



Sales Management Tools and Glossary

For each Task a proper Tool

In your quest to uncover the ultimate tools for your sales organization, you may want to keep the following questions in mind while reading this document:

- **Do I need a platform that is mobile and accessible everywhere?**
 - **Is my sales force internal or external?**
 - If your sales force is internal there is little need for your tools to be mobile, but it is important that they can be easily incorporated in your already existing tools
 - If you have external sales reps, they have to be able to rely on information delivered to their mobile devices in a timely manner and a cloud solution may be the better option

- **Do I need a standalone platform or one that integrates into a pre-existing set of tools?**
 - **Do I wish to keep my sales intelligence in a different environment than the other data I work with?**
 - With a standalone tool data needs to be fed to the system through CSV file for example, this ensures that no unnecessary data is transferred from one system to the other
 - An integrated tool allows you to easily exploit the data that has already been fed into an existing system, therefore simplifying the process of data collection

- **How much data and which kind of data (structured or unstructured) does this platform need to be able to handle?**
 - **Consider carefully the quantity and the type of data your organisation needs as it impacts the speed at which actionable data is delivered and also the final format of the data**
 - Structured data is data that sits in a database as opposed to unstructured data, which is typically heavy text, images, ... unstructured data by definition more difficult to understand, as it is irregular in its nature. Merrill Lynch, in 1998, cited estimates that as much as 80% of all potentially actionable business information originates in unstructured data.

- **What kind of intelligence do I need? General information, very precise and verticalized information, contact information, ...?**
 - **Selecting the right source ensures that no time is wasted looking at non-actionable data**
 - To understand the context in which my customers or prospects are, is it sufficient for my organization to focus on publicly available data?
 - Do industry specific data (including their cost) provide information that help the sales rep's differentiate our proposition?

- **Does the tool need to be able to handle both internal and external sources?**
 - **Are the internal information sharing platforms of the organisation providing sufficient actionable insights?**
 - Can I access all the data that exist within my organisation/department easily and is it actionable?
 - Beside the data basis we are currently using do I need more information to be more efficient?

- **How much time do I have to get the tools up-and-running and how much time can my sales rep's dedicate to learn how to use those new tools?**
 - **Do I want to integrate my tool into my existing (CRM) environment:**
 - Who's to be involved – Marketing, Sales, Operations, IT
 - Who controls the process and is responsible for delivery of the solution
 - Does each user need personalized interface
 - **How do I roll out the service to the sales force:**
 - Company wide end user training session versus a train the trainer concept
 - Ramp up times
 - Is there internal support for the implementation and management of the solution?

	Sales Intelligence					CRM			Business Intelligence	Content Source
Sales Intelligence	✓	✓	✓	✓	✓			✓		
Business Intelligence								✓	✓	✓
Customer Intelligence	✓	✓	✓	✓	✓					
Market Intelligence									✓	✓
Competitive intelligence	✓	✓	✓	✓	✓			✓	✓	✓
Contextual Intelligence	✓									
CRM						✓	✓	✓		
Digital Research assistant	✓									
Lead Generation	✓							✓		
Sales Enablement	✓	✓	✓	✓	✓	✓	✓	✓		
Social CRM						✓	✓			

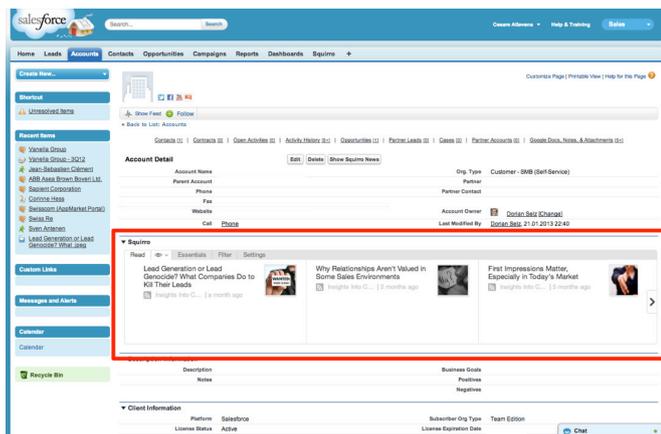
Tools are grouped by general categories and check marks indicate for which tasks these tools perform best or are most known for. The list of tools is neither exhaustive nor is it intended to be.

Glossary

Contextual Intelligence

Contextual intelligence is a leadership competency based on empirical research that integrates concepts of diagnosing context and exercising knowledge. Today's leaders, managers, and employees must be able to foresee and diagnose any number of changing contexts quickly, then seamlessly adapt to that brand new context or risk becoming obsolete and irrelevant.

Tools: Squirro



Squirro provides contextual information within the Salesforce environment. The information is sourced based on signals that are caught within the Salesforce instance of interest and then matched with various news sources whether internal or external, web-based, from social networks, or specialized sources.

Sales Intelligence

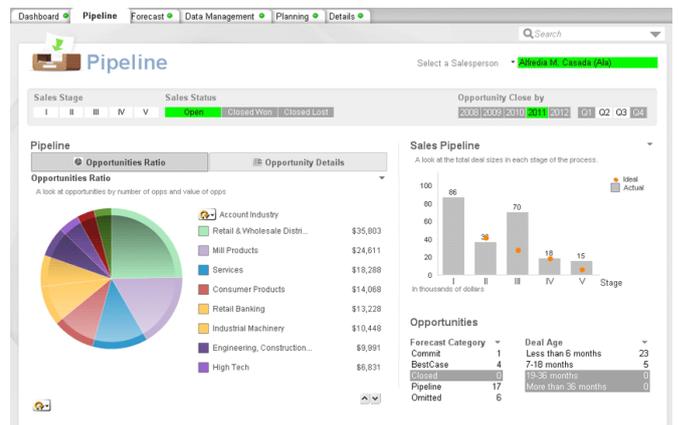
(SI) refers to technologies, applications and practices for the collection, integration, analysis, and presentation of information to help salespeople keep up to date with clients, prospect data and drive business. In addition to providing metrics for win-loss and sales confidence, SI can present contextually relevant customer and product information.

Tools: Squirro, InsideView, Artesian, Attivio, Callidus, SAP

Business Intelligence

(BI) is the ability of an organization to collect, maintain, and organize data. This produces large amounts of information that can help develop new opportunities. Identifying these opportunities, and implementing an effective strategy, can provide a competitive market advantage and long-term stability.

Tools: SAP, Qliktech, DowJones



Screenshot of Qliktech's Qlikview business intelligence suite.

Digital Curation

is the selection, preservation, maintenance, collection and archiving of digital content.

Digital curation generally refers to the process of establishing and developing long term repositories of digital assets for current and future reference by researchers, scientists, historians, and scholars.

Enterprises are starting to utilize digital curation to improve the quality of information and data within their operational and strategic processes.

Tools: Squirro

Customer Intelligence

(CI) is the process of gathering and analyzing information regarding customers; their details and their activities, in order to build deeper and more effective customer relationships and improve strategic decision-making.

Tools: Squirro, InsideView, Artesian, Attivio, Callidus, SAP

Market Intelligence

is the information relevant to a company's markets, gathered and analyzed specifically for the purpose of accurate and confident decision-making in determining market opportunity, market penetration strategy, and market development metrics.

Tools: Qliktech, DowJones

Competitive Intelligence

A broad definition of competitive intelligence is the action of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors and any aspect of the environment needed to support executives and managers in making strategic decisions for an organization.

Tools: Squirro, InsideView, Artesian, Attivio, Callidus, SAP, QlikTech, DowJones

CRM

Customer Relationship Management is a model for managing a company's interactions with current and future customers. It involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.

Tools: Salesforce, SAP, SugarCRM



Salesforce CRM dashboard showing the evolution of KPI's.

Sales Force Automation

Sales force automation (SFA) uses software to streamline the sales process. The core of SFA is a contact management system for tracking and recording every stage in the sales process for each prospective client, from initial contact to final disposition. Many SFA applications also include insights into opportunities, territories, sales forecasts and workflow automation.

Digital Research Assistant

A research assistant is a researcher employed, often on a temporary contract, by a university or a research institute, for the purpose of assisting in academic research. Research assistants are not independent and not directly responsible for the outcome of the research and are responsible to a supervisor or principal investigator. Research assistants are often educated to degree level and might be enrolled in a postgraduate degree program and simultaneously teach.

Tools: Squirro, SAP

Lead Generation

Lead generation is a marketing term used, often in internet marketing, to describe the generation of consumer interest or inquiry into products or services of a business. Leads can be generated for a variety of purposes; for example: list building, e-newsletter list acquisition or for winning customers. There are many tactical methods for generating leads. These methods typically fall under the umbrella of advertising, but may also include non-paid sources such as organic search engine results or referrals from existing customers. Businesses strive to generate 'quality' leads. Quality is usually determined by the propensity of the inquirer to take the next action towards a purchase.

Tools: Squirro, SAP

Sales Enablement

Sales enablement is the discipline of helping sales sell better through providing them with insights into buyer motivations, organizational behavior, and territory activity. It also includes allowing sales a better opportunity to sell effectively the careful use of lead nurturing to maintain top-of-mind awareness and build trusted relationships.

Tools: Squirro, InsideView, Artesian, Attivio, Callidus, SAP, Salesforce, SugarCRM

Social CRM

is use of social media services, techniques and technology to enable organizations to engage with their customers. As an emerging discipline, interpretations of Social CRM vary, but the most frequently quoted definition is from Paul Greenberg: Social CRM is a philosophy and a business strategy, supported by a technology platform, business rules, workflow, processes and social characteristics, designed to engage the customer in a collaborative conversation in order to provide mutually beneficial value in a trusted and transparent business environment. It's the company's response to the customer's ownership of the conversation.

Tools: SAP, Salesforce, SugarCRM

References:

- Wikipedia, <http://wikipedia.org>
- Contextual Intelligence, An Emerging Competency for Global Leaders by Matthew R. Kutz, School of Global Leadership and Entrepreneurship, 2008
- Eloqua, <http://eloqua.com>



About Squirro

Squirro is the leader in Context Intelligence, combining structured and unstructured data to provide the 'Why' behind the data. Squirro brings the relevant context from the sea of information directly to your regular workplace.

What Business Intelligence systems did for numbers, Squirro does for content: make unstructured data usable. 'So What?' - because achieving this reduces searching time by 90% and allows for better, more effective decision-making.

The highly skilled Swiss team of search experts has been working together for over 10 years to create a precise software engineering solution that delivers a real-time, self-learning embedded 360° context radar.

Squirro: Your data in Context.

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