



**Moving the deal forward just got easier...
Gain Insight. Build trust. Close Deals**

***How to use Customer feedback to
boost your sales reps hit rate and
increase your level of coaching***



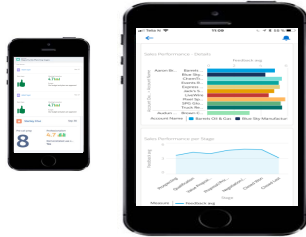
In a commoditized world , one key source of differentiation comes from how sales reps engage with buyers



Sales Manager: *How did the sales meeting go?*



Sales Rep: *Fantastic! The meeting was great! Everyone was really positive. They clearly saw the need for our solution*



Sales Manager: *That is not what the customer is saying. Look at the feedback in Salesforce. They don't see the link between what we offer and their industry.*



Sales Rep: *Aha! I misread them in the meeting...I will get on the phone with them and correct this*





Too many companies treat sales quality as a black box!

N = customer meetings
H = hit rate
D = avg deal size

$$(N \times H \times D) \times \text{QUALITY} = \$$$


Our solution opens this box and aims to increase the deal size and hitrate by 10%+ based on increased insight from the customer

39% of B2B buyers select a vendor according to the skills of the salesperson rather than the price, quality or service features.

Source: The Challenger Sale Book, Authors: Matthew Dixon & Brent Adamson

Real time feedback supports sales management on key areas

RELEVANCE

What if your sales team is wasting your customers time?

PRIORITIZATION

Are you focusing on (right) the opportunities with highest probability

REFLECTIONS

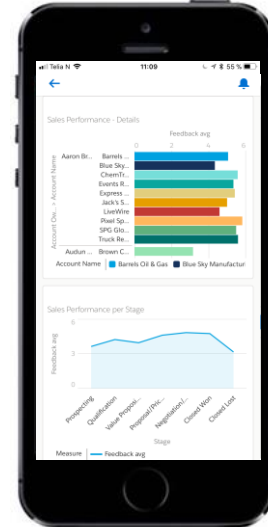
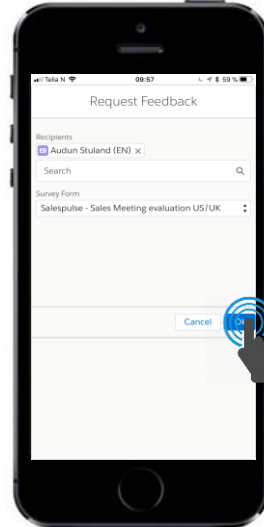
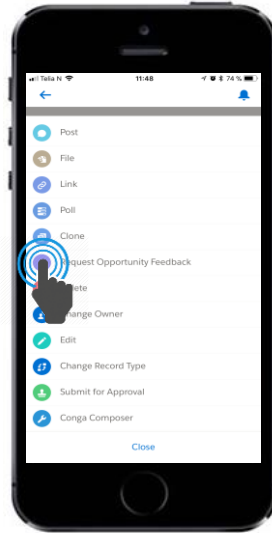
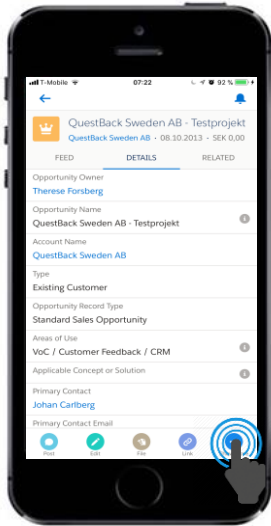
Have you ever seen one of your sales reps do honest self reflection on their sales meetings?

COACHING

Are you spending your coaching time on the right people and on the right areas?



Salespulse is a solution to increase sales reps ability to act on real time insights and close more deals



REQUEST FEEDBACK IN A MATTER OF SECONDS

ACT ON INSIGHTS



Fully integrated voice of the prospect into every step of the sales and opportunity journey in Salesforce

The screenshot shows a Salesforce Opportunity record for 'Green Energy - VoIP'. The interface includes a navigation bar with 'Sales', 'Home', 'Sales Performance Coaching', 'Chatter', 'Opportunities', 'Leads', 'Tasks', 'Accounts', 'Contacts', 'Dashboards', and 'More'. The opportunity details are as follows:

Account Name	Close Date	Amount	Opportunity Owner
Green Energy	2/15/2018	\$25,000.00	Audun Moen Stuland

The opportunity stage is 'Value Proposition', with a progress bar showing stages: Value Proposition (checked), Proposal/Price Qu..., Negotiation/Review, and Closed. A 'Mark Stage as Complete' button is visible. The 'DETAILS' tab is active, showing fields for Opportunity Owner, Opportunity Name, Account Name, Type, Existing Business, and Primary Campaign Source. The 'FEEDBACK' tab is also visible. On the right, the 'New Task' section includes options for 'Log a Call', 'New Event', and 'Email', with a 'Create a task...' input field and an 'Add' button. Below this is the 'Activity Timeline' and 'Next Steps' sections. A 'Demo meeting' event is listed for 4:00 AM on Dec 21. The 'Past Activity' section shows 'No past activity. Past meetings and tasks marked as done show up here.'

Automatically collect feedback from the prospects at key changes in the opportunity journey

- Salespulse can trigger a survey automatically based on changes to any of these fields



Salespulse

for...

The Sales Executive

a tool for managing sales and coaching employees towards better results

The Sales Representative

assistance in developing their own sales style and uncovering success

The Organisation

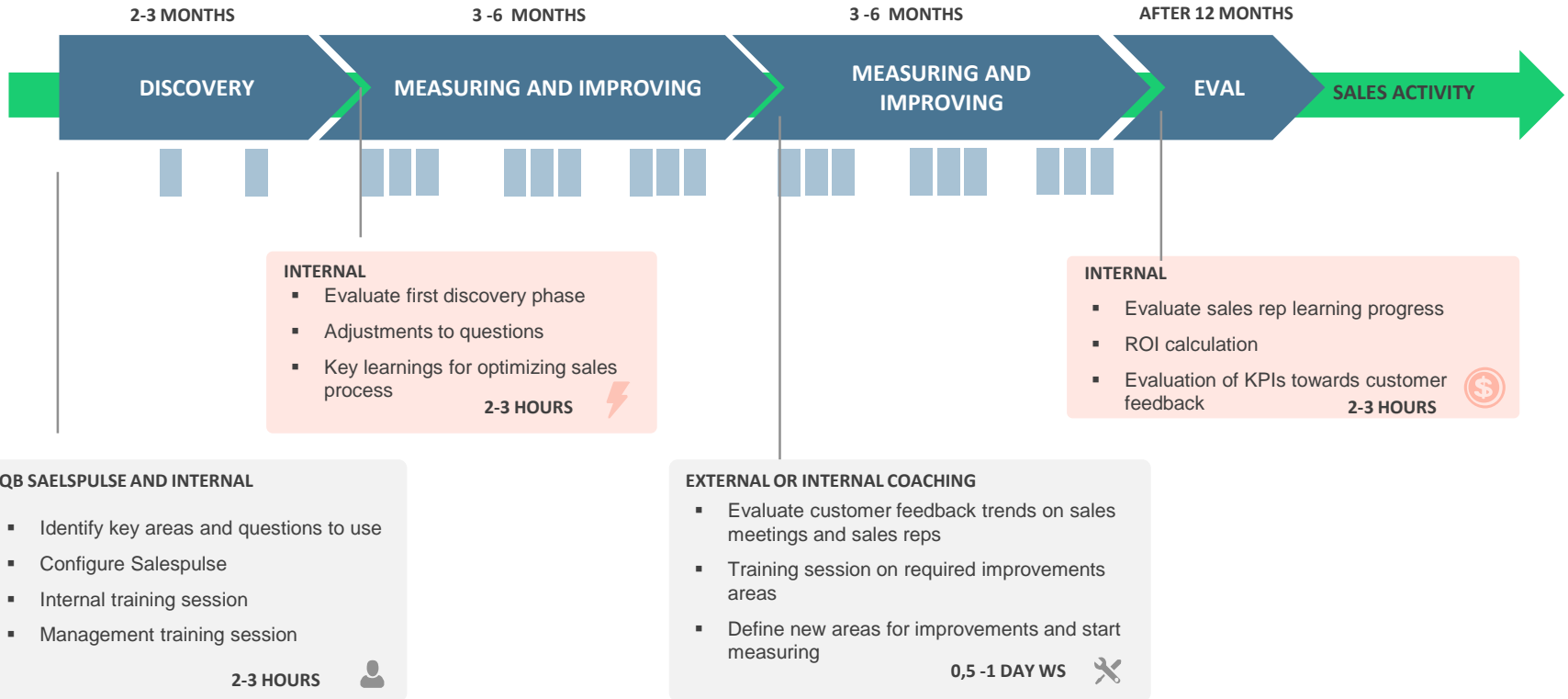
more information about customers, as well as higher quality offers and better sales results



5 minutes every other week will improve your sales execution

Salespulse fits in your daily business processes

USE SALESPULSE 5 MINUTES IN YOUR REGULAR BI-WEEKLY COACHING SESSIONS



Great customer feedback from initial customers

Appiphony

"I found the app was easy to install, set up and start collecting feedback. It has sharpened how we approach our sales cycles and become an integral learning tool that feeds our continual improvement approach to business. It's a great app and I am glad we took the leap"

GEORGE KENNESEY, CEO, APPIPHONY

DATA DWELL

"Salespulse is a great addition to our coaching sessions. We now have the customers viewpoint on our Sales reps strengths and weaknesses and can coach our sales reps based on more than financial and activity data. Sales reps are also becoming more self-aware of their strengths and weaknesses and they get instant feedback on the effect of their sales training put in practice"

OLAFUR THORKELSON CEO, DATA DWELL

TRIPSUM

Looking for feedback? Salespulse is the best choice to start your business!

Thanks to the app's support team I learned about all the options that this app can offer you (more than you can see), so I'm very happy to have chosen Salespulse for my feedback needs. I highly recommend!

JAVIER BELAUNDE, DIRECTOR OF MARKETING, TRIPSUM

BIT

 questback



 Wittusen & Jensen

 KRONOS®

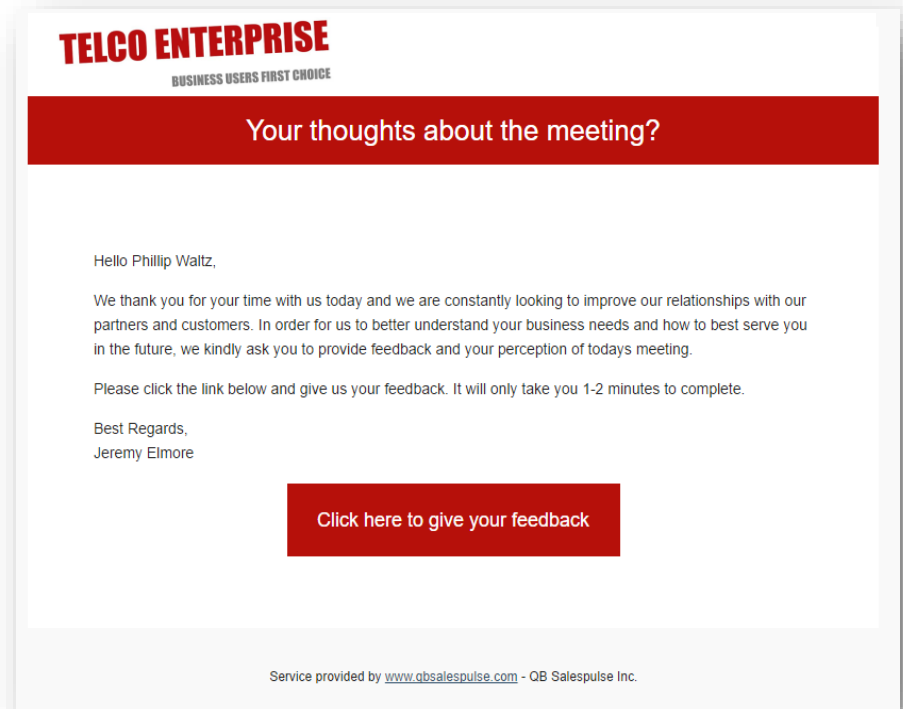
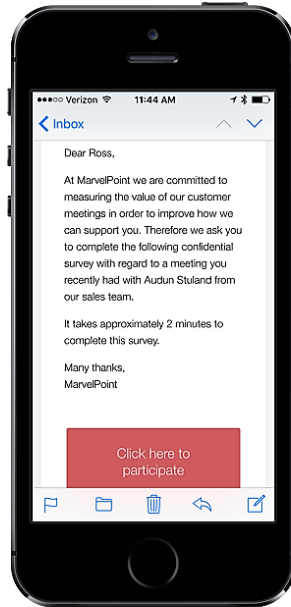
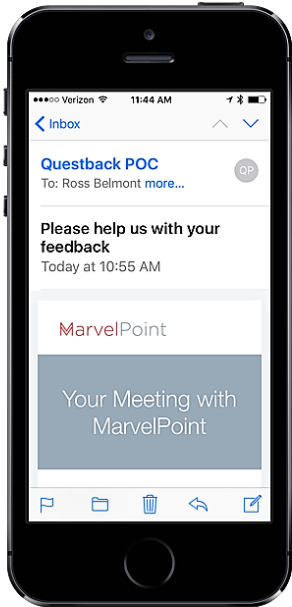
 Coca-Cola

 Cooley

 HOTZE
HEALTH & WELLNESS CENTER
INTERNATIONAL



Responsive and branded data collection





Real time sales feedback – React quickly and turn feedback into opportunity!

TELCO ENTERPRISE
BUSINESS USERS FIRST CHOICE

We appreciate your feedback!

Based on the latest meeting, how likely is it that you would recommend our company to a friend or colleague?
(0 - not at all likely; 10 - extremely likely)

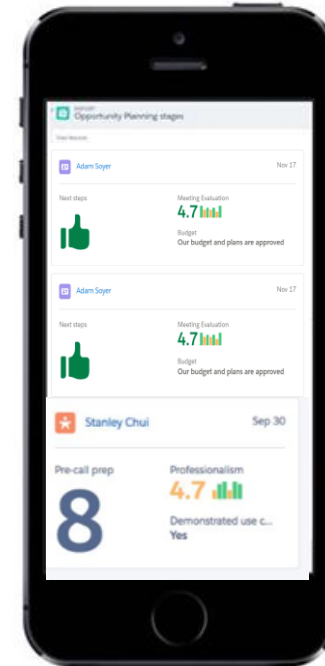
0 1 2 3 4 5 6 7 8 9 10

To what extent do you agree or disagree with the following:
(1 - completely disagree; 6 - completely agree)

	1	2	3	4	5	6
The account manager was attentive and listened to me during the meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The account manager showed interest in understanding our company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The account manager presented relevant areas of use to my business needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The account manager challenges us to think about our business needs in new ways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall I had a positive experience of the sales meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that my organization would gain great value through collaboration between both companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

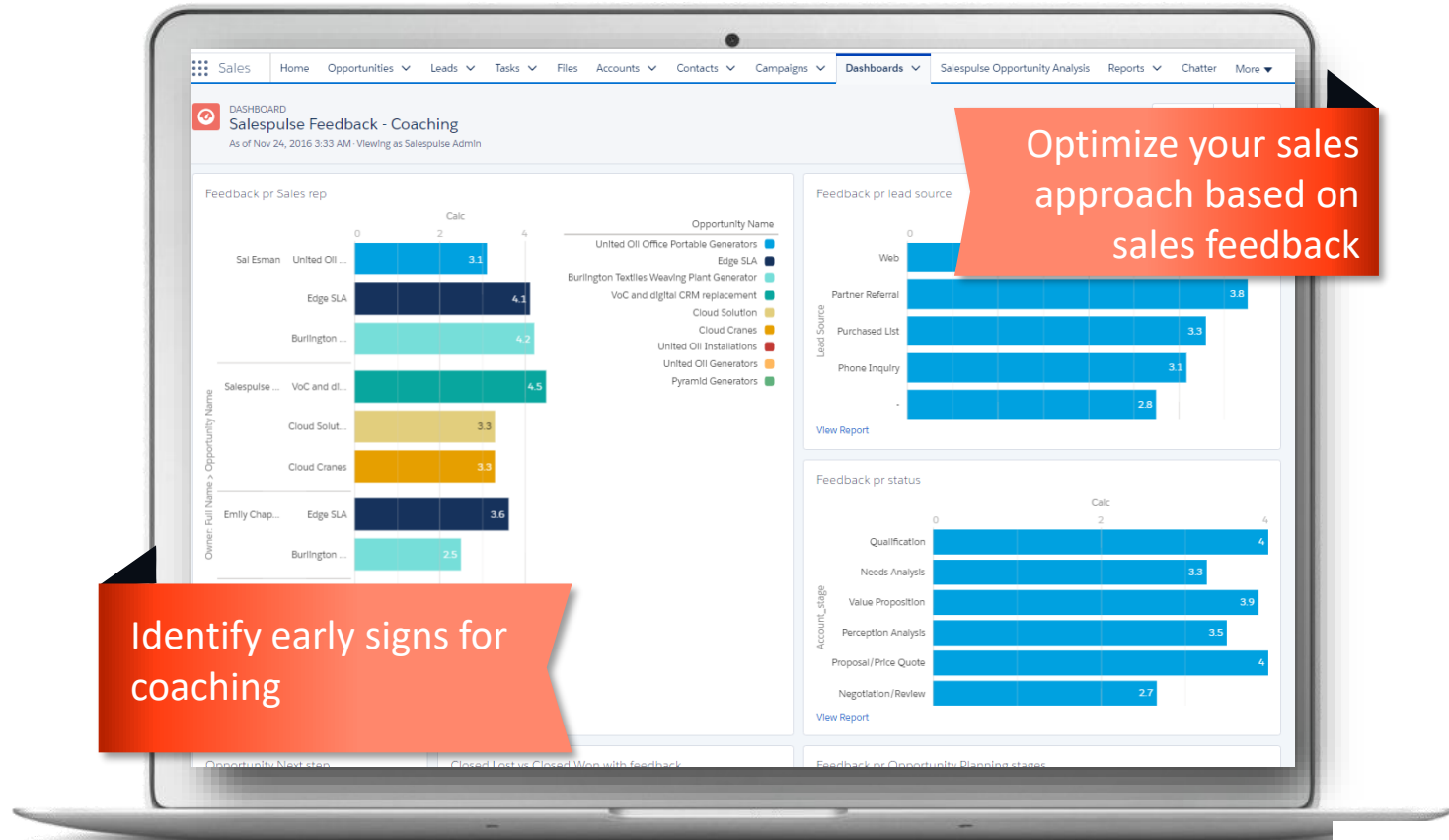
What phase are you currently in to move this process forward?

We are just gathering information





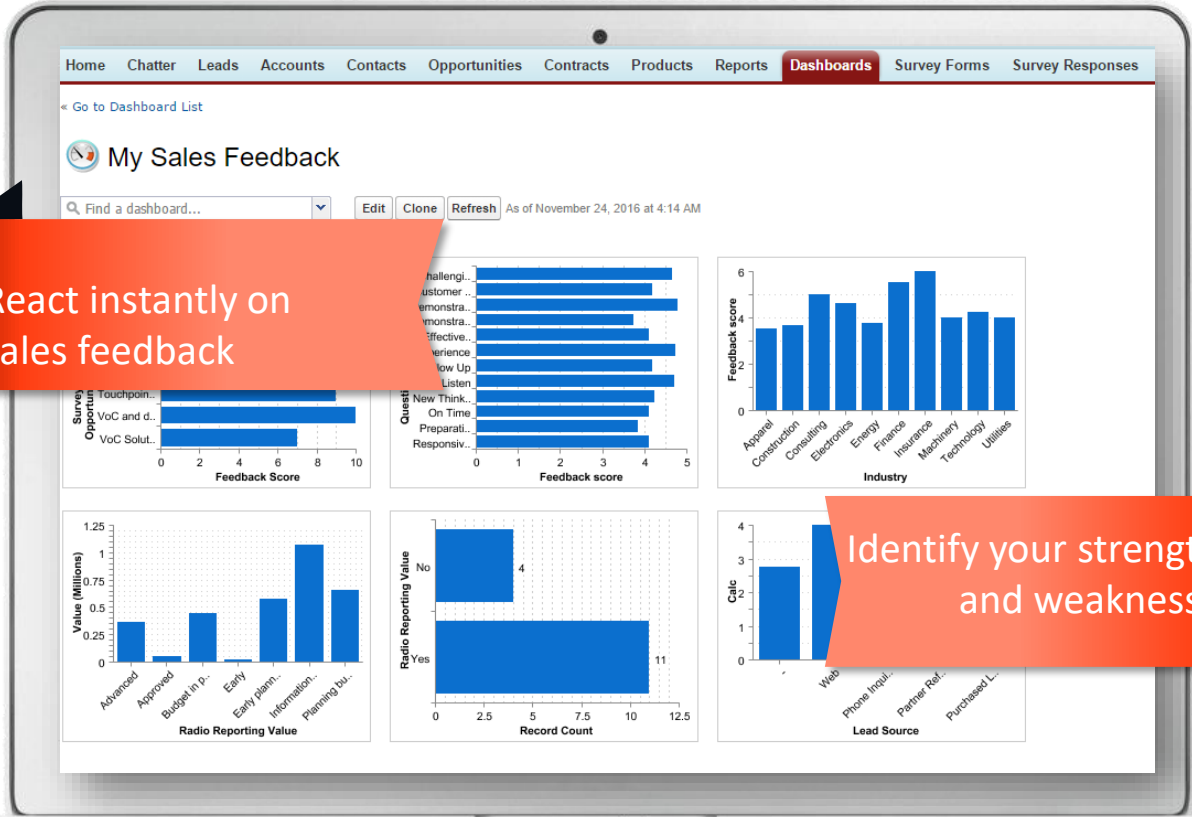
Coaching dashboards with aggregated information and possibility to drill down to individual customers or reps





Reports and dashboards with your individual feedback or aggregated team feedback

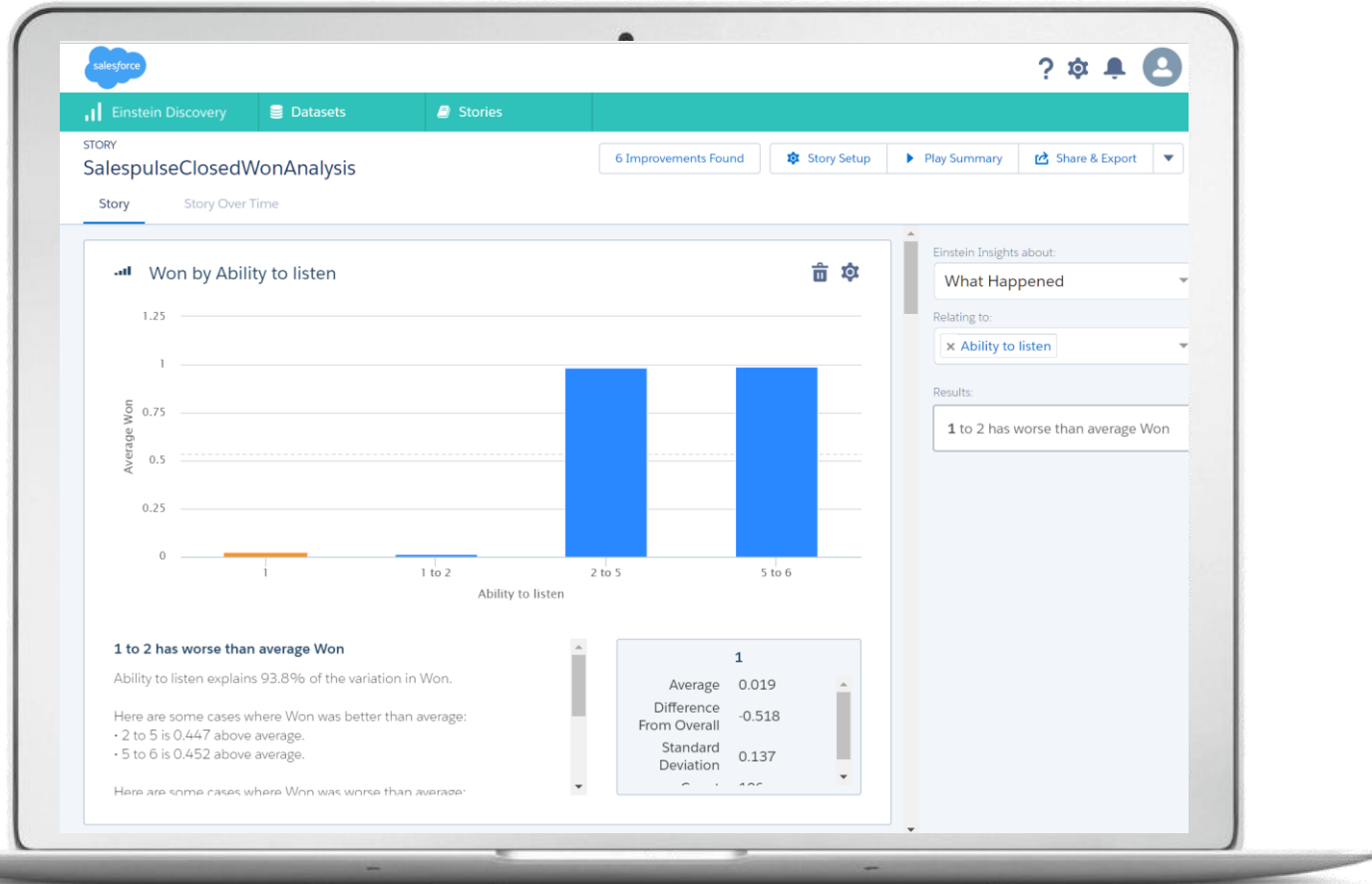
React instantly on sales feedback



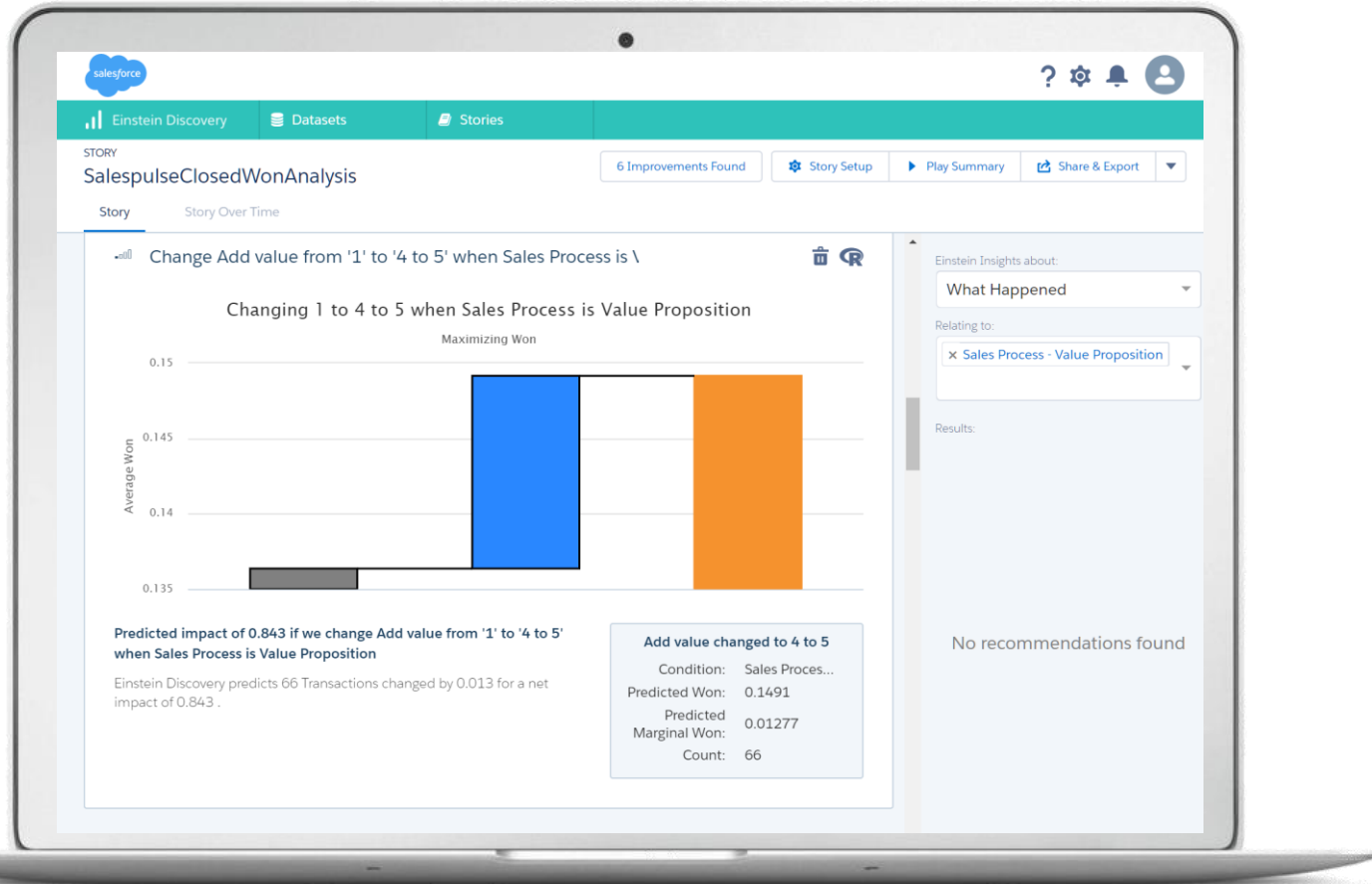
Identify your strengths and weaknesses



"Your ability to listen in customer meetings" explains 93.8% of the variation of closed won



Increasing your ability to “add value” to your customer in the Stage value proposition will increase to 83.4%





Increasing your ability to “add value” to your prospects in Real Estate will have an impact of 3mill USD

The screenshot displays the Salesforce Einstein Discovery interface. The main content area features a bar chart titled "Changing 1 to 5 to 6 when Industry is Real Estate" with the subtitle "Maximizing Revenue". The y-axis is labeled "Average Revenue" and ranges from 0 to 75k. Two bars are shown: a blue bar representing the current state and an orange bar representing the predicted state after the change. Below the chart, a text box states: "Predicted impact of 3,054,000 if we change Add value from '1' to '5' to '6' when Industry is Real Estate". Another text box explains: "Einstein Discovery predicts 50 Transactions changed by 61,080 for a net impact of 3,054,000." A control panel on the right of the chart shows "Add value changed to 5 to 6" with a dropdown menu set to "Industry ...".

Change Add value from '1' to '5' to '6' when Industry is Real Estate

Average Revenue

75k

50k

25k

0

Predicted impact of 3,054,000 if we change Add value from '1' to '5' to '6' when Industry is Real Estate

Einstein Discovery predicts 50 Transactions changed by 61,080 for a net impact of 3,054,000.

Add value changed to 5 to 6

Condition: Industry ...

Predicted Revenue: 61,080

Predicted

Einstein Insights about: How Can I Improve It

Relating to: Add value

Results:

- when Sales Process is Proposal
- Change Add value from '1' to '4' to '5' when Industry is Technology
- Change Add value from '1' to '4' to '5' when Sales Process is Needs Analysis
- Change Add value from '1' to '4' to '5' when Sales Process is Negotiation
- Change Add value from '1' to '5' to '6' when Facilitates new thinking is 1 to 2
- Change Add value from '1' to '5' to '6' when LeadSource is Partner
- Change Add value from '1' to '5' to '6' when Facilitates new thinking is 5 to 6
- Change Add value from '1' to '5' to '6' when Industry is Real Estate

A person in a blue shirt is pointing at a row of colorful building cutouts. In the center of the row, two white silhouettes of people are shaking hands. The background is a blurred image of the person's hands and arms.

SALES QUALITY

Does not have to be a matter of **luck**

Thank you

For more information, please contact

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