

Salesnet, Inc.

Boston, MA



Salesnet Extended

➤ Customer Relationship Management Service

CUSTOMERS AT WORK

Salesnet reference customers ran the gamut of company size — a division of a Fortune 50 company, a national retail chain, a well-established midsized business, and a thriving dot-com era start-up. Most reference customers are selling products and services in the B2B realm. Common strategic objectives included:

- Managing profitable long-term customer relationships
- Consistently implementing a unique selling process for world-class results
- Making the whole team more effective

WHY SALESNET EXTENDED?

To succeed in today's fluid, pressure-packed sales environment, your sales team must meet and exceed expectations. Salesnet provides all of the features and functionality you'd expect from a leading CRM solution. Because it can quickly be configured (not customized) to match your unique sales practices, Salesnet enables you to drive your company's unique selling process and best practices consistently throughout your whole organization. Designed for teams on the go, Salesnet provides the offline access and collaboration facilities reps need. Managers can guide and control sales efforts through advanced reporting and analysis capabilities. For affordability and ease of implementation, Salesnet was designed from day one as a pure play, multi-tenant online solution.

COMPANY INFO

Salesnet, Inc. is a private company with about 50 employees.

☎ +1.617.350.0160

www.salesnet.com

BUSINESS IMPACT

Near-term value: Even for its smallest user, Salesnet Extended is easily justified based on incremental revenue. Several customers achieved payback within one month. Salesnet Extended helped one company to grow to four times the size of its closest competitor even with a high turnover in the sales force. One division reported 30% top-line growth in the first six months. Companywide, the number of reps using Salesnet has grown to 1,100. The company has reconfigured the sales process embodied in Salesnet Extended many times to attack new market opportunities. By implementing five unique sales processes reflecting best practices in the most common customer scenarios, another business has grown approximately 50% for two years running. The size of the pipeline has quadrupled, because each rep can now manage four to five times the number of active deals.

Enterprise innovation: Businesses have used Salesnet Extended to develop, implement and institutionalize their own unique selling models that encapsulate "The way" that sales reps manage the customer relationship and leverage the Web-based self-service channel. VPs of Sales credit Salesnet with enabling their teams to present a highly credible consultative selling image and work effectively with extended teams in closing complex deals.

Technology gains: A business service delivered over the Web, Salesnet Extended was implemented quickly and operates smoothly.

SUCCESS FACTORS

Project strategy: Because it is so easy to configure and reconfigure, Salesnet lets you walk before you run. Customers recommend starting with a pilot driven by a strong sales leader, then building from there. In parallel with the early pilots, the team should focus on thinking through the data flows, integrating with other systems of record, and accommodating management reporting needs.

Resources: Dedicated administration is typically not required for Salesnet Extended unless user counts exceed 1000. Depending on the complexity of reporting requirements, a DBA may be required.

Skills: The tool is straightforward to use. Focus the training on educating and reinforcing the best-practices sales process you plan to instill.

Fit: Customers recommend Salesnet for single-tier direct sales situations that require a unique selling process, consistently applied.

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ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven IT products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.