

IBM Cognos Performance Manager Demo **Sales Transcript**

Now you can improve performance and create more significant and sustainable business advantage than ever before.

A new best-practice decision-making approach from IBM breaks corporate performance into specific business functions, each containing information sweet spots that can transform companies from being middle-of-the-pack to industry leaders.

Better information is the vehicle that drives leadership-producing actions. Let's see how...

While the sales adage "volume cures all ills" is an oversimplification, sales performance clearly plays a significant role in a company's overall health. Improving sales performance means providing your sales force with the information they need, when they need it. It means understanding what is driving sales performance and which products and customers are most important. It means improving the tactical side of selling. And it means understanding what is driving your sales pipeline and sales plan. The IBM Cognos Performance Management Framework helps you unlock the full sales potential for your organization. Here's how ...

A quick glance gives you information about your forecast versus actual sales by geography. The Netherlands is well under target, but France, which isn't as far below by percentage, is a concern because of its greater revenue potential.

Digging beneath the surface, you see a problem in the Netherlands pipeline: too little sales from Stage 2 opportunities. Your sales model calculates the number of leads you need to meet targets, providing you with a firm data point to share with Marketing so they can help you generate more leads.

This sales pipeline report provides the current and forecasted results you need to address problems early. You see you closed \$12,000 today while creating \$23,000 in new opportunities. You can also track the sales cycle throughout the quarter and be confident that you're doing everything necessary to hit sales goals.

Another valuable way to view sales is by product line across geographies. You can get further detail by filtering the data to breakdown sales by channel. In this case, you're determining how much of your overall sales resulted from direct sales visits versus other channels.

Graphing the results gives you an even clearer picture of product line breakdown by geo. For example, did you expect Home Theatre sales to be so dominant within your direct sales product line? Is this in line with your plan and your pipeline?

Here you see that despite the relative dominance of Home Theatre sales, you're still tracking dramatically lower in that revenue line versus last year. This underscores a key advantage of a performance management system – delivering deeper context and insight that might not be apparent otherwise.

You can quickly identify and respond to exceptions and opportunities. This scorecard gives you yet another informative view of sales performance, showing actual revenue is trending down versus planned, and that slow service continues to be a problem.

Impact diagrams not only highlight how you're doing, but provide cause and effect context. In this example, the sales pipeline falloff seems to be caused by a failure to convert inquiries.

Identifying trends early is essential to maximize performance. This chronological chart shows a dramatic drop in actual versus targeted results in the most recent month. The plan you created within the performance management system takes into account the importance of growing new customer sales.

This graph compares your results to that plan, showing the most recent programs you collaborated on with Marketing are paying off. While fast identification of problems and opportunities is important. Rapid response is equally important.

Here you can automatically email alerts based upon predetermined conditions – in this case your falling sales pipeline – helping frontline personnel quickly understand the problem and take corrective action.

Select the onscreen link to discover the potential of Performance Management for your organization! Attend a Performance Management Experience Workshop or email us for additional information.