Develop your roadmaps to success.

Studies show that only half of sales reps are able to effectively navigate to the right people in the buying cycle. In today’s complex sales environment it is critical that sales is able to connect and access the stakeholders and decision makers.

Revegy’s Visual Maps help your teams visualize the road to success.

RELATIONSHIP MAPS
These visual maps of the key players and stakeholders enable you to quickly identify the ‘must have’ votes and where the risks are in an account or opportunity.

• Quickly and easily map contacts from your CRM and visually connect the dots – from coaches and stakeholders, to decision makers and procurement, organizational charts are easily built with drag and drop functionality
• Scorecards identify who is friend and who is foe and the strength of the relationship. Logical color-coding enables reps to focus on the right people at the right time
• Easily access social media and send emails directly from the contact cards to save time

WHITE SPACE MAPS
Visualize the footprint of your solutions and those of your competitors, in order to quickly identify where the competition is penetrating and where you have opportunities.

• Map out which business units or departments are currently using your products or services and the depth of your solution penetration
• Identify additional growth opportunity within an account by quickly assessing where your product currently is not
• Visually identify important contract renewal dates, where opportunities are ‘in flight’ and where you should focus next

VALUE/STRATEGY MAPS
Compress time with a visual roadmap to the value your solutions provide, in the context of the customers business strategy and challenges

• Pictorially identify the strategies, goals, pains and initiatives of your customers
• Drive collaboration with your customers by sharing your understanding of their business and leverage that collaboration to gain credibility and earn access to higher levels in the organization
• Overlay your solutions to your customers’ initiatives to visually illustrate how your solutions can deliver strategic value.

The ‘average’ sales opportunity has 45 decision makers, have you identified them and earned their votes?

— CSO INSIGHTS
2014 SALES OPTIMIZATION SURVEY

www.revegy.com
Revegy, Inc. // 300 Galleria Parkway // Suite 1850 // Atlanta, GA 30339 // +1.404.998.5700
WHITE SPACE MAPS

- Quick view of your customer’s organizational structure allows you assess where you are (and are not) in an account
- Easily identify what business units or departments have purchased solutions or services from your organization
- Pin point where your competition has penetrated your customer

STRATEGY MAPS

Map out the goals, strategies and initiatives of your account or opportunity to answer questions like:

- Will my product or service help my customer achieve their objectives?
- Have I aligned my product or services value with my buyer’s needs?
- Is there a competitive threat that I need to consider?

RELATIONSHIP MAPS

- Have you gotten the right access at the right levels to close the deal?
- Determine the relationships that you need to grow and any political risks that may need to be neutralized
- Avoid surprises that could arise from new players entering the sales cycle unexpectedly