## MY SALES ARSENAL
### Close Business by Knowing Your Customers

**MYTrueCloud**
Going to New Heights

# Extending Customer Relationship to the Organization and Beyond

A successful sale always begins with understanding your customers' needs. Your sales team invests significant time in gaining vital customer knowledge. How does your business gather and protect this knowledge and make it available to the organization? The more the entire organization knows about your customers, the better those customers can be served resulting in long-term relationships and future revenue opportunities. A comprehensive Customer Relationship Management ("CRM") system provides the foundation to optimize and disseminate customer knowledge.

MY Sales Arsenal is a CRM solution that manages the complete sales cycle of your sales teams and provides complete visibility to management. You want your sales people selling. MY Sales Arsenal is easy to use, which allows for rapid deployment and adoption (overcoming the biggest obstacles of a CRM implementation). Key features of MY Sales Arsenal are:

➢ *Contact Management* – Identify key decision makers, gather and retain contact information, link all communication and activity, and automatically convert to an opportunity, if appropriate.

➢ *Opportunity Management* – Identify and track multiple opportunities for a specific customer, identify parent-child opportunities to optimize resources, link all contact and documents as well as coordinate and schedule all activities for each opportunity.

➢ *Lead Management* – Implement your specific sales methodology and custom workflow to ensure processes and policies are followed, automate the flow of leads to opportunities, and measure the effectiveness of lead generation campaigns.

➢ *Pipeline Management* – Implement a consistent forecasting methodology, automate the reporting and analyses of sales information, and simplify the weekly sales update process by making all information available to management.

➢ *Advanced Dashboard* – Create a custom dashboard for up to 14 key metrics to capture all relevant sales and marketing activity for each person or team. Integrate metrics from outside sources to create a single powerful workspace to conduct and review all of your daily activity.

➢ *100% SaaS/Cloud* – Armed with any mobile device, your sales team will have access to all vital customer and company information, ability to conduct all sales activities, and monitor the activity of others supporting the sales cycle – a true Mobile Office.

➢ *2-Factor Authentication* – Above Military-grade security to ensure confidential information is protected and only seen by those authorized. A real time Forensic Monitor tracks who is accessing confidential information and when it occurs.

MY Sales Arsenal is a productivity tool that makes your sales team more efficient and effective unlike many CRM solutions that add layers of work. Striking the balance between administration, selling, and protecting proprietary company information in a mobile world is not easy, but MY Sales Arsenal has proven to be up to the challenge.



Drive Growth, Profitability and Customer Satisfaction by Unlocking Access to Information

**MY SALES ARSENAL -** Contact & Opportunity Management
Configurable Dashboard (Tile Technology)
Lead and Pipeline Management
Project Management and Customer Support
Workflow

**MY CAMPAIGNS -** E-mail and Newsletter Campaign Management
Campaign Analytics
Self-Cleansing Database Administration

# CRM Beyond Sales
## Support and Projects - Vital to Customer Relationships

You work hard to acquire customers, but the on-going relationship is built on the trust earned by delivering what you committed to do. For many businesses, the support and consulting teams are instrumental in delivering expectations and keeping customers happy. MY Sales Arsenal provides integrated support and project functionality to monitor efforts, track interactions and status, and provide organization visibility to improve communication between the teams and your customers.

Support teams typically receive calls when a customer is frustrated and is looking for immediate answers. Instant access to customer information is critical. MY Sales Arsenal provides the full 360 degree view of each customer enabling your support team to quickly get up to speed on all customer interactions. Support will have the tools to ensure a swift resolution and customer satisfaction.

➤ *Case Management* – Log a call, assign a severity level, provide a detailed description of the issue, and attach any associated documents. Create a custom workflow and dashboard to ensure issues are resolved in accordance with your support policy.

➤ *Bug Report* – Log a bug, classify the issue type and category, assign a severity level, link associated case reports, and attach any associated documents. Create a custom workflow to expedite resolution and provide visibility to recurring issues.

**Make Sure the Left Hand Knows What the Right Hand is Doing to Deliver the Best Customer Experience**



Successful projects result from close collaboration and planning among team members. The more details and scope incorporated into a project, the better your team can deliver the results. Ultimately, success breeds success so creating repeatable project plans is important. MY SalesArsenal provides the following tools to support projects:

➤ *Project Management* – Create a project identifying team members, list key objectives, identify committed delivery date, and attach associated documentation. Create a custom workflow and dashboard to ensure project visibility remains high.

➤ *Tasks* – Provide detail-level tasks supporting each phase of the project by denoting responsible individuals, providing status and completion level, estimating hours of effort, and serializing the priority of tasks to keep the team focused.

MY Sales Arsenal is not a traditional CRM because it brings the entire organization to your customers. When used with MY Documents, MY Social and MY Web Conferences, our integrated solutions creates a Collaboration Platform unlike any other on the market!