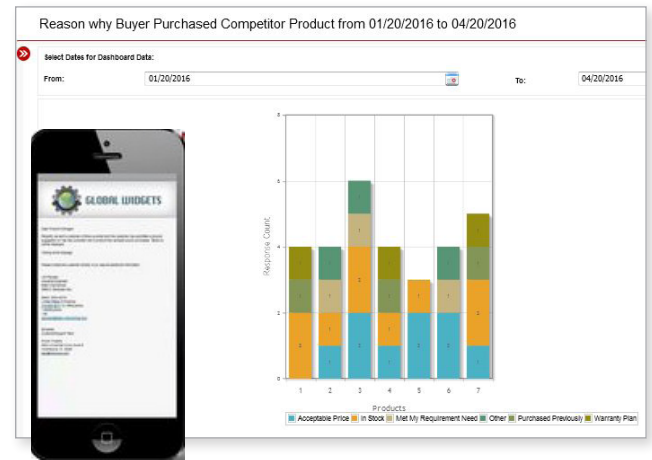
NitroMojo starts with an improved process to increase the quantity and quality of viable End-Buyer sales opportunities setting the stage for sales teams to have a higher confidence in lead credibility. End User feedback is automatically captured and integrated into the sales process instantly informing assigned sales reps when a customer needs pricing or has another sales barrier so they can immediately be addressed to close the sale. Your entire sales team becomes closer to End Buying customers and has to rely less on Partner Channels to open doors.

NitroMojo also aligns End Buying Customers with the Partner Channel they prefer to purchase from and connects the two automatically making it easier for the Customer to buy. Other functions like deal registration and automated Partner engagement are visible and actionable to those who play a role in closing deals, like Channel Managers, Sales reps and Product Managers.



Optimize NPD and Product Launches

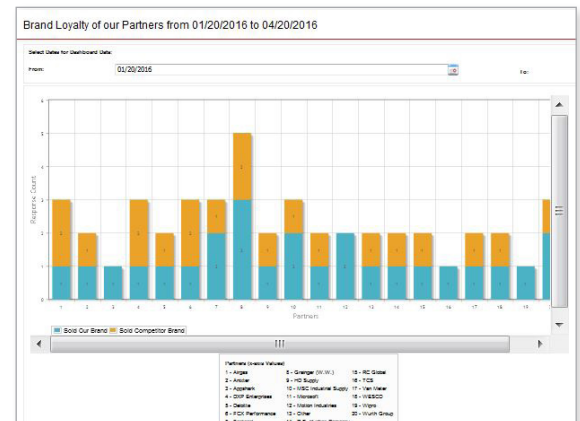
A Product Manager's success is contingent on developing, launching and managing products that End Buying Customers prefer over competitor brands. Yet without direct access to End Buying Customers and their input, it's very difficult if not impossible to get the job done effectively.



NitroMojo delivers a continual stream of End Buying Customer intelligence including levels of product satisfaction, buying trends, competitive intelligence and product suggestions that are critical to highly successful product management. And when it comes to launching new products or promotions, Product Managers can access dozens of End Buying customer segments to target them directly, no longer having to rely on Partner Channels to drive timely and successful outcomes. The combination of End Buying Customer and Partner purchase intent by product and quantity makes forecasting more accurate and reduces inventory issues.

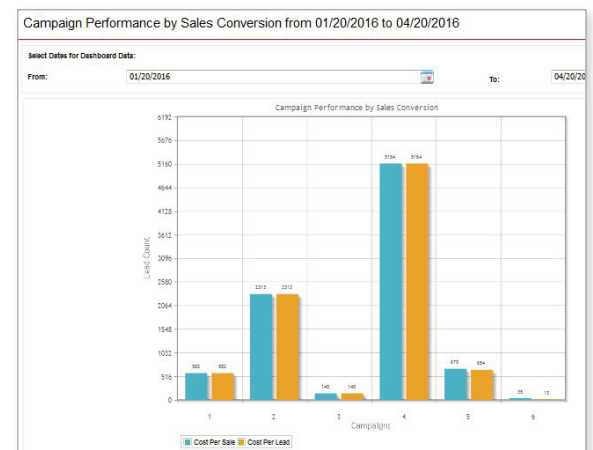
Strengthen Partner Relationships and Accountability

NitroMojo aligns End Customers with the Partner Channel best suited to meet their needs and close a sale, and then helps to protect those relationships. The ability to manage Partner-End Customer relationships makes co-marketing and sales promotion programs easier to implement and measure while the process and visibility develops trust and increased collaboration. Integrated Deal Management and an array of drillable dashboards measures Partner loyalty, effectiveness and improves forecasting.



Your Entire Sales & Marketing Team Works Smarter

If you sell through Partner Channels you have had to rely on Sales or Partner input for much of your business intelligence which not only requires a lot of admin work but many times is incomplete or inconsistent. NitroMojo combines sales, marketing, Partner AND End User information to provide deep, actionable insights presented in over 40 drillable dashboards organized by team roles- Sales, Marketing, Channel Management and Product Management giving your entire team reliable information to work smarter and achieve better results.



“The integrated customer feedback and management in NitroMojo has helped us surpass all our product launch sales goals.”

- Keitha Kessler, Product Manager

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