Advantage

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'Risk comes from not knowing what you're doing'
Warren Buffett

What is Advantage by JET BI? — Native Force.com add-on for Salesforce® Sales Cloud, which allows gathering information about market situations and competitors' offerings, and using this information to:

- develop smart marketing strategy
- equip sales with efficient tools
- win deals

Who benefits:
- Sales
- Marketing
- CEO
- Business Owners

Recognise Problem?

- You do not know what is happening on your marketplace and take wrong decisions
- Your real market knowledge used inefficiently
- When it comes to competition you lose

Our Solution:

- Use high-end strategic marketing techniques and methodology
- Integrate into standard Salesforce CRM layouts
- Integrate with influential and trusted data sources
- Configurable segmentation and scoring model to 'capture the gist'
- Intuitive UI for daily tasks for CEO, Marketing, Sales
- Provide tools for efficient data entry
- Allow the system to give you smart business recommendations

Advantage Core Business Functions

Market knowledge database
- Store information about competitors, important events, key players, and market research data long-term and use if efficient

Battle card
- Provide your sales rep with instant access to your products strong points and competitors' weaknesses specific for each deal right on the Opportunity details screen

Executive Dashboard
- Get market situation and competitor's activities instant overview dashboard
- Forecast trends
- Develop successful marketing strategy

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