7 KEY WAYS TO TRANSFORM YOUR SALES ORGANIZATION USING MICROSTRATEGY ON TOP OF SALESFORCE
In today’s competitive sales environment, companies need to leverage technology to optimize operations, maximize performance, understand their customers, and provide powerful sales enablement tools that help teams sell more efficiently. Unprepared sales teams risk losing revenue, customer loyalty, and market share.

By deploying MicroStrategy on top of Salesforce, organizations are further empowered to extract additional value from systems while ensuring that intelligence is delivered across the enterprise.

MicroStrategy brings together multiple data sources to provide a holistic view of the business, enabling sales leaders and executives to make better, more informed business decisions. Furthermore, sales reps can be armed with mobile apps that improve workflow and productivity—in real time.

Here are 7 key ways to transform your sales organization using MicroStrategy on top of Salesforce.

1. Comprehensively understand your customers.
2. Better manage your team with real-time visibility into all sales activities.
3. Access customized analytics based on who you are and where you are.
4. More accurately forecast pipeline, predict customer churn, and identify sales opportunities.
5. Optimize quota plans and territory resources.
6. Identify the most promising prospect opportunities.
7. Improve sales rep productivity.
Comprehensively Understand Your Customers

MicroStrategy can aggregate multiple data sources, visualize information, and conduct analyses—all from a single interface in a dossier. This provides a holistic, 360-degree view of your customers.

Using MicroStrategy, sales professionals can view communication records, open or unresolved issues, and account-specific needs. They can leverage financial data to understand costs associated with customer accounts and appropriate pricing models. They can discern their customers’ preferred path to purchase to determine how to go to market. And they can analyze real-time account information related to quotes, buying patterns, demographics, products, and regions.

With a deeper understanding of their customers, sales teams are empowered to drive engagement, build loyalty, and grow revenue.
Better Manage Your Team with Real-time Visibility into all Sales Activities

MicroStrategy provides sales leaders with the tools they need to monitor performance, even when they are on the go. Mobile sales operations apps provide real-time visibility into ongoing sales cycles and enable executives to take proactive action when necessary.

By blending and analyzing data from Salesforce, ERP, HR, PSA, and other sales systems, MicroStrategy can deliver a 360-degree view of sales activities at the region, territory, and individual level. This ensures that sales leaders know the performance of every seller and every sales channel—in real time, from any location.

Additionally, sales leadership can easily access performance appraisals, view tenure status, and understand if reps are paid in a way that reflects their sales performance. They can quickly identify poor performers that need additional coaching and apply the winning strategies of strong-performing reps elsewhere.

These insights are critical for sales leadership as they seek to reduce risk and boost performance across their sales organization.
Access Customized Analytics Based on Who You Are and Where You Are

View timely, personalized, relevant content specific to your role and location

With MicroStrategy, sales professionals can improve productivity and tailor their interactions by accessing timely, personalized, and relevant intelligence and content on the web or mobile device most convenient for them.

Mobile sales apps built on MicroStrategy allow reps to harness the power of identity and location-based intelligence, so they can focus on the critical, actionable information they need to make decisions. With this insight, sales reps can personalize their interactions with customers, prospects, and their sales team by instantly viewing relevant content specific to that account.

Furthermore, team members in the field can receive proactive alerts based on proximity—prompting immediate action. For example, a traveling sales manager might receive an alert recommending a visit to a key customer nearby who is experiencing a customer service issue.
More Accurately Forecast Pipeline, Predict Customer Churn, and Identify Sales Opportunities

Using MicroStrategy, companies can leverage sophisticated analytics and historical data to better run their sales organization. With more than 350 built-in analytical functions, MicroStrategy enables sales organizations to use data science functions to ask and answer complicated questions about customers and sales performance.

Companies can combine historical sales data, account buying history, and market trends to drive predictive analysis and more accurately forecast pipeline. Complex recommendation engines can help them provide targeted offerings to customers. And churn analysis can be leveraged to identify at-risk customers—with concurrent scoring to identify opportunities most likely to close.

Functions such as ARIMA can be used to forecast future revenue, while the platform’s extended integration with R and other tools like SAS and SPSS enable companies to easily go beyond the functions that are directly supported.
Optimize Quota Plans and Territory Resources

With MicroStrategy, sales professionals can use data discovery applications to optimize quota plans and identify territories that require attention.

Sales management can easily distribute realistic quotas by accurately determining each territory’s potential. They can perform a what-if analysis to optimize territory assignments and understand the potential impact of adding resources.

Furthermore, the platform enables leadership to analyze financial, administrative, and office usage information to determine whether an office should remain open, close, or move to an alternate location.

With MicroStrategy, sales management can keep sales reps motivated and successful, reduce turnover, and effectively utilize their territory resources.
Identify the Most Promising Prospect Opportunities

With MicroStrategy, sales professionals can analyze win-loss data to better understand the buying trends of target personae or industry verticals. Armed with this insight, they can see where their message is resonating and which competitive strategies have been successful.

With greater visibility into historic purchasing behavior, sales reps can better identify which prospects are likely to convert, and shift their focus to the most promising opportunities. This comprehensive analysis also helps sales professionals know when to walk away from a deal and when it makes sense to see it through.

Drill into win-loss data to arm sales teams with relevant information, such as which leads to pursue

Easily filter data by geographical region, industry, time period, competitors, and more

Access presentations and proof of concept materials that have been well-received
MicroStrategy sales productivity apps can radically change the way sales people work. These mobile apps give reps the ability to visualize ongoing field activity, so they can more effectively manage workflows and improve forecasting accuracy and performance.

With these tools, sales reps can have instant access, while online or offline, to the information they need to prepare for meetings and close deals. They can leverage training videos, industry research, and competitive intelligence. They also have the ability to instantly access and share presentations and other marketing collateral. This means that if a customer has a question during a meeting, the answer is just a tap away.

With data at their fingertips, sales reps can also be more responsive to changing schedules. When a meeting gets canceled at the last minute, a salesperson can quickly identify another prospect or customer to call during that time. And with the ability to access and update critical information systems, sales people can input opportunity information or forecasts, create sales quotes, log meeting activities, and more—all from the field.
Get Started Today
With A Mobile Start Up

Get a custom mobile app leveraging your Salesforce data in just 3 weeks

MicroStrategy provides an expert delivery team over the course of 3 weeks to:

Conduct design workshops that incorporate sales team requirements to encourage user engagement and adoption

• Design, develop, and test a production-ready mobile application
• Rebrand and prepare the mobile app for deployment
• Lead knowledge transfer sessions for your internal development team

Outcomes include:

• Production-ready pilot mobile solution
• Final storyboard of the application
• Project documentation

Our solution experts are standing by to answer any questions you have about our analytics and mobility platform, pricing, services, support offerings, and more.

Contact us at 1-888-537-8135 or submit a contact form at microstrategy.com/us/go/contact-me.