

Optimize Revenue & Predict Sales Performance with Artificial Intelligence



Application Overview

FunnelcitySM is a Salesforce-based sales talent optimization application that uses Artificial Intelligence to identify the quantitative metrics and qualitative behaviors that correlate to revenue achievement, enabling managers to more accurately predict sales productivity. FunnelcitySM fundamentally differs from traditional quota-based stack rankings and pipeline velocity tools by using the Funnelcity Certification Scoring process to provide managers with continuous insights about individual rep execution, pinpointing areas that require attention and coaching.

KEY FEATURES



Approved on Salesforce AppExchange

FunnelcitySM runs exclusively on the Salesforce platform and is listed as an approved application on the Salesforce AppExchange.



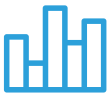
Automatically Captures & Aggregates Metrics

FunnelcitySM automatically acquires and aggregates 30+ critical Quantitative Sales Metrics, storing up to two years of key performance data at every level of the sales organization. This feature significantly reduces or eliminates the effort and technical configuration required to capture and manage sales metrics.



Easy & Efficient Employee Rating

Qualitative Measures enable managers to quickly and easily evaluate rep behaviors, skills and tendencies on a periodic basis. These can be customized to consider unique business and industry attributes to ensure the most effective performance evaluation.



Certification Scoring

Funnelcity's Certification Scoring process provides Quantitative and Qualitative Certification Scores to quickly show how reps are performing on each metric or measure.



Uses Artificial Intelligence to Predict Future Performance

Funnelcity's Artificial Intelligence Framework calculates a Funnelcity Score & Qualitative Score. These scores accurately predict a rep's future potential to achieve revenue goals.



Reveals Most Important Metrics & Measures

FunnelcitySM identifies the most important metrics, activities, skills, and behaviors that consistently generates a high level of revenue performance, providing management with actionable recommendations for coaching their teams.



Relevant Reports & Dashboards

FunnelcitySM provides extensive reports and dashboards to give managers and sales operations the ability to fully analyze and drill down on team and rep performance. Managers have access to over 50 native Salesforce reports in six dashboards to enable thorough analysis and review.



Unique Navigation & Filtering

Unique FunnelcitySM navigation features allow managers to automatically review performance at any level of the organization, from rep, to region, country or organization-wide.

Funnelocity Screens

Listed below are the available key FunnelocitySM Application screens:

Performance Dashboard

The Performance Dashboard provides sales managers and employees with the ability to see at a glance a comprehensive list of Quantitative metrics that are aggregated and calculated by FunnelocitySM to provide a snapshot of sales performance

Funnelocity Scoring Dashboard

The Funnelocity Scoring Dashboard provides an overview of Funnelocity Scores, Qualitative Scores and Management Qualitative Scores at all levels of the sales team. Using the Organization Filtering capability, managers can navigate through the organization to see individual scores and roll ups for each level of the organization, based on hierarchy within the sales organization.

Certification Scoring Page

The Employee Certification Scoring Page provides the details of the individual Certification Scores for an employee. For individual performers, the detailed Quantitative and Qualitative Scores are provided. For managers, roll-up scores for their team are provided, along with individual Management Qualitative Scores.

Employee Evaluation Page

Rating is a fast and easy process! Email notification links are automatically sent in advance of the due date to the appropriate manager to ensure timely evaluations. Managers rate employees on individual Qualitative Measures quickly and easily using simple dropdown selections.

Metrics Calculator

The Metrics Calculator is an online tool used to analyze performance in detail at all levels of the organization, from a single rep to the entire business. It's a quick way to see how the organization (team, region, etc..) is performing by making comparisons to goals, peer reps, or teams, and prior historical performance. What-if fields provide the ability to test out assumptions about what could happen if key performance metrics could be improved.

Sales Management Dashboard

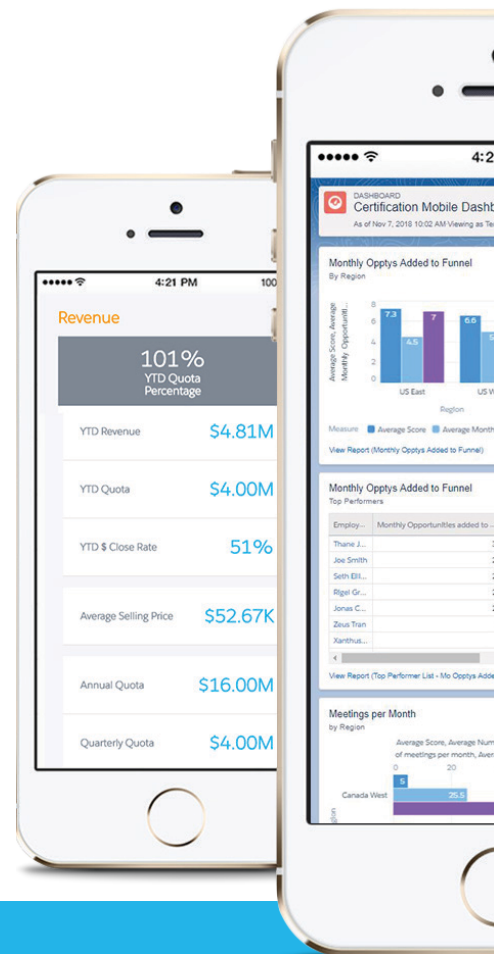
The Sales Management Dashboard provides a central location for managers to access and analyze the most critical sales performance metrics over a 12-month period. This enables easy monitoring of trends and patterns for data-driven decision making.

Funnelocity Reports Dashboard

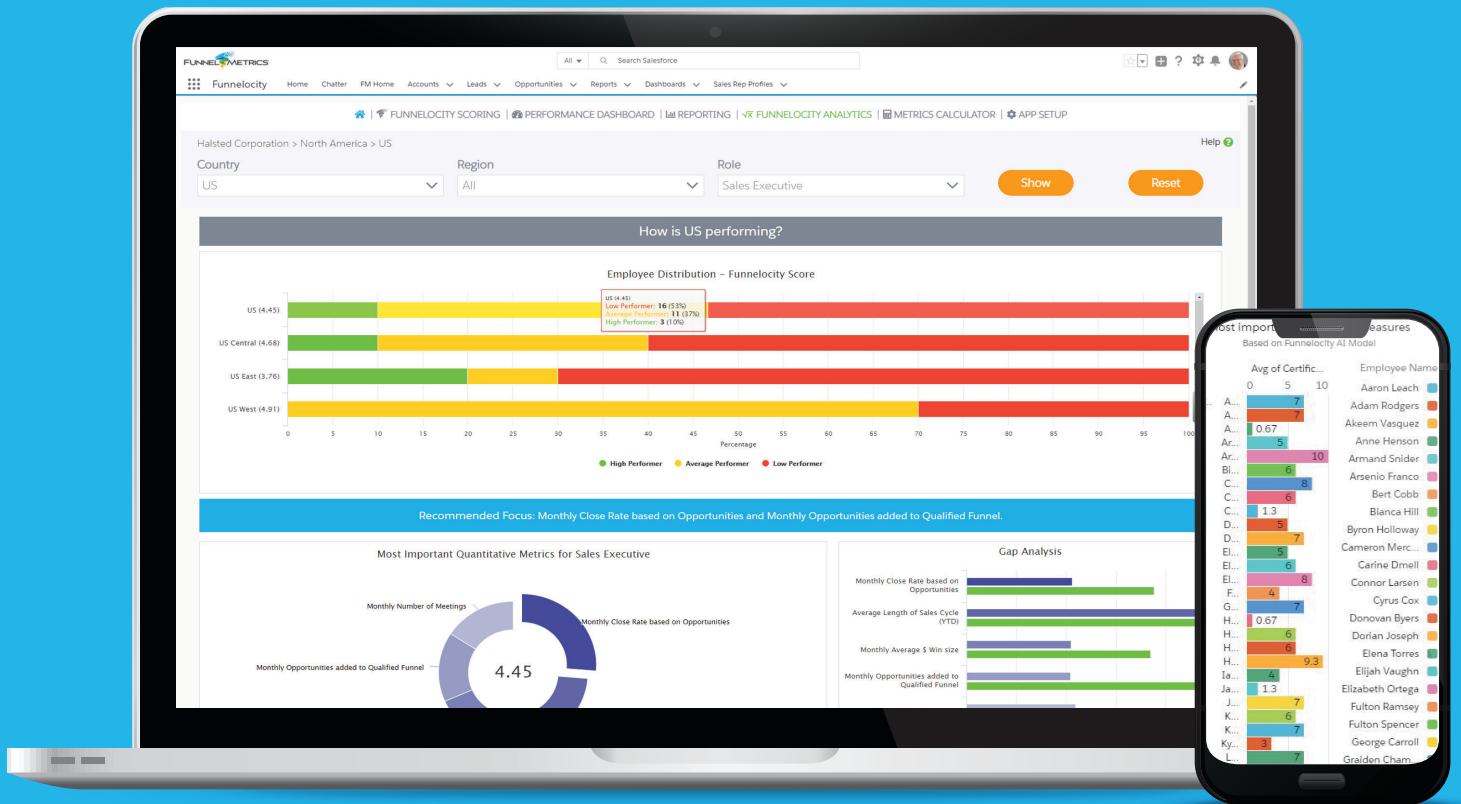
The FunnelocitySM Reports Dashboard provides easy access and comparison of Funnelocity Scores and Qualitative Scores to revenue at every level of the organization. Access is also provided to a series of native Salesforce dashboards that permit analysis and drill-down into Certification Scoring both at a high level, all the way to down to reviewing individual employee scores and specific Quantitative Metrics and/or Qualitative Measures.

Funnelocity Analytics

FunnelocitySM Analytics Dashboards provide a unique view of performance and scoring across the organization using output from the Funnelocity Artificial Intelligence model. This tool shows by Sales Role, which Quantitative Metrics are most important to improving team revenue performance, as well as which Qualitative Measures have the most impact on performance based on correlation to the top Funnelocity Scores in the sales organization. Instantly pinpoint what selling activities, behaviors and skills employees must focus on to improve performance.



FunnelcitySM Scoring Screen



For more information on FunnelcitySM, please email sales@funnelmetrics.com

