

How Sales Visibility Will Help You Close More Frequently!

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How Sales Visibility Will Help You Close More Frequently!

By Colin Duffy

The end goal of any sales rep is to close, close, close. From initial contact to making that call to

seal the deal, a good salesman/woman should have little else on their mind then moving forward. Although selling different products and services require you to alter your approach, vary your efforts and adapt to different interests and questions, a good salesman/woman must be able to interpret and record customer feedback and funnel it into a structured and clear pipeline in order to succeed.

The pipeline is in effect the measuring stick from which a sales rep's job security will rest, and having a full and healthy pipeline reveals positive employee activity, closing effectiveness and of course revenue potential. This real time sales tracking capability has been long overdue in the eyes of corporate executives, CEO's and sales managers, and has quickly become an industry standard. Powered by Customer Relationship Management software, this sales tracking capability called Opportunity Management is now available in real time CRM solutions, and affords the sales rep a fully integrated software solution that can track a lead all the way to a closed sale.

Opportunity management embedded in a CRM solution accommodates the needs of both Sales managers and their reps, as well as provides them with the tools to fill their pipeline, track each sales progress and ensure that no opportunity goes begging. Having this visibility into ones potential sales will breed accountability and give sales reps the organization they need to close more deals regularly.

To help you better understand the capabilities and benefits of tracking ones opportunities, the following points will highlight the usability and effectiveness of a good CRM solution with opportunity management.

Lead & Account Segregation - tracking ones opportunities properly really starts with having the ability to convert the interested in Lead into an Account. This conversion capability keeps your leads (potential customers) from your Accounts (current customers and those interested in buying).

Account Management - this will allow you track your current customers and pending customers, as well as add multiple contacts on the account as any sale could involve satisfying more than one contact.

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Account Opportunity Management - this feature allows you add multiple opportunities to the one account, allowing you track repeat business as well multiple proposals linked to the same deal. This capability is directly linked to your pipeline and all opportunities are displayed there.

Opportunity Pipeline - this feature provides users and managers with a bird's eye view of all opportunities, their probability of closing, their value, and links to the next steps needed to close.

Opportunity Activity Management - inherent to all CRM solutions is the ability to create and track activities and link them to a particular record. Having the capability to generate and track activities linked directly to an opportunity affords the user the ability to handle more opportunities on the whole.

Closing Opportunities - another very important part of managing your sales pipeline is the ability to close your sales in the system for reporting purposes. Closing a sale won or lost will give users and

management a better understanding of what efforts work, what customers are interested in, and how to approach them in the future.

The clarity offered by today's CRM solutions has taken the sales process to the next level and rendered the spreadsheet tracking model almost obsolete. With intuitive and user friendly CRM models that can literally walk you through the sales process, the diligent and savvy sales rep can close more deals today than ever before.

Colin Duffy enjoys writing about CRM subjects and on demand CRM software vendors such as Salesboom (

<http://www.salesboom.com>

)

Choosing An Autoresponder Email Service

By Charles & Susan Truett

In the internet marketing industry, keeping in close contact with your customers and potential customers is imperative to your success. You need a method of instantly responding to customer inquiries and a way to follow up with those who have expressed an interest in your business. An autoresponder will allow you to instantly respond to emails and your responses are completely automated. You can create the messages you wish to send and your autoresponder will take care of the rest. You will have a round the clock customer service department that send replies in an instant.

You can increase your repeat business and your new business alike through the use of an autoresponder. Your customers will love the frequent contact and you will increase your web site traffic and sales considerably. Many online businesses fail due to a lack of speedy follow-up contacts with potential customers and the inability to keep the company name visible to interested parties. Internet

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marketing is a highly competitive industry and you must keep your business and products fresh in the minds of those who visit your site. An autoresponder will help you build your mailing list without the necessity of questionable practices such as spam.

Try an autoresponder for your initial email responses. You will save time and money and your customers will enjoy the fast response. You can create many autoresponder messages and send them out as frequently as you wish. A fully automated autoresponder is the best way to maintain your customer contact and increase your visibility. You can get an autoresponder for no cost that contains many helpful features that can add to your ability to keep in touch with your clientele.

You can now sign up for a FREE Autoresponder account. We'll Give You Autoresponders To Automate Your Follow-up, Increase Your Sales and Drive Your Profits into Overdrive! 100% FREE! Sign up for your Free Autoresponder at:

<http://www.freefollowup.com>



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