

ORG Chart

Relationship Intelligence Visualized



What we are offering



Relationship Intelligence Visualized

Enriched Org Charts for deeper stakeholder visibility & Actionable Insights to drive faster revenue growth



Convert Tacit Knowledge to Enterprise Memory

After all, Sharper mapping means Sharper selling.



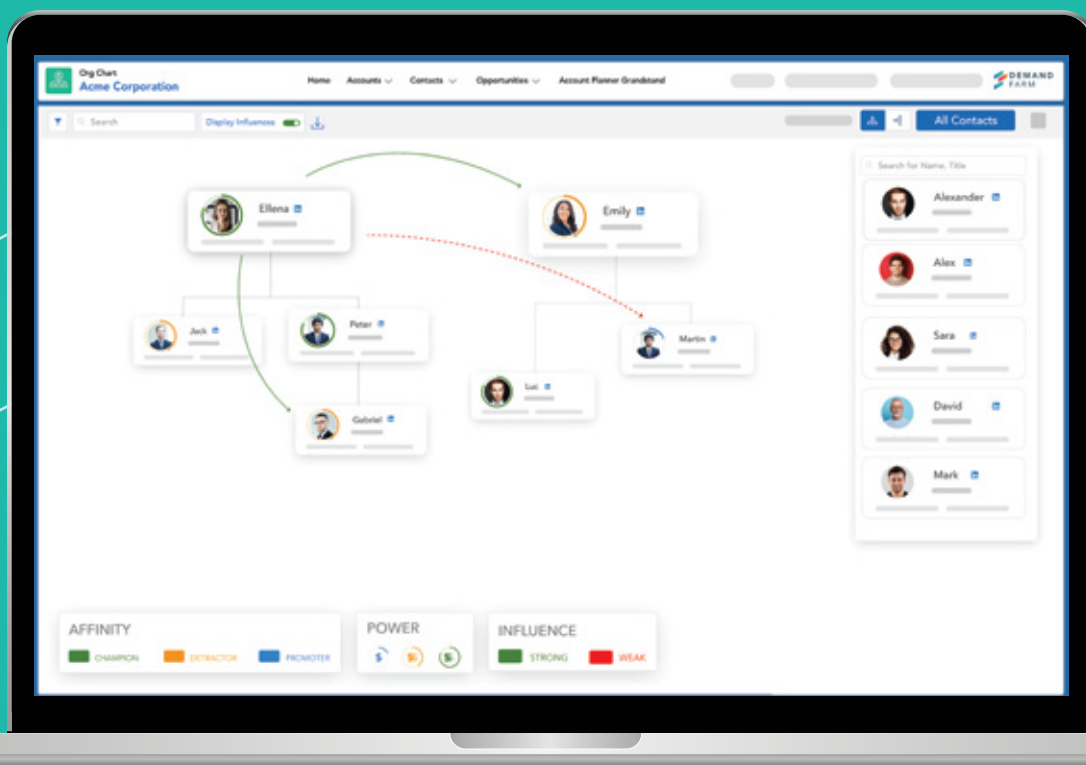
Close deals faster

See your champions, promoters and detractors. Affinity impacts deal conversion.



Automate, Scale, Win

Build relationships; not just faster, but, wider, deeper and richer.



Market Situation

Today, the average number of individual stakeholders involved in a complex B2B purchase is over 14, occasionally flexing up to 23

Consequently, there's been a shift to Digital Selling today as organizations have now become more global and more cross-functional teams are involved in the buying process.

This calls for a need for mapping the relevant stakeholders in your client organization, understanding their pressures and pain points, so as to best position your product to them

There's also a pressing requirement for preserving tribal knowledge within the organization, and to insure itself against any attrition driven impact in the sales organization.

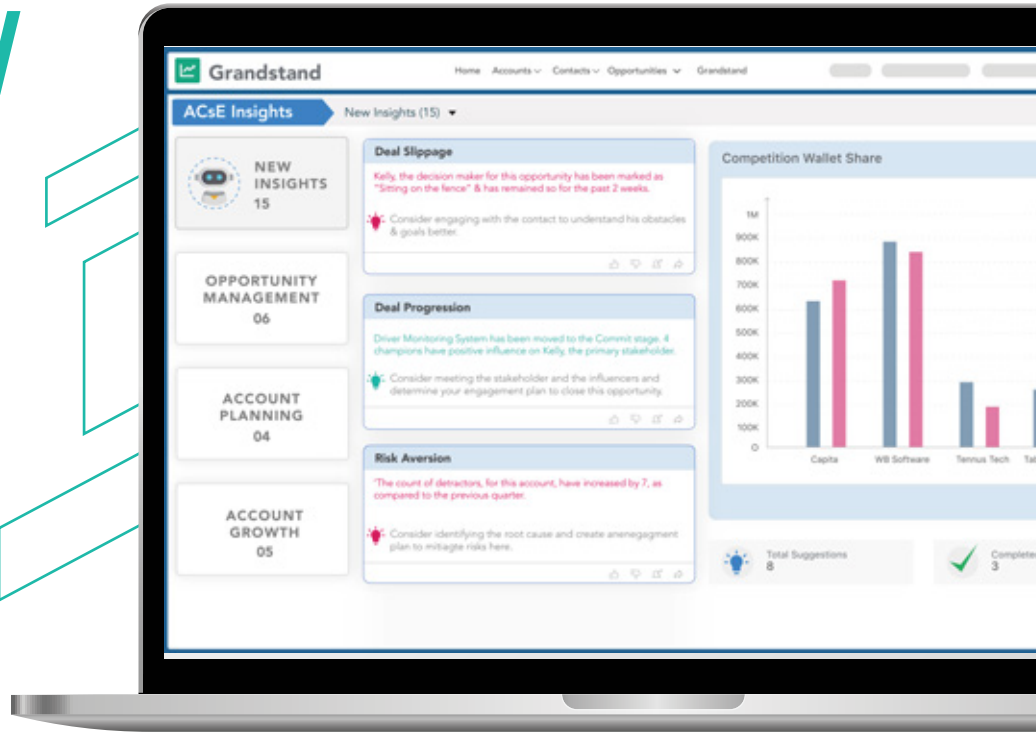
Mapping the stakeholders and their stances towards your organization and product, is the key to selling better and growing your strategic accounts today

Features/ Benefits

Relationship Analysis



Find the Missing Links. Assess the power of your existing relationship and seek their support to expand your network and reach within the account for enhanced revenue growth, faster procurement decisions. Analyze, based on qualitative client stakeholder data, the potential & the areas to maximize contact lifetime value capacities, surface similar purchase patterns



ACsE Insights



Fuel Account Growth. Identify success drivers for high-value business opportunities, prioritize relationships and guide deal progression with timely interventions. Next Best Action nudges based on deeper understanding of your relationships through historical factors such as renewal frequency, win rates, customer lifetime value, NPS scores, buyer interactions, etc.

Engagement Analysis



Defend Key Accounts. Focus on who matters with a unique visual chart to strengthen visibility and insights into client interactions and engagement levels. A clear visibility of the interaction cadence to uncover collaboration gaps and communication silos, orchestrate engagement at an account level and focus on who matters most.

Account Based Marketing



Expand Revenue Footprint. ABM teams now have the ability to make a marketing campaign decision for a target account based on the insights gathered during sales cycles. Running a targeted 'Detractor Conversion' campaign for a large & complex deal pursuit is now a breeze.



Deal Analysis



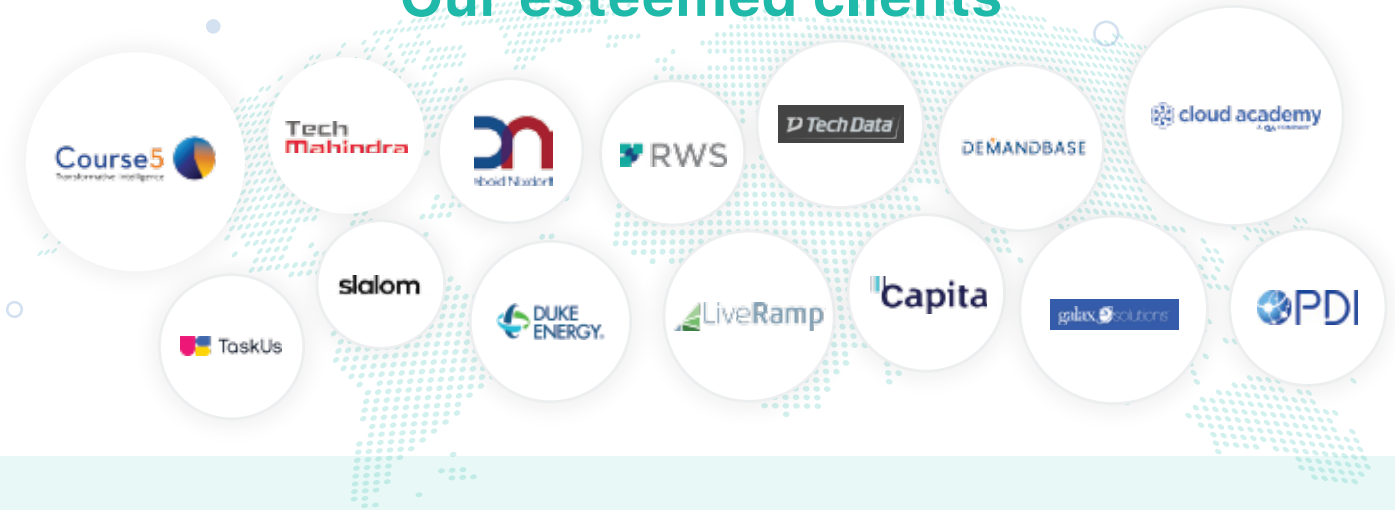
Uncover Revenue at Risk. Prevent deal slips & better secure your sales forecast in real-time. Easily identify the revenue at risk by monitoring the opportunities and revenue spread across detractors or lower decision-making power levels

Opportunity Stakeholder Mapping



Fast-track B2B Sales. Cut through the noise and stay ahead of the game. Map Opportunity specific buying group along with their roles, decision making power, influences and their stances on the active opportunity.

Our esteemed clients



Testimonials

“

Demand Farm's org chart tool is **a must if you're managing large accounts and focused on understanding your relationships, penetration, and whitespace. Highly recommend giving this a try!**

Darren Knapp

Director - Global Operations, Slalom

slalom

“

Demand Farm has made a huge difference in our ability to **visualize complex organizational structures that we work with and better understand key decision makers** and our exposure to them.

Gardner Rordam

Enterprise Customer Success Director, Fullstory

fullstory

“

Org Chart goes beyond just displaying an account's contact hierarchy. The custom filters let you **slice and dice your contacts so you can plan targeted campaigns.**

Robert Barnes

Senior Director of Sales Operations, North Highland

NORTH HIGHLAND

“

Even for our **largest client organizations** (with many containing up to 2,000 prospective Leads and current Contacts) OrgChart's features allow us to **quickly build, filter, annotate, and customize hierarchy diagrams.**

Brian Silvey

Senior IT Business Systems Analyst

galaxysolutions

Ready to Grow Your Accounts Faster with the World's Smartest Technology?



Request a Demo

