



COSMO CONSULT
Business-Software for People



Business
software
for people

Strategic Sales

ASSESSMENT OF OPPORTUNITIES
VIRTUAL SALES COACH

BUYING CENTRE

SALES PLANNING

MICROSOFT DYNAMICS 365 FOR SALES

SALES INTELLIGENCE

CC|BI FOR DYNAMICS CRM

FORECASTING

CC|CRM SALESUP

BUDGETING

Microsoft
Partner



Gold Enterprise Resource Planning
Gold Cloud Customer Relationship Management
Gold Collaboration and Content
Gold Data Analytics
Gold Cloud Platform

Strategic Sales

With Microsoft Dynamics 365 for Sales

Sales is communication – and far more than just supply and demand. In order to get into contact and keep in touch with prospects, customers and especially their decision makers, your communication should be supported by structured customer relationship management. To do this, you will need both powerful CRM software for sales as well as dashboards specifically tailored to sales.

CHALLENGES

Strategic sales

You want your sales team to adhere to a consistent strategic sales process?

Sales planning

You want to be able to plan your sales and orders ahead of time without any bad surprises?

Assessment of opportunities

You want to have your sales opportunities qualified by a realistic and consistent evaluation method?

Buying centre and politics in sales

You want to be able to map both the buying centre and decision hierarchies?

Communication

You want to enable your sales team to communicate via multiple channels in a target-oriented way?

Budgeting and forecasting

You want to visualise sales, new orders and target achievement within minimum time?

SOLUTION

The ideal sales process in combination with the sales functionality of Microsoft Dynamics 365 for Sales.

Assessment of opportunities

- ▶ Lead management
- ▶ Sales opportunities management
- ▶ Contact data management
- ▶ Mobile access scenarios
- ▶ and much more ...

cc|crm salesup

Add-on for sales excellence with CRM

- ▶ Expanded sales funnel
- ▶ Target group focus
- ▶ Active opportunities management
- ▶ Political organisation chart
- ▶ Virtual sales coach

cc|crm politics

The add-on is part of cc|crm salesup with a focus on

- ▶ Mapping networks in companies
- ▶ Recognising and visualising relevant relationships
- ▶ Using correlations in sales

Fast Edit

- ▶ Direct editing of attributes in CRM views
- ▶ Improved search function
- ▶ Direct opening of records

cc|bi for dynamics crm

- ▶ Direct editing of attributes in CRM views
- ▶ Improved search function
- ▶ Direct opening of records from Fast Edit



BENEFITS

Lead management

Generating as many valuable leads as possible within the defined target group in a minimum of time.

- ▶ Systematic and fast target group segmentation
- ▶ Planning and execution of outbound and inbound marketing operations for each target group
- ▶ Assessment of sales and marketing operations on the basis of the leads generated

Sales intelligence – strategic sales

Increasing closed deals in a minimum of time

- ▶ Identifying levers in your sales organisation
- ▶ Visualisation of your ideal sales process in Dynamics CRM
- ▶ Definition and monitoring of the milestones in the sales process

Forecasting and budgeting

Creating a high-quality pipeline – allocating valuable resources to valuable leads

- ▶ Visualisation of the pipeline in the sales funnel model
- ▶ Shorter budgeting times through mapping in Dynamics CRM
- ▶ Making rolling target/actual comparisons

Active opportunities management

Increasing the likelihood of closing sales opportunities

- ▶ Uniform assessment criteria for all sales opportunities
- ▶ Calculation of an objective likelihood
- ▶ Available on laptop, tablet or smartphone



*SALES IS CHANGING –
IT IS THEREFORE ALL THE MORE IMPORTANT
THAT YOU ALWAYS KNOW
WHERE YOU STAND. TODAY MORE THAN EVER,
WE HAVE TO KNOW TO WHOM WE HAVE TO SELL
AND, THEREFORE, WITH WHOM WE HAVE TO
COMMUNICATE!*

ALFRED SCHILLER

Senior Sales Manager, COSMO CONSULT SI GmbH, Austria

Organisation chart of decision makers

Recognising purchaser roles and visualising structures in the system

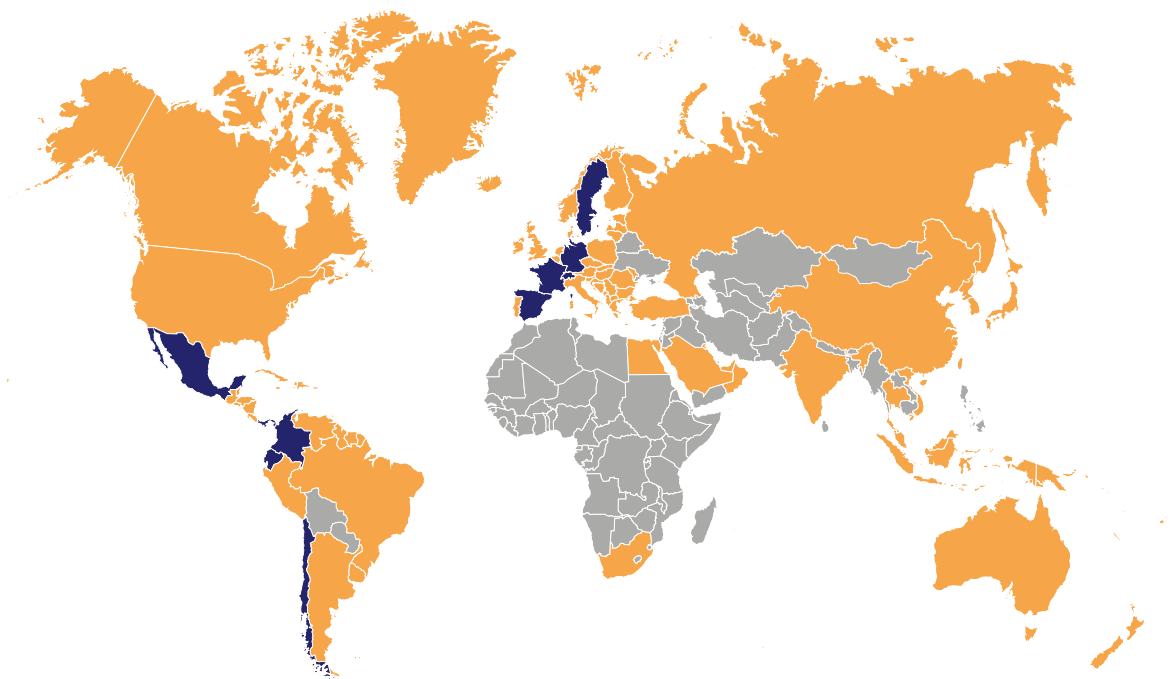
- ▶ Uncovering and mapping the informal purchasing organisation
- ▶ Recognising hidden champions, decision makers and vetors
- ▶ Preparing and communicating target group-appropriate messages

Virtual sales coach

Sustainable securing of performance increase of new orders/sales/contribution margin

- ▶ Dynamics CRM guides your sales team through the ideal sales process
- ▶ Opportunities and risks are revealed at an early stage
- ▶ New sales staff is productive in the shortest possible time
- ▶ Making rolling target-actual comparisons





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