

Capitalize on Credentials



The Challenge

Did anyone ever convince customers without showing them relevant business credentials? Credentials are all relevant information a sales rep uses to convince the customer throughout the sales cycle. It is about past achievements of the selling company, but also about the expertise and experience of the people that work there. Think about project references, people resumes, client statements, testimonials, case studies, etc. All documents often looking a bit different, different format, different level of detail, different language, different point of view and so on. But always built on the same base information. And beyond documents... people contributing knowledge to a proposal or talking from experience in a client presentation are also key in the credentials domain.

Nowadays, credentials are found in every commercial proposal, client presentation and website. Because they are important. Especially in beauty contests, where different competitors are bidding for the same piece of the pie, it is the right credentials that make the difference between winning and losing.

Independent Win-Loss analysis show that credentials are in the Top 7 of contributing factors, both for winning and losing deals.

But, haven't all salespeople been there? The frustration why that basic data isn't available, isn't accurate or why the right credentials can't be identified quickly enough? Those credentials remain a big hassle in many sales environments. The issues are:

“We need great project credentials, meaning in same industry, same technology and similar geography. Start calling around!”

Nina, Sales Executive

Availability and Coherence - Availability issues are due to the spread of credential data over several company systems. Coherence problems mean the lack of alignment between the credential data.

Quality - The Quality problem concerns the missing, not-correct or not most recent data. Often credential data are posted without quality check or ongoing ownership.

Identification - Identifying the right credential data is time consuming and often unreliable. Availability, coherence and quality problems lie at the basis of the identification issues.

Changing Output requirements - Client credential needs/expectations often differ depending on the situation.

* Independent Win-Loss Reviews, performed by PracticalSalesProcesses (PSP), commissioned by more than 100 clients in the B2B arena between 2012-2015. Various industries and various geographies.

PAST EXPERIENCE.
FUTURE BUSINESS.



“It's 2AM, a few hours before submit. Why am I still spending time on searching and translating these project references?”

Eric, Proposal Manager

The Solution

Creddox, a shortened name for ‘Credential Documents’, lets companies efficiently handle their credential challenges by adding native-built functionality to their Sales Cloud environment in just a few clicks. It allows companies to always put forward the right business credentials, fast and efficient...for every client presentation, for every proposal, for every opportunity, over and over again. Creddox’ keywords are:

Extension – This means that the Credential functionality can be easily added via the Salesforce AppExchange. It also means that Creddox is aligned with all things that make Salesforce so strong such as the pay-per-user-per-month model, the 30-day trial, the mobility possibilities and most of all the customization potential. Just like fields or rules can be added or changed by admins on the Sales Cloud to address specific needs, so can they be added or changed in the extension in exactly the same way.

Native - Creddox is built directly on the Salesforce platform, it is a reliable, scalable performant and secure solution. Also, it brings additional functionality in a working logic and a user interface that is already familiar to sales users.

Fast and Efficient - Creddox™ is fast and efficient in implementation as we are using the platform’s standard capabilities the admins already know. But also in adoption, as sales users hardly notice where their existing environment stops and Creddox™ begins. And in execution, meaning identifying, re-using and generating the right credentials is just a matter of clicks.

Creddox™ abandons the traditional ‘create document and store somewhere’-approach and provides sales reps with a structural solution built around four steps:

Unite - It creates a companywide ‘one source of the truth’ environment through uniting classic CRM data with project and people skills details.

Manage - It allows the management of credential data access, quality, languages, employee skills and project reference ability.

Analyze - Through analysis, Creddox™ enables the efficient identification of the right people, the right projects and other required credential information.

Generate - It provides the flexibility to generate the credential documents according to the level of detail requested via pre-defined and custom templates and the credentials-to-web functionality.

The Result

Creddox is delivering impact to companies on different levels:

Increased win probability – Because for every customer, the best fit credentials can be brought forward for every single opportunity again. And the best fit people can be identified to inject knowledge in proposals or speak of similar experience in presentations. And because all of this happens fast and efficient, the sales team can focus on what really matters...how to win!



Reduced operational costs – the delivered speed and efficiency have an impact on the general operational costs of the sales environment as well. This through fast implementation and fast user adoption. On top, depending on the sales environment, by bringing all credential base information on one platform, there is the potential for decommissioning certain legacy systems.

Reduced sales pursuit costs – This recurring cost reduction is achieved through fast and efficient access for the sales teams to quality-checked credential data and people. Less time and money is needed because data resides on one platform in a smart way.

Avoid sales people's frustration - Good sales and sales support people are difficult to find and once found, often difficult to keep. Expecting to find the information where they expect to find it and sales teams not continuously reinventing the wheel are key points in keeping these employees happy!

“I wonder...why are we working this bid, ...not with the people we need to win, but with the people we have available?”

John, Bid Manager

About

Creddox™ is a Pursuitpower product. Pursuitpower's activities are sales environment optimization consulting and B2B cloud CRM extension app development and exploitation. Our credo is: Simple Concepts executed in a Smart manner to obtain Impact.

For more information, contact us via www.creddox.com.

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