

iSeer™ SalesSmart

Competitive Intelligence for the Sales Professional



Today's marketplace is changing dynamically and sales professionals need to quickly gain insight on how to approach this market and work with customers. *SalesSmart* supports the consultative selling approach by rapidly gathering comprehensive, relevant information about customers, industry and competitors. By automating this task, sales professionals are instantly more productive and can spend more time with customers building credibility, trust and strategic relationships.

Faster Research with Fewer Tools

To be effective in today's economy sales professionals need to work smarter, not harder. *SalesSmart* accomplishes this by synthesizing breaking news, industry analysis and even CRM/SFA¹ data all in one place.



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Account Filter: Digital Imaging Software



The screenshot shows a search results page with the following elements:

- Navigation tabs: Target Markets, Industry Dynamic, My Account's Competition, Products/Services, Retailers.
- Results summary: 1-7 of 7 Results.
- Sort options: Hide Summaries, Sort by Date.
- Page navigation: Page 1 of 1, with a jump button.
- Result 1: **Best Buy Announces Record Earnings**. Text: "Best Buy announced record earnings in 2004 of \$705 million on sales of \$24.5 billion. Their earnings increased 17.2% over 2003. Best Buy remains the top consumer electronics retailer in the country." Date: April 10, 2005. Source: Benjamin Waynes, Dow Jones. Includes a "rate now" button and a "20 User Ratings" badge.
- Result 2: **Best Buy Advertising Campaign Falls Flat**. Text: "Best Buy, the nation's #1 consumer electronics retailer, rolled out their latest advertising campaign this month. The ad world was less than impressed with the retro campaign that didn't hit..." Includes a "14 User Ratings" badge.

Shorter Sales Cycles and Higher Win Rates

On average, sales professionals make twice as many calls to close deals due to lack of relevant information. *SalesSmart* shortens this cycle by acquiring high-value information and eliminating low-value content. Instead of trying to find information, sales professionals are putting that information to work.

Ramp-up and Retention

Sales professionals at any level, can benefit from *SalesSmart*. Information is organized according to a company's sales methodology. Junior representatives can take advantage of successes, tips, and techniques used by top sales executives. *SalesSmart* quickens the adoption of a standard sales approach and increases productivity for the entire team.

SALES METHODOLOGY TOOL X

Review the results of these targeted questions to find out more about your market.

Who uses the product? (4)

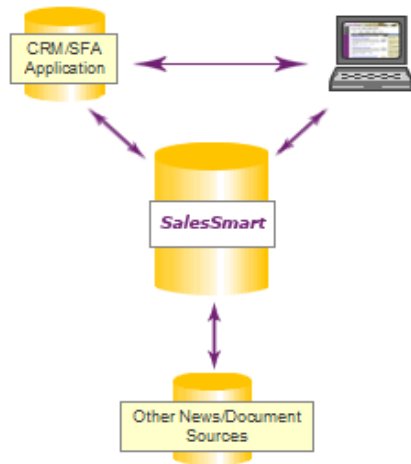
Which version of the products are the different targets likely to use? (5)

Is there an **upgrade path** from one to another or are the audiences unique? (7)

¹ (CRM) Customer Relationship Management (SFA) Sales Force Automation

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Automatic Updates

SalesSmart leverages existing data within CRM or SFA applications to find the most recent, relevant market news and analysis. It does this automatically so sales professionals can spend their time in front of customers rather than filling out data entry forms.

Shorter cycles, current and relevant customer data, and more productive customer interactions, are sales needs that *SalesSmart* can fulfill. It enables managers to quicken the adoption of the company's sales methodology, evaluate the accuracy of the CRM data, and get their sales reps selling solutions not commoditized products. Giving reps the right information at the right time as opposed to spending their time searching is the true value in *SalesSmart*.

About iSeer

In 1996, iSeer was founded in Seattle, Washington to address the need for specialized market intelligence solutions. Today, we help industry leaders in manufacturing, technology, communications, healthcare and professional services. Our services are distinguished by our leadership, reliability and responsiveness.

WANT TO SEE MORE? For additional information about iSeer™ *SalesSmart* or our other product offerings, contact Andrew Toyota at (206) 388-3178 or info@iseer.com.