



Ihance

Take control of your sales

## Sales Benefits

*The information you need, in time to use it*

Ihance provides immediate feedback to sales reps whenever prospects engage themselves in the sale – by reading emails, investigating your website, or downloading whitepapers, quotes, and other documents that you have sent.

**Here are just a few of the ways Ihance makes selling easier:**

**Prioritization.** With Ihance, you know which Accounts are thinking about your products right now, allowing you to spend time on the most receptive Accounts.

**Timing.** If someone is reading a document you sent over, or is spending time on your website, odds are pretty good they are at their desk. Good time to call.

**Lead handoff.** Are the leads that marketing gives you as qualified as they should be? With Ihance, the handoff is seamless because both sales and marketing use the same tool and see the same activity data.

**Sales cycle management.** Ihance is invaluable in complex sales involving multiple people. Know when the purchasing manager forwards your whitepaper to the tech person, or when your contract is moving through review stages. Conversely, you can move deals back in the pipeline or reassign leads to sales development when your efforts are not met with sufficient response.

**Deal revival.** If you've been working at a company for a year or more, it's likely that more deals have fallen out of the pipeline than you have prospects in the current pipeline. Some of these deals died because of timing or budgetary concerns, not for lack of interest. Ihance will tell you if any past prospects are revisiting your website and collateral, letting you revive deals that you've already spent time developing.

**Automation.** Ihance takes great pains to make our product as easy to use as possible. For sales reps in particular, this means we require no additional work. Continue sending emails just like always, and you are automatically informed of any resulting activity such as website visits or collateral downloads. While the Ihance interface is always available for more in-depth details, it's entirely possible to gain valuable insight into your prospects simply by reading your alert emails, without ever having to learn a new application.

Sales relationships are two-way streets. With Ihance, you finally know what your prospects are actually doing – not just what they tell you.

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