

MicroStrategy for sales

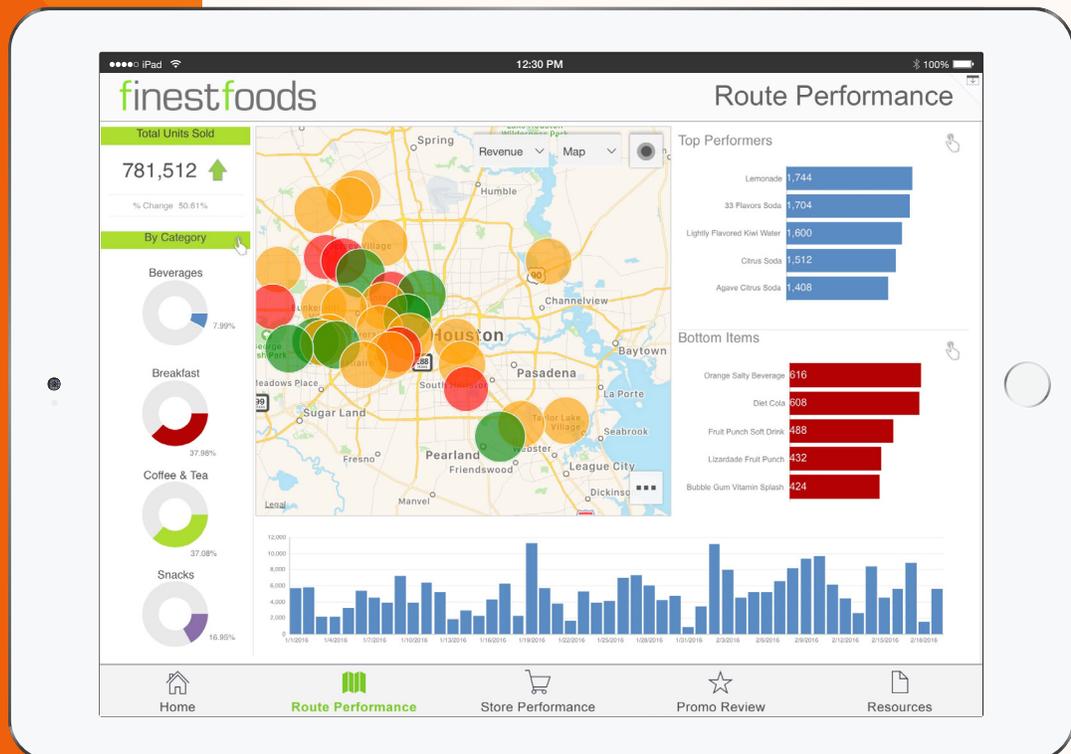
MicroStrategy helps companies optimize their sales operations

▲ The challenge

Today's sales environment is the most competitive it has ever been. More than ever, companies need to leverage technology to optimize operations, maximize performance, and provide powerful sales enablement tools that help teams sell more efficiently. Despite this, a great deal of sales time is still wasted on unproductive prospecting. This is because most sales systems (SFA/CRM) fail to enable sales processes out of the office and do not provide enough insight into customers. These systems provide basic operational reports and charts but only provide sales teams with a fraction of what is needed to be successful.

▲ The solution

MicroStrategy is an integrated platform that empowers companies with powerful analytical and mobile sales enablement solutions to be more effective and efficient when working in the field. Sales reps can have real-time access to sales data and analytics, enabling them to make more accurate pipeline forecasts and identify potential upsell opportunities in their existing accounts. In addition, with powerful MicroStrategy Mobile sales enablement solutions, sales reps can have access to multimedia content, such as presentations, product videos, and other collateral, in order to drive meaningful conversations with customers.



Top sales applications

▲ Sales executive workbench

Provide sales executives with real-time visibility into the status of customers, opportunities, and the performance of their teams.

▲ Sales compensation

Identify incentive programs that properly compensate employees based on performance metrics.

▲ Territory and quota planning

Optimize quota plans and territory assignments to keep sales teams motivated and successful.

▲ Pipeline management

Leverage predictive algorithms and historical sales data to make more accurate pipeline forecasts.

▲ Prospect analysis

Analyze win-loss data to better understand buying trends and give sales teams the information they need to identify and focus on the most promising opportunities.

▲ Customer insights

Gain a holistic view of customers, from communication records, to open or resolved issues, to account-specific needs.

▲ Sales renewals

Give sales reps and managers the ability to visualize customer health analytics, so they can identify at-risk accounts and increase efforts to protect and maintain them.

▲ Training

Integrate data from a wide range of sources and enable sales reps to instantly access training videos, sales presentations, marketing collateral, and more

▲ Task management

Help sales people streamline processes and perform quick administrative tasks on the go with write-back to critical sales systems.

▲ Sales productivity

Support agile processes and accommodate rapidly changing schedules by giving sales people the ability to visualize ongoing field activity and write back to critical systems.

Our sales customers include:



Sales teams rely on MicroStrategy to build powerful analytics and mobility applications that transform data into real-world intelligence and help them answer their toughest business questions.