

Response Analysis

Growth

Trouble

Overly
Confident

Even Keel

Value Proposition



Identify & EveryBuying Influence



Competitors Analysis

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Strengths
What is your organization particularly good at?

Weaknesses
What are the things you need to improve in your organization?
Every company has weaknesses-delivery time,marketing,training

Opportunities
What trends are happening in the market that you could exploit?

Threats
Who are the new competitors entering your market?
Are there alternative ways to satisfy customer needs?

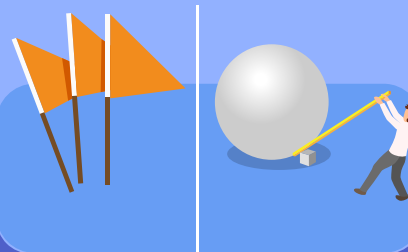
Strengths
What do your competitors do that you can't?

Weaknesses
What do customers perceive as the biggest weakness in your competitors?
Do you have evidence of this?

Opportunities
Are your competitors in a better position to exploit these opportunities than you are?
What is their message to customers?

Threats
Are your competitors growing faster than you? Are they more innovative?Are they moving into new markets?

Recognize Red Flags & Leverage from Strength



Win-Result



Opportunity Mgt

8Manage Corporate Client Business CRM helps your sales teams secure control over their opportunities and improve their sales pipeline management. It provides them with the sales road-map that helps guide their sales efforts by following a sales process. It adds visibility to their sales pipeline by providing them with a real-time overview of where all their opportunities nicely aligned along their sales process steps.

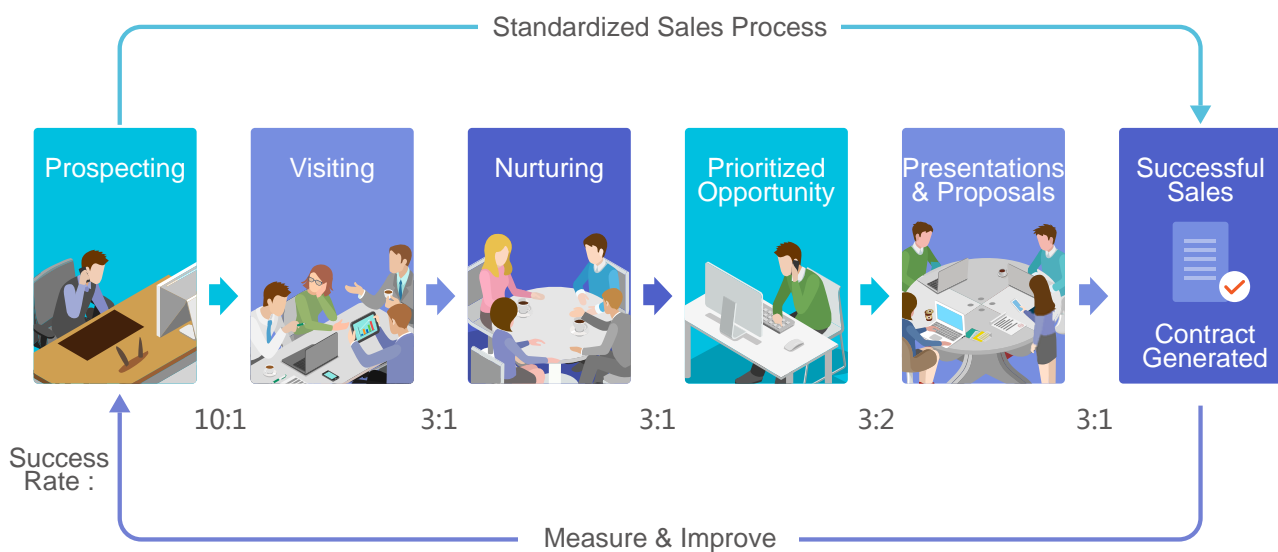
Using the 8Manage Corporate Client Business CRM, your sales teams can achieve the following :

- Stronger sales discipline – Standardizing the sales process and measuring the success rate of each step of the sales process for continuous improvements.
- Better prioritization – Focusing on the opportunities that matter the most.
- Higher win chance – Seeing what need to do next and what the best approach is to complete each sales step.

1. Disciplines To Increase Sales

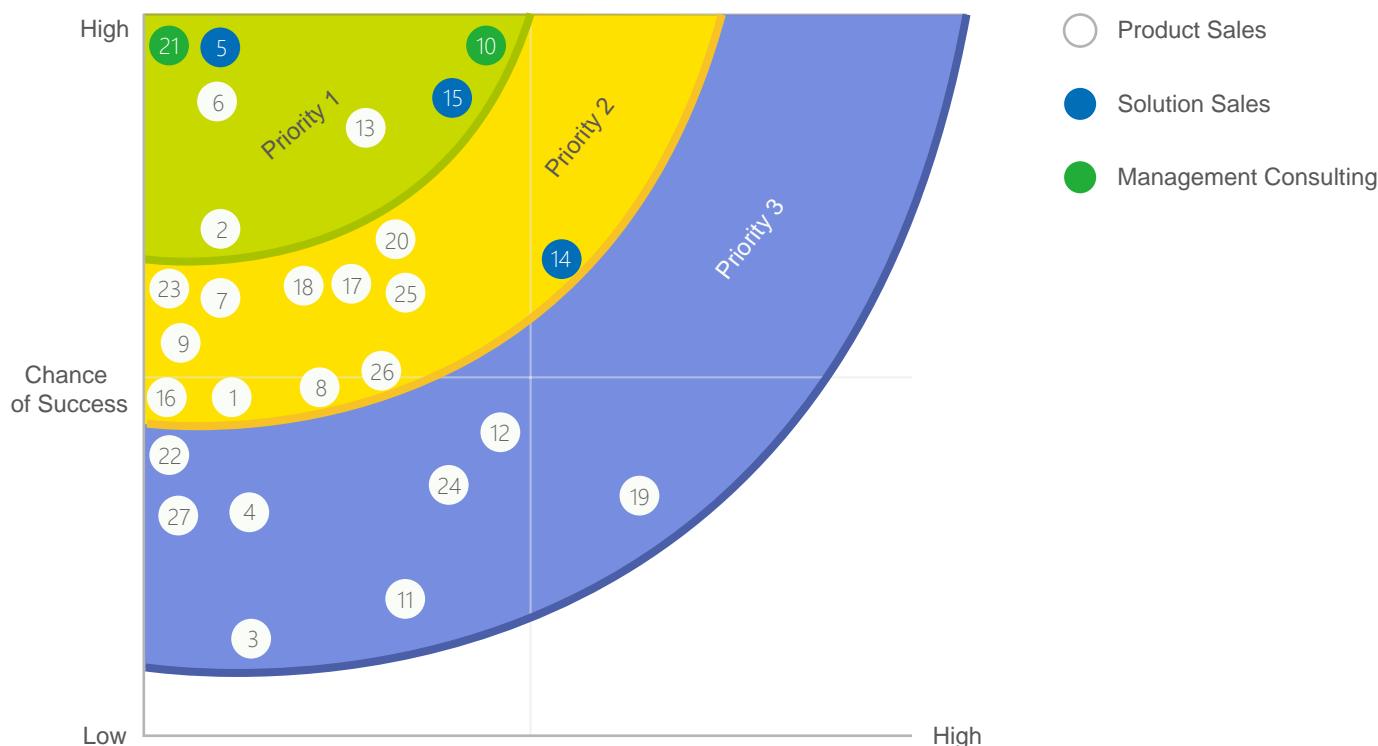
In 8Manage Corporate Client Business CRM, leads can be generated by SEM, eDM, telephone, seminars and referrals that lead to buyer visits. Buyer visits lead to building relationships and qualifying for new opportunities. Qualified relationships lead to sales presentations that in turn lead to buyers buying. Sales of \$X amount equals increased sales.

A sales person using 8Manage Corporate Client Business CRM can track her sales disciplines and total and average them at the end of each month, she will soon learn her sales call-to-close ratio in regards to increasing sales. Before long she will be familiar with the number of sales calls required to make an appointment, e.g., 10 to 1, and how many buyer visits it takes to locate a qualified relationship e.g., 3 to 1. She will also know how many qualified relationships lead to a sales presentation, e.g., 3 to 2, and finally, how many presentations are necessary to get the buyer to buy from her. After the sales person knows her numbers, she can define the daily sales disciplines/activities that are essential to increasing her sales.



8Manage can improve your sales team' s discipline of prospecting and nurturing. Your sales team can immediately produce better sales results by applying the above said continuous improvement method to prospecting. Sales people with no real superior sales abilities often outperform those with greater skills simply through disciplined prospecting. They provide themselves more leads through the discipline of prospecting. The discipline of nurturing is what eventually opens the relationships that open opportunities. Your sales people' s effort to create value for their prospective clients before claiming any is what will eventually bear fruit. But only if they exercise the self-discipline and measurement to create and share new ideas with their prospective clients.

2. Prioritization To Improve Focus



8Manage Corporate Client Business CRM helps your sales team to prioritize their qualified opportunities by a combination of opportunity type, revenue/profit/cost and chance of success/-time. The prioritization helps your sales team to focus their efforts on the highest value opportunities and deal with resource conflicts.

8Manage Corporate Client Business CRM also tracks progress and cost of each opportunity so that mismanaged opportunities can be detected for additional management attention.

3. Analysis To Ensure Competitiveness

A competitive analysis is a critical part of your opportunity management. You will need to first analyze the client's pain points and preferences and then identify potential competitors who can effectively deal with client's problems and preferences. For each competitor, list their strengths, weaknesses, opportunities for you and treats to you. 8Manage allows you to score yourself and your competitors so that you understand the gaps of each better.



4. Clarity To Communicate Values

Clarity is very important in value proposition. Your value proposition should explain how your products and services solve the client’s problems or improves their situation (relevancy) and discuss the tangible benefits, timeframe and required resources and cost.

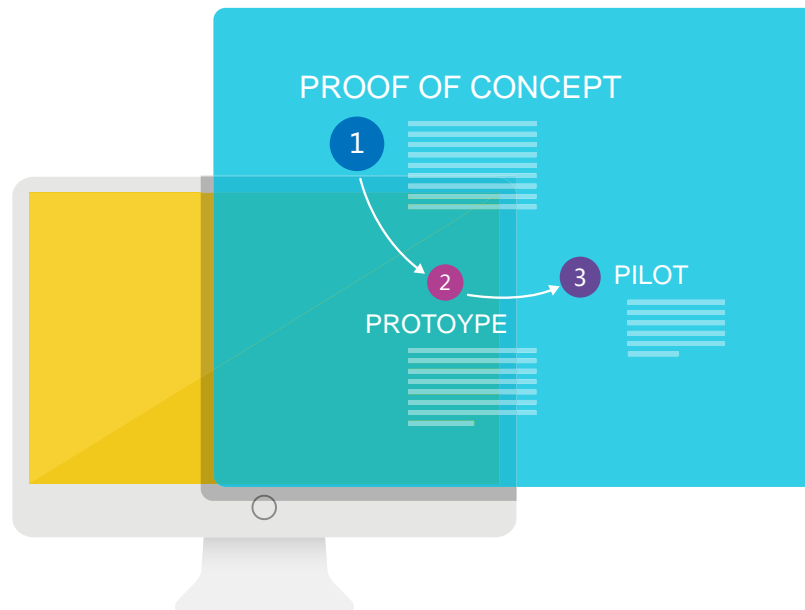


8Manage Corporate Client Business CRM helps you to create value propositions that are clear and communicate the concrete costs and benefits. 8Manage Corporate Client Business CRM allows you to specify current state with concrete problem statement and target state with concrete benefit statement and time and cost requirements.



Combining with 8Manage Corporate Client Business CRM Competitors Analysis, you can also show how your value proposition is unique or different from your competitor.

5. Proof-of-Concept To Ensure Practicality



8Manage Corporate Client Business CRM provides you the facility to manage your Proof of Concept (PoC) projects during your pre-sales stage. The facility allows your client to work with you and your team on the PoC activities and measure the results together. By treating your client as a team member would bring you closer to your client.

6. Managing Influencers To Maximize Leverage

Analysis and management of the key decision makers and influencers in any strategic and long-term sale is crucial for success and for obtaining that big sales contract win. This type of analysis of multi-million dollar & strategic sales deals is a common practice of the top revenue generating companies. 8Manage Corporate Client Business CRM provides tools to allow you to analyze and manage key decision makers and influencers.

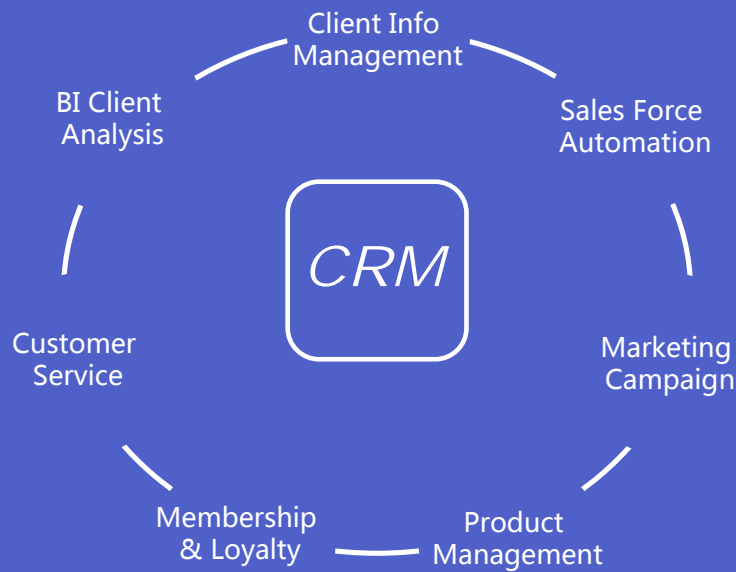


7. Win-Loss Analysis To Improve Win Rates



Win-Loss analysis is very important for verifying perceptions, gain deeper insights into buyer decision factors, guide product development , improve pricing and value proposition alignment , drive more effective product positioning and messaging and better anticipate competitor actions. All these lead to increase win rates.

8Manage Corporate Client Business CRM provides you tool to record the key information for winning or losing an opportunity and analyze results for continuous improvement.



8Manage CRM

www.8manage.com

Wisage Technology is an international software product company with clients in many countries and regions, including the U.S., Canada, China mainland, Hong Kong, Macau, Taiwan, Malaysia and Singapore. All its products are mobile internet ready and can be accessed with IE, Firefox, Safari and Chrome browsers and we also provide different apps on Android and iOS. It offers perpetual licenses for all regions and SaaS in certain regions only for the following products:

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| 8Manage CRM : Mobile Internet CRM | 8Manage eExpense : Web & Smartphone Expense Report System |
| 8Manage SPM : Supplier & Procurement Management | 8Manage eLeave : eLeave & Leave Management |
| 8Manage Simple PM : Simple to Start & Extend PM | 8Manage eTimesheet : Web & Smartphone Timesheet System |
| 8Manage PM : Advanced Tool for Project Planning & Execution | 8Manage eLearning : Advanced eLearning System |
| 8Manage PMO : High Performance PMO | 8Manage eSurvey : Easy-to-use eSurvey System |
| 8Manage Finance : Strong Connectivity with Businesses & Operations | 8Manage eDMS & KM : eDocument & Knowledge Management |
| 8Manage HR : Human Capital Management | |
| 8Manage OA : New Generation Office Automation | |
| 8Manage BI : Point-and-click BI | |
| 8Manage O2O : B2C, B2B, eExchange, eSettlement & eERP | |
| 8Manage FAS : Knowledge Enterprise Full Automation Suite | |
| 8Manage eERP2 : Manufacturer eERP2 | |

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