



Opportunity Analyzer enables an enterprise's sales channels to score and prioritize customers and prospects for a sales initiative, using both enterprise and channel customer and prospect information.



SalesEdge Accelerator™: Opportunity Analyzer

Opportunity Analyzer provides enterprises with the ability to provide sophisticated customer and prospect scoring and analysis in their sales channels.

Opportunity Analyzer provides two levels of scoring and analysis:

1. Scores and prioritizes prospects and customers relative to their current and long-term attractiveness as a customer for the enterprise and channel partner.
2. Building on the scoring in item #1, further scores and prioritizes prospects and customers relative to fit and likeliness to buy for a particular sales initiative.

This customer and prospect scoring is best leveraged as input for a SalesEdge Accelerator Game Plan. Game Plans guide channel salespeople through the sales process in identifying, engaging, and closing opportunities. Opportunity Analyzer provides the means to prioritize and focus sales time on the most lucrative and likely-to-buy prospects and customers.

Opportunity Analyzer utilizes advanced scoring algorithms that accommodate ideal customer attributes from the enterprise, a particular sales initiative, as well as individual channel partners. This method allows many factors to be included and appropriately weighted in identification and prioritization of prospects. Prospects are scored based on a variety of factors such as financial fit, product fit, profitability and demographics. Opportunity Analyzer can also be used to target a competitor's customers through scoring based on the attributes of their most vulnerable customers.

The Opportunity Analyzer design combines a wide variety of data for scoring, and extends well beyond the typical transactional or generic/public data. The design also protects the data confidentiality for all groups involved, enabling both enterprise and channel data to be used in the analysis, without compromising the integrity, privacy, and proprietary natures of each source. The design facilitates the data to be scored frequently, changing the results as sales events occur, new promotions are launched, new products introduced and other factors develop.

Key Benefits:

- ✓ Guide channel sales people to focus selling efforts on preferred prospects of both the enterprise and the channel organization.
- ✓ Prioritize sales resources for a given sales initiative based on the likelihood of making a sale and the relative financial attractiveness of the opportunity.
- ✓ Leverage enterprise, channel, and supplemental customer data sources for maximum effect while respecting the proprietary ownership of the information.

Analytics

Opportunity Analyzer includes built-in analytics capabilities that provide management visibility into both usage and identified opportunities. These analytics provide leading indicators and are generated from usage and activity rather than forms based reporting.

About the SalesEdge Accelerator Suite

Opportunity Analyzer is a part of the SalesEdge Accelerator Suite of products from Superior Edge.

Other modules include:

- **Initiative Designer:** provides the ability to create, build, approve, and publish sales initiatives.
- **Promotions Performer:** provides the ability to identify the most lucrative and likely to close sales opportunities based on current sales promotions and other initiatives.
- **Game Plan:** provides the ability to launch and execute sales initiatives through sales channels.

SalesEdge Accelerator represents the next generation of sales tools. SalesEdge Accelerator is a web 2.0, software-as-a-service, enterprise-level suite of applications. The focus of SalesEdge Accelerator is to drive organic revenue growth by helping salespeople improve execution and leverage the wonderful sales opportunities created by sales initiatives.



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