



**Imagine if your best
sales person sat down
for a performance
discussion with your
CRM**

We think it would go something like this.

"I'm sorry. You aren't working out.

I am still doing all of the work for you! Look how much we have invested in you and still... still no return,

No one wants to use you or even likes you. We are going to have to talk with management about terminating you. It's not us frankly, it's you. **You have got to go"**



the current crop of crm's are not effective

Frankly the issues they have are almost too numerous to list. They do not provide any useful information unless the sales person has added it themselves. They provide user interfaces that are complex and cluttered with loads of unnecessary information. They are rarely mobile friendly and when they do have mobile apps these do not provide anywhere near the sort of insights that sales people need when selling.

why is this the case?

CRM's are invariably created by software engineers who have never had to make 25 cold calls in a day or make quota this month to be able to afford to pay their kids school fees.

Finance & IT would never purchase software that was created by a vendor that did not understand finance and IT needs. However, Finance and IT teams do buy sales software although they and the creators of these CRM's have rarely been exposed to the challenges facing sales.

how do we know this?

We spent 20 years operating a very successful national outsourcing agency and operated 100 sales teams for clients such as Nike, Honda, P&G, Lindt, Samsung and others.

Having tried just about every CRM and sales enablement tool in the market we realized that none of them were built for us ie. sales professionals.

We only succeeded as a business if the sales people we provided sold more than the average.



so we built our own

No current software vendor could come close to creating what sales people needed so we decided it was up to us. We created a virtual sales manager .. an automated adviser for sales professionals.

Our objectives

1. To ensure adoption, we needed a platform that sales professionals would enjoy using.
2. It had to actually deliver revenue growth and productivity gains.
3. It needed to provide complete oversight over all of the teams' activity.
4. It would train and up-skill by connecting teams with resources to allow them to self source solutions and connect to peers.

To achieve all of this it would need to clone the practises of the very best salesperson.



Sentia

virtual digital adviser

Sentia, a Virtual Digital Adviser for sales professionals, will grow sales for you and free's up more time for selling.

Sentia is not a CRM .. it is much much more.

Sentia is an analyst, assistant and collaborator that your sales team's will embrace .. ours do.



Sentia is a digital analyst that gathers and analyses customer data and so surfaces in real time for each sales person exactly which accounts & prospects to focus on automatically **every single day.**



Sentia is also a digital assistant that surfaces only what sales professionals need to know throughout the day such as critical emails, reminders, win-back opportunities and more.



Sentia educates and up-skills through integrated resources and crowdsourcing to provide expert tips and tricks that develop skills and resolve roadblocks to close deals quickly.

Sentia grows sales by 20%+

- Through machine learning and deep data analysis it tells your sales team which customers have the most potential and the propensity to buy
- It identifies and surfaces win back opportunities, accounts at risk and more
- It ensures that your sales team focuses on the optimal opportunities and customers .. every single day

Sentia improves productivity by 30%

- Uplifts sales team productivity
- Streamlines and automates reporting
- Geolocation and auto-routing ensure call efficiencies
- Email management, filtering and prioritizing saves loads of time

Sentia improves the service you deliver

- Sentia monitors call cycles and contact cadence for prospects, leads and accounts highlighting whenever key customers may need attention

Sentia supports and improves your team's performance

- Sentia allows crowdsourcing solutions to resolve roadblocks
- Enables collaboration within and outside sales teams
- Provides simple easy tools for researching prospects, business building and more

Sentia provides unparalleled oversight over your team

- Sentia provides 20/20 visibility across all of your teams activities
- It automatically benchmarks team members and tracks performance KPIs.



Sentia, a Virtual Digital Adviser for sales professionals, will grow sales for you and free up time for selling.

'... our rep activity has become focused, clear and easily traceable with a tenfold increase in activity and customer contacts in the midst of the current mining downturn (our core market)'

Michael LeRoux, Managing Director WCIS

'... the transition & implementation has been simple. More than ever you need to have the edge on your competition and the ability to increase the productivity of your sales team is paramount'

Michael Acquilina, National Sales Manager, Breville

'...we have been users of the Sentia platform for some time and can confirm an uplift in sales across our fashion sales team of 26%. Having invested large amounts in sales enablement tools previously this is the first to provide a payback in a few weeks'

Fay Pondif, Managing Director, The Retail Space Aust

'...within a week of deployment my national team of field sales staff were complete advocates despite many hardly having used a smart phone prior'

Donna Birch, National Sales Manager, E.C.Birch

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