Executive Benefits

Ihance gives you a new level of knowledge about your sales cycle

There are two basic metrics in sales: revenue and sales rep interpretation ("that deal is going well" or "that deal seems stuck"). While important, both metrics have drawbacks. Revenues are objective facts, but only speak to the success of your past efforts. Feedback from sales reps is more current, but is subjective and hard to quantify.

Ihance brings a whole new world of objective data to the sales cycle, allowing a sales manager to easily measure the sales force's effort as well as how prospects are responding to that effort. Ihance does this by providing real-world data that can be used to refine forecast accuracy.

Consider:

- It is difficult to tell if an outside sales rep, located 3,000 miles away, is motivated and working hard. Ihance reports on effort and effectiveness levels for each of your sales reps.

- Sales reps probably won't admit to ignoring the latest piece of collateral that marketing just spent considerable time creating. Ihance tracks the usage of all collateral, as well as the response it generates.

- Accounts can easily fall through the cracks if the responsible sales rep is too busy to follow-up appropriately. Ihance tracks all Accounts, letting you see the delta between their interest and your sales force's actions.

How do I make use of this new information?

Refine forecasts. Tie your sales force's statements to real facts about their Accounts, letting you gauge the accuracy of your pipeline.

Understand ROI on Sales Collateral. You know how much it costs marketing to generate collateral for your sales team - but can you quantify the value you get out of it? Ihance provides objective measurements of collateral usage and effectiveness.

Maximize Touch. Catch Accounts that are being neglected and refocus on them, possibly by re-assigning to a different rep.

Rapidly optimize the sales cycle. Identify your successful efforts in days, not months, and duplicate these efforts across the entire sales force. You cannot wait for quarterly revenue numbers to make changes - Ihance lets you immediately catch failures and capitalize on successes as they occur.