

Integrating Marketing and Sales to Maximize Efficiency

Solata Target Seller integrates your marketing and sales process on a single platform so you can manage and track the results of all of your business development efforts on a real-time basis.

Solata Target Seller gives your salespeople complete control over the selling process, while management gets peace of mind.

Sales and Productivity Enhancement Features

The **Solata Target Seller** provides your sales team with tools they need to automate every step of the selling and relationship-building process in a way you can track.

Leads coming from the **Solata Permission Manager** or other databases are accessed by salespeople through their **Solata Target Seller** accounts. Each contact displays information collected on the **Solata Permission Manager** permission form.

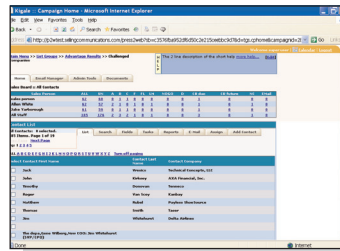
The contact form also displays sales tips and useful information, and includes a library of approved sales letters, PDFs, or e-mails the salesperson can send following a call.

The salesperson inputs notes and follow-up dates based on the call outcome, and gets automatic prompts when a followup is due.

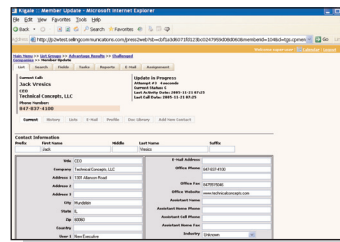
Salespeople can check the history of prospects to see how many times they have been contacted by the company, by whom, and by what means, and can verify if an e-mail sent using the **Solata Target Seller** has been opened.

Real Time Sales Management

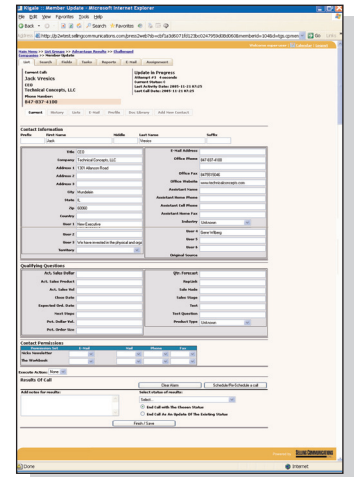
Solata Target Seller gives you complete control over the selling and relationship-building process at every stage.



Solata Target Seller



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Features:

Leads get distributed to salespeople either automatically via the **Solata Permission Manager** or manually by importing rented or other lists. All list rental parameters are automatically monitored to respect appropriate licensing terms.

Management views a dashboard showing the current state of sales prospecting by individual and/or territory and can run reports on business status or other performance indices.

Management can track the day-to-day progress of the entire team, territories, or individuals; review notes and information, length of calls, follow-ups, and outcomes.

Management can correlate sales results to marketing and sales activities.

The system can easily be linked to open-architecture-based incentive or compensation software.

It can easily be set up for agencies handling multiple accounts and campaigns.

Learn more about what Solata can do for your organization. Contact Jim Kilmetis by e-mail at jkilmetis@solatatech.com or telephone at 914-591-7600, ext. 229.



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Solata Target Seller Case Study

Objective

Automate a highly targeted marketing and sales program.

Background

A new hair care product line needed to quickly target the 300 top salons for its sales and marketing efforts. It needed a way to tightly focus all sales and marketing activities on the same salons over an ongoing period and wanted a way to automate the entire process.

Solution

The company deployed a **Solata Target Seller** system including the 300 accounts it wanted its salespeople to target. The marketing department used the same list and technology to manage its print and Internet activities, and the salespeople used it to manage and record their sales activities. The system gave salespeople the key tips they need to address objections, as well as officially approved letters and PDFs that would easily be sent to customers.

Results

The company makes absolutely certain that its salespeople and marketing team focus on the same people in a carefully choreographed manner to maximize results.

It determines precisely the number of targeted salons that become customers, the source of the name, the marketing and sales activities required to “sell” it, and the time it takes.

