

zilliant SALES IQ

Grow Revenue with Actionable Customer Insights

GUIDED ACTION FOR SALES TEAMS

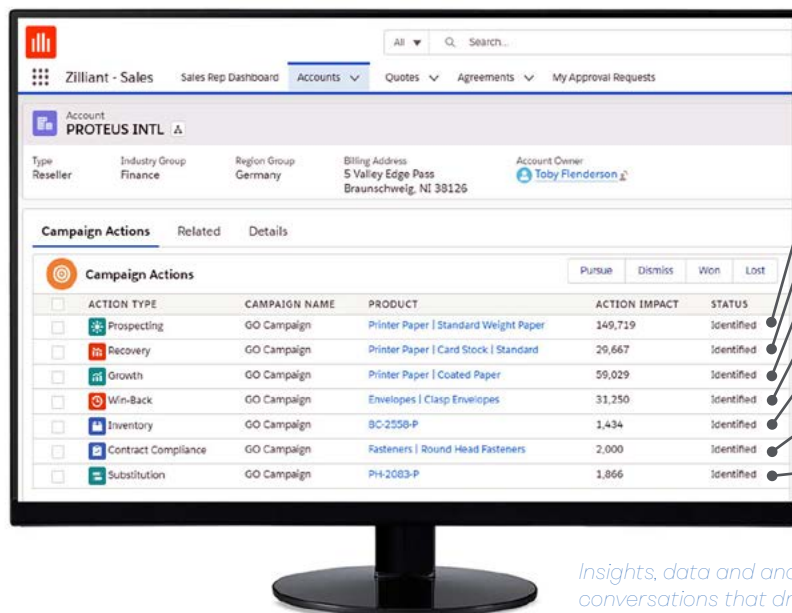
With so many accounts to manage, a large prospect universe and expansive product catalogs, trying to pin down the most effective sales strategies to drive margin and revenue growth can be difficult and time-consuming. How do sales reps know which selling actions to prioritize with which customers? What guidance are you providing your sales teams to ensure their activities are aligned with corporate objectives? How are your sales reps prioritizing their time to sell more for more?

You may have invested heavily in the technology and sales processes to better manage and track customer relationships, amassing significant quantities of customer data. It's time to translate that data into actionable insights.

- Delivers intuitive, highly actionable insights directly to sales reps
- Offers account analytics for every customer
- Includes closed-loop tracking and benefit measurement
- Integrates into existing CRM systems or available as a stand-alone web and mobile application

FASTER, TARGETED, AND ACTIONABLE CUSTOMER INSIGHTS

Zilliant Sales IQ™ uses advanced data science to determine which customers have incremental revenue opportunities and what products and quantities customers should be buying. As a result, Sales IQ customers typically see a 5 to 15 percent increase in same customer sales. Sales IQ produces multiple customer action types, including:



The screenshot shows the Zilliant Sales IQ interface. At the top, there's a navigation bar with 'Zilliant - Sales', 'Sales Rep Dashboard', 'Accounts', 'Quotes', 'Agreements', and 'My Approval Requests'. Below this, the account details for 'PROTEUS INTL' are displayed, including 'Type: Reseller', 'Industry Group: Finance', 'Region Group: Germany', 'Billing Address: 5 Valley Edge Pass, Braunschweig, NI 38126', and 'Account Owner: Toby Flenderson'. The main section is titled 'Campaign Actions' and contains a table with columns: ACTION TYPE, CAMPAIGN NAME, PRODUCT, ACTION IMPACT, and STATUS. The table lists several actions: Prospecting, Recovery, Growth, Win-Back, Inventory, Contract Compliance, and Substitution, each with a corresponding campaign name and product details.

ACTION TYPE	CAMPAIGN NAME	PRODUCT	ACTION IMPACT	STATUS
Prospecting	GO Campaign	Printer Paper Standard Weight Paper	149,719	Identified
Recovery	GO Campaign	Printer Paper Card Stock Standard	29,667	Identified
Growth	GO Campaign	Printer Paper Coated Paper	59,029	Identified
Win-Back	GO Campaign	Envelopes Clasp Envelopes	31,250	Identified
Inventory	GO Campaign	BC-2558-P	1,434	Identified
Contract Compliance	GO Campaign	Fasteners Round Head Fasteners	2,000	Identified
Substitution	GO Campaign	PH-2083-P	1,866	Identified

Prospecting / Whitespace:

Best fit products for prospects.

Recovery:

What a customer was buying.

Growth:

What a customer should be buying.

Win-Back:

Tailored product pitches for lost business.

Inventory:

Targeted selling of excess inventory.

Contract Compliance:

Contracts not meeting volume commitments.

Product Substitution:

Targeted selling of preferred brands or substitutes.

Insights, data and analytics for better, smarter customer conversations that drive measurable revenue.

PRIORITIZE ACTION ITEMS WITH SALES INITIATIVES

Zilliant Sales IQ and Campaign Manager™ go hand-in-hand. Sales IQ insights are pushed to Campaign Manager which allows sales management or operations to scope, prioritize, and refine desired campaign actions. In an easy-to-use interface, actions can be prioritized based on revenue impact, promotions, inventory, strategic focus areas, or other customizable, user-defined criteria. Then, with the push of a button, prioritized campaign actions are pushed out to individual sales reps in their CRM, or into a marketing automation tool, order entry tool, ERP system, CPQ tool, or eCommerce site.



INTUITIVE INSIGHTS AND RICH VISUAL ANALYTICS, DELIVERED WHERE IT MAKES SENSE

The intuitive customer insights generated by Sales IQ are delivered to sales reps as action cards, quickly showing reps which actions will drive the highest impact. Understanding why requested sales actions are served up is straightforward with detailed data and visual analytics for each action, giving sales reps what they need to immediately – and confidently – start a highly tailored conversation with the customer.

Deliver these action items wherever sales reps need it most; whether it be a standalone web or mobile application, or integrated into an existing Salesforce.com Sales Cloud instance via Zilliant Sales Planner™ or integrated into any other system via API.

CLOSED-LOOP TRACKING AND BENEFIT MEASUREMENT

Contrasted with stagnant reports and spreadsheets, Sales IQ and Campaign Manager have a closed-loop tracking mechanism that allows sales managers to understand sales rep behavior with respect to whether they are pursuing, dismissing and winning customer insights. In addition to tracking behavioral adoption metrics, Zilliant analyzes order data to measure incremental sales as a result of customer insights delivered.

SALES IQ INSIGHT TYPES

RECOVERY: RETAIN CUSTOMER SHARE

Sales IQ identifies “at-risk” customers that are showing early signs of defection on one or more product categories using advanced, patented algorithms to serve up specific areas where revenue is declining or has been completely lost. Contrasted with traditional business intelligence reporting, Sales IQ eliminates noise by accounting for buy-cycle patterns, seasonality, one-time purchases, or volatile buying behavior, to exclude false positives from the recovery insights.

WIN-BACK: RECOVER LOST BUSINESS

Sales IQ analyzes historical data, looking at customer-specific peak year spend, to highlight products to target when trying to win-back lost business at an account.

INVENTORY: MOVE EXCESS INVENTORY

Sales IQ will analyze customers’ historical sales trends and last date of purchase for a particular product to highlight those most likely to buy excess inventory.

PRODUCT SUBSTITUTION: RECOMMEND PREFERRED PRODUCTS

By looking at any mapping of existing and substitute products, Sales IQ can identify those customers to target for the preferred, substitute products.

GROWTH: INCREASE WALLET-SHARE

Sales IQ uses advanced data science to create ideal purchase pattern profiles based on your best customers, considering spending patterns, total spend, and breadth of products purchased. It then matches each customer to the closest purchase pattern profile to guide reps directly to the items customers are not currently purchasing but should be.

WHITESPACE: ADD NET-NEW CUSTOMERS

Leveraging Growth insight customer profiles and using any available business attributes or metrics, Sales IQ matches prospects to their closest peer group in your customer database and provides specific product recommendations based on the peer group’s purchase profile.

CONTRACT COMPLIANCE: ENSURE VOLUME COMMITMENTS ARE BEING MET

Many customer agreements include stated volume commitments that must be met for customers to retain their discount. For Contract Compliance insights, Sales IQ looks at agreement and shipment data and considers the length of agreement and run rate, to flag agreements with volume commitments that are not on track to be satisfied.

THE ZILLIANT APPROACH

With a combination of continuous innovation, advanced data science, unmatched customer success and dedication, and market-leading implementation times, we take the time to understand your business, starting from the very first conversation. Contact us today to learn more. www.zilliant.com/salesiq