

**SHIWANA provides services that increase revenues and improve the effectiveness of your sales team. We focus on better ways to close more business, increase sales productivity, improve the accuracy of forecasts and close deals faster.**

If you could wave a magic wand over your company and increase the productivity and reliability of just one department, it is likely your choice would be your sales organization. Since sales yields revenue and revenue drives the success, growth and prosperity of your company, it is critical you employ best practices in order to increase sales effectiveness and their results.



Over the past several years all companies have asked sales to do more with less.....less time, less training, fewer resources, and less management. Their focus has been narrowed to near-term deals and in many cases sacrificing longer-term potential customers. Meanwhile, the time to convert a customer decision into an order is taking longer and competition's invading your installed customer base, often trying to buy your market.

## OUR SUITE of SERVICES

Shiwana's Sales Execution Services address today's challenges throughout the entire sales process; Qualifying and closing new prospects; new product introductions to existing customers; and assuring customers are completely satisfied - thus locking out your competition! Shiwana has proven you can achieve as much as a 3-5 times increase in your sales team's success and effectiveness by simply by deploying our services.

### ***QUALIFY IT!***

Salespeople are too focused on short term deals to spend a lot of time on qualifying sales inquiries. Shiwana's Qualify It! is a service that pre-screens inquiries generated by your marketing department, so salespeople can more spend time with serious buyers. We don't do lead generation, we make the leads you generate, better.

### ***FORECAST IT!***

Shiwana's Forecast It includes methods and tools to improve your predictability of when orders will close. We provide an event-driven forecasting approach that is easy to implement across all your channels of distribution – both direct and indirect. This time tested technique eliminates the guessing game of when deals will close and puts you back in control of your sales process.

***CLOSE IT!***

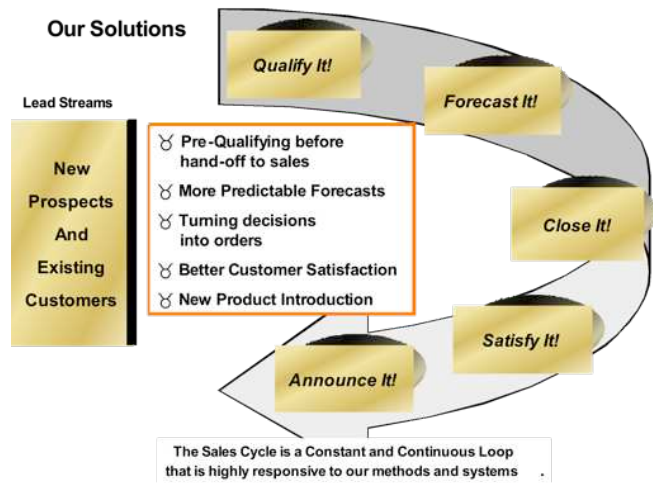
Once a successful sales campaign is completed and you are the selected vendor of choice, your next challenge is closing the deal. Shiwana’s *Close It!* methodology helps you reduce the time it takes to convert customer decisions into bookable orders and improve your predictability of when orders will close.

***SATISFY IT!***

Salespeople need to constantly balance their time spent on qualifying and closing opportunities vs. nurturing customers to insure their satisfaction. *Satisfy It!* is a service that helps you improve customer satisfaction, after a sale is made.

***ANNOUNCE IT!***

*Announce It!* is our service that accelerates the awareness, introduction and acceptance of new products to the marketplace. It also that pre-screens inquiries generated by your marketing department so salespeople can more spend time with serious buyers. Salespeople can then follow-up with clients that express serious interest, rather than “dialing for dollars.”



**BENEFITS**

Shiwana’s Sales Execution Services have proven to increase revenues and improve sales effectiveness. Additionally you can:

- Increase the number of qualified leads in the funnel
- Increase the number of new and repeat orders
- Free salespeople to spend more time on qualifying and closing serious buyers
- Reduce the time it takes to convert large opportunities into bookable orders
- Improve the predictability of your forecasts
- Reduce the time it takes to bring new products to market
- Achieve a High Return on Investment with tangible results

Contact us to learn how to improve your Sales Execution