

Sales Funnel

Any business that wants to track, manage and maintain the momentum of their sales needs an efficient sales lead tracking system. Sales Funnel, effectively manage all sales information from the beginning to the closing of the sales. Sales is also like business activity it needs planning. To achieve a required output (Targets) you need a certain level and quality of input (prospects). Sales funnel gives you clear figures of actual results and keep things more focused and optimized. It keeps right opportunities at top of funnel.

A sales funnel presents a "snapshot" of your sales function at any given point in time. For conceptual purposes, the sales process is often compared to a funnel where new leads coming into the system (i.e. prospects) are initially placed into the top of the funnel (the widest part) and then worked through the system by informing, persuading, overcoming objections, providing information, demonstrating, providing free samples, etc., until at the narrow part of the funnel, an order is placed and a sales is closed when payment from the customer is received.

By running a Sales Funnel Report, the sales manager can visually see how many leads are at each step, if there are any "bottlenecks", or if there are an insufficient number of leads at any stage. Armed with that knowledge, then the sales manager may instruct his or her sales force where they should focus more attention to keep sales at the desired level.

Key Benefits

- ✓ Lead Management – For effective Lead Tracking
- ✓ Opportunity Management – Conversion of Effective Lead into Opportunity and tracking each sales milestone.
- ✓ Manageable Directions
- ✓ Setting Objectives
- ✓ Comprehensive monitoring and analysis of sales initiatives.
- ✓ Manage Sales Pipelines more effectively
- ✓ Control the Sales pipeline
- ✓ Improves Sales Productivity
- ✓ Improves Conversion Ratio
- ✓ Strategic Planning
- ✓ Effective Results
- ✓ User Friendly application environment
- ✓ Website Administration Control Panel to Manage user roles
- ✓ Data storage in protected relational database management system
- ✓ Auto Responders for on time sales initiatives
- ✓ Data Filtration for Information View and Reports

Technology

- ✓ Microsoft Development Platform: C#, ASP.Net 2.0 Framework, AJAX, Web Services, MS-IIS 6.0, BI DataAssist Reporting tool
- ✓ Database: MS SQL Server 2000
- ✓ Microsoft Documentation Platform: MS Projects, MS Word, MS Excel
- ✓ Adobe Designing Tools: Macromedia Dreamweaver, Photoshop, CorelDraw