

# Freedom2Act Sales Pipeline Management™

- **Guarantees increased profitability.**
- **Stop wasting sales effort.**
- **Focus resources where you can win.**
- **Target the most valuable customer segments!**

# The Problem

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## ■ Situation

- Clients demand more proof before buying
- Decisions are taking longer and are more complex
- Price pressure means not all clients are worth winning
- Competition is fiercer

## ■ With the result that

- Cost of sale is increasing
- Sales resources are getting spread thinner
- Win rate continues to decline

## ■ So how do you focus on opportunities

- That are worth winning?
- That you can win?

# Analysis

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- **Sales qualification is more critical than ever**
- **Maximize sales effectiveness**
  - Focus on the opportunities you can win
  - Drop the opportunities you can't win (or aren't worth winning)
- **Forecasting**
  - Have a forecast the business can believe
- **Performance management**
  - Know who in the sales team can perform
  - Know who the weaker performers are and the help they need

# Freedom2Act

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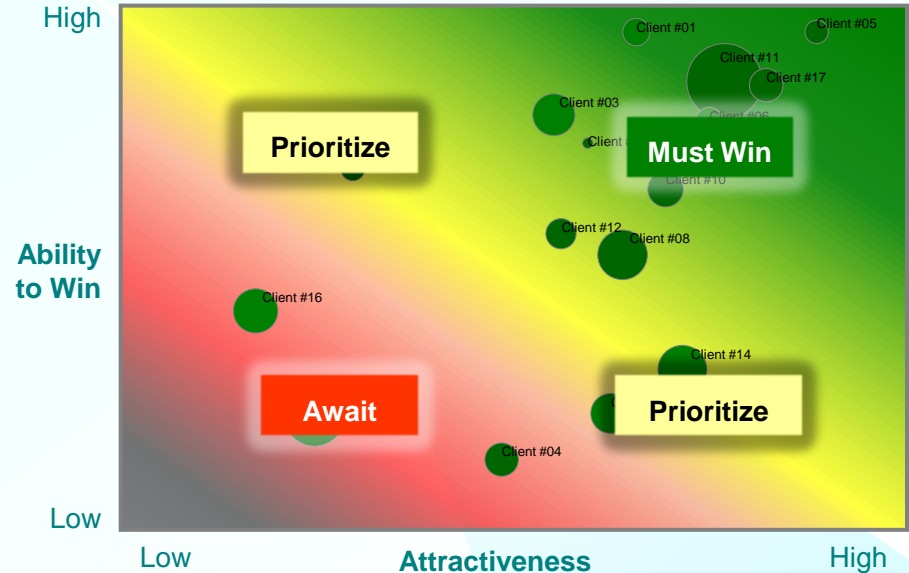
*The Freedom2Act Sales Pipeline Management™ increases sales success through systematic qualification, planning, and managing progress to target the most valuable and profitable sales opportunities and portfolio segments.*

## ■ Applications

- Sales opportunity qualification
- Focus on profitable customers
- Management of sales pipeline progress
- Strategy and account development
- Forecasting

# Sales Opportunity Qualification

- **Reduce cost of sale by analysing opportunities**
  - Objective and consistent
    - All sales opportunities analysed consistently
  - Powerful, graphical reporting
    - Spot the good sales opportunities
    - Spot the poor sales opportunities
- **Make forecasting reliable**



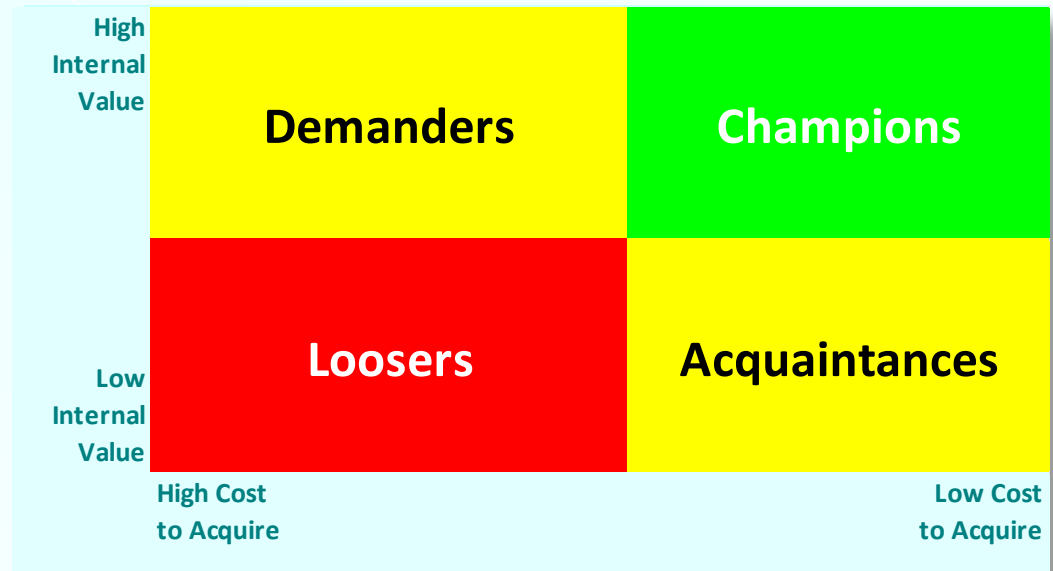
# Focus on profitable customers

## ■ Increase profitability by analysing customers:

SEE HOW

- Champions:  
*Low cost/high value*
- Demanders:  
*High cost/high value*
- Acquaintances:  
*Low cost/low value*
- Losers:  
*High cost/low value*

## ■ Focus effort on the right customers

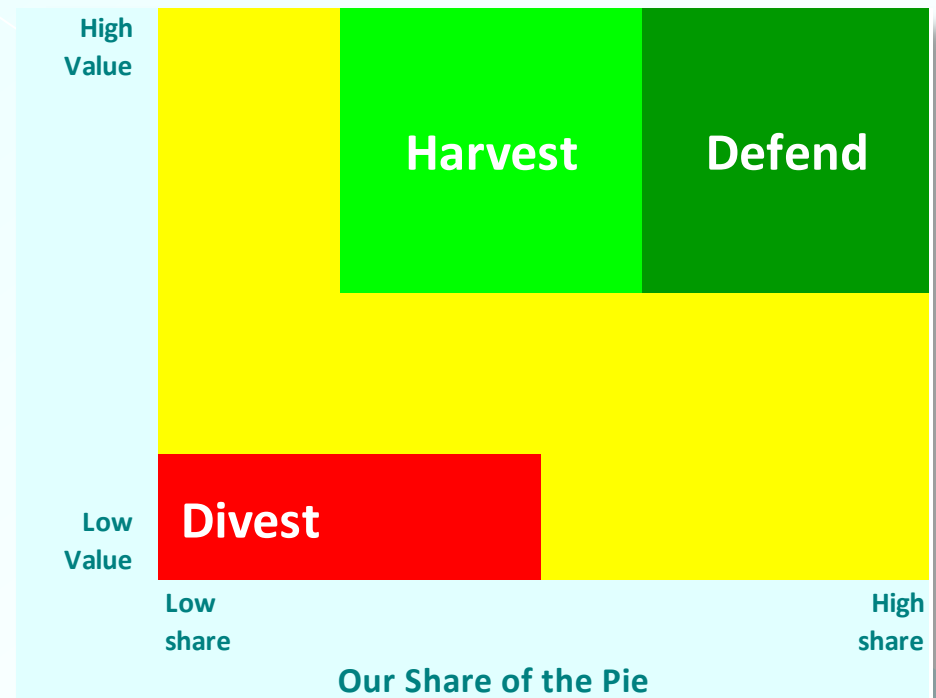


# Strategy and Account Development

## ■ Know which customers to invest sales effort in

SEE HOW

- Know which customers have growth potential
- Know which customers you need to defend
- Know which customers have little potential



# Economics

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## ■ Freedom2Act will enable you to:

- Increase your win rate
  - higher revenues
- Reduce your marketing costs – higher profits
- Reduce your loss rate
  - higher profits
- Focus resources better
  - higher revenues and profits

## ■ With result that:

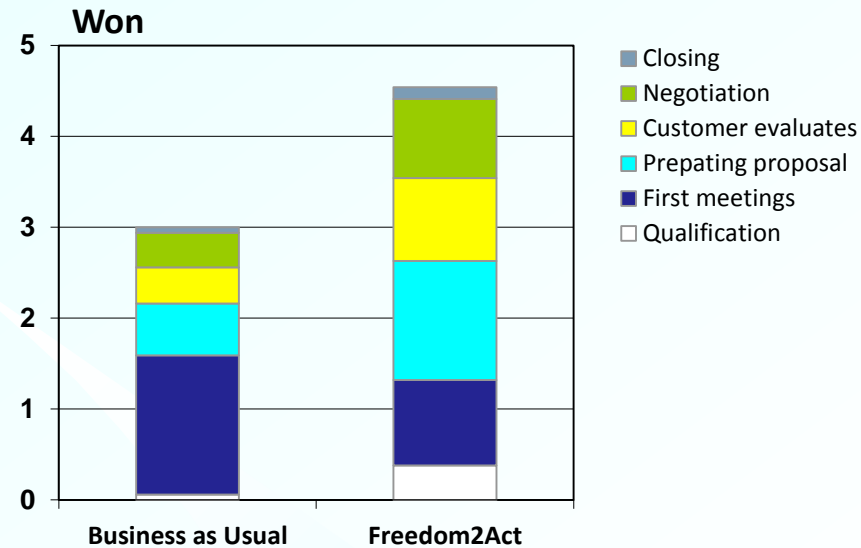
- ROI of Freedom2Act is frequently more than 10 times it's cost the first year.



# Customer Case

*“We increased the efficiency of our sales force by 50 pct. by systematically identifying the most interesting sales opportunities in terms of value and profitability.”*

*“Applying the dynamic and “easy-to-use” sales tool we were able to quickly select the best 30 targets from a list of 150 potential sales opportunities.”*



# Testimonials

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*“Easy to use – immediate results”*

*“Assurance for focused sales efforts”*

*“Structured knowledge on existing/new customers”*

*“Improved qualification based upon objective criteria”*

*“Easy identification of attractive opportunities”*

*“Clear identification of the low hanging fruits”*

*“Focus on where and which efforts are required”*

*“Quick hatching out in leads that do not really lead to anything”*

*“The tool gave me a clear indication of which direction to take in a difficult customer situation”*

*“A relevant product for any account manager.*

*It gives an immediate and comprehensive overview of customers after answering only few but relevant sales qualification questions”*

# Selected Freedom2Act References



**If you want to learn more  
then send an e-mail to  
[info@freedom2act.com](mailto:info@freedom2act.com)  
and we will contact you.**

**Click [here](#) to test the sales tool.**