

# Sales Access Manager<sup>SM</sup>

Sales Process Enablement Through Customer Relationship Management Integration

## Overview

Backed by Miller Heiman's *Strategic Selling*<sup>®</sup> (Blue Sheet), *Conceptual Selling*<sup>®</sup> *Customer-Focused Interactions* (Meeting Plan/Green Sheet), *Large Account Management Process*<sup>SM</sup> (Gold Sheet), *Channel Partner Management*<sup>SM</sup> (Platinum Sheet), *Strategic Selling*<sup>®</sup> *Funnel Management* (Sales Process Funnel) and *Funnel ScoreCard*<sup>®</sup>, *Sales Access Manager*<sup>SM</sup> delivers sales organizations a new perspective on how to plan for sales success.

*Sales Access Manager*<sup>SM</sup> provides organizations a practical way to use technology to leverage sales process for improved collaboration and planning. Available to Miller Heiman clients who have *Strategic Selling*<sup>®</sup>, *Conceptual Selling*<sup>®</sup>, *Large Account Management Process*<sup>SM</sup>, *Channel Partner Management*<sup>SM</sup>, *Strategic Selling*<sup>®</sup> *Funnel Management* or *Funnel Scorecard*<sup>®</sup> methodologies in place, this software is the premium version of the respective sales tools for each methodology.

The software gives the sales force improved visibility into the buying organization's activity. By making it easier to assess information, sales professionals can better diagnose necessary action commitments that will advance each sales opportunity through their funnel. This software makes tapping into the power of Miller Heiman's planning tools easy, accelerating the adoption of concepts and implementation of program processes.

*Sales Access Manager*<sup>SM</sup> can be delivered by integrating the Miller Heiman planning sheet directly into the organization's Customer Relationship Management (CRM) system. This sales tool has been designed to be compatible with any CRM system in the market today.

*Sales Access Manager*<sup>SM</sup> may be the right solution if your company is trying to:

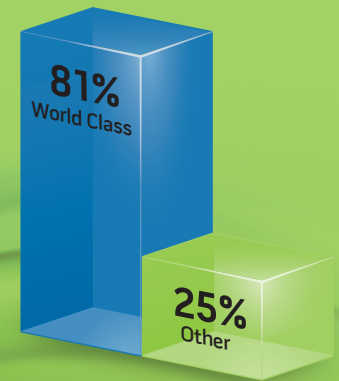
- Monitor current plans for closing opportunities to improve forecast accuracy.
- Gain visibility into the status of Buying Influences to determine next steps.
- Hold salespeople accountable for defining strategies for each strategic sales opportunity.
- Assess whether strategic account plans will continuously enhance relationships with valued accounts.
- Identify early indications of trouble to avoid surprises.
- Make better decisions based on facts and experience from prior sales opportunities.
- Facilitate collaboration on opportunities and major accounts
- Maximize the efficiency and effectiveness of channel relationships.
- Instill a culture that drives precision.



## Coupling Process with Technology

CRM systems can be cumbersome if not married to a process for managing data and planning sales strategies. World-Class Sales Organizations, those that were more likely to report growth in key metrics such as customer retention and forecast accuracy, were more than three times more likely to indicate their sales management team is recognizing value from their CRM data.

**Our sales management team is highly confident in the data available from our CRM system.**



"We wrestled with getting our salespeople to use our CRM system. Additionally, it was difficult to track who was using the sales process effectively and who was struggling. *Sales Access Manager*<sup>SM</sup> helped us gain a clear picture of that."

— Sales Operations Manager, Oil and Gas

# Program Facts

## Sales Access Manager<sup>SM</sup>

### What's In It for Your Sales Organization

#### Enable field sales to:

- Spend less time developing sales strategies and more time acting on them.
- More easily communicate with the leadership team on the status of large sales opportunities.
- Leverage company-specific best practices specific to the type of deal they are pursuing.
- Better understand what a winning strategy looks like.
- Easily access sales process reinforcement information.

#### Enable sales management and senior leadership to:

- Have more confidence in sales forecasting.
- Easily monitor that sales reps adopt the sales process after leaving the program versus reverting to bad habits.
- Leverage a new set of sales analytic data, captured in Miller Heiman planning tools.
- Make more educated, data-driven decisions about how to best focus sales improvement resources.
- Understand what it means to develop a winning sales strategy.
- Ramp up individuals taking over a new sales territory.
- Easily drive sales process usage expectations.
- Pin-point the return on investment with Miller Heiman.
- Quickly view a visual funnel of opportunities for your organization or team.

### Delivery Options

*Sales Access Manager<sup>SM</sup>* for CRM connectors and installation services are available for:

- Salesforce.com
- Microsoft Dynamics
- Oracle
- SugarCRM
- SalesLogix
- Pivotal
- SAP CRM
- Goldmine

For all other CRM systems, the *Sales Access Manager<sup>SM</sup>* Software Developers Kit can be used to implement the planning tools. Miller Heiman's *Sales Access Manager<sup>SM</sup>* Team Edition system is integrated with Miller Heiman's sales tools as well as basic CRM functionality for those organizations without an existing platform. The *Sales Access Manager<sup>SM</sup>* Support and Maintenance package includes annual live software training for your team, guidance on the development of reports, dashboards, and adjustments as your CRM is enhanced and *Sales Access Manager<sup>SM</sup>* is updated.

### Related Offerings

**Strategic Selling<sup>®</sup>** – Comprehensive strategy for winning complex sales.

**Conceptual Selling<sup>®</sup>** – Communicate effectively to uncover and align with the customer's buying process.

**Large Account Management Process<sup>SM</sup>** – Strategic planning for protecting and growing key accounts.

**Channel Partner Management<sup>SM</sup>** – Aligning optimizing results from indirect distribution.

**Strategic Selling<sup>®</sup> Funnel Management** – Implementing customized funnel management.

**Funnel Scorecard<sup>®</sup>** – Opportunity evaluation and loss review process.

### About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.