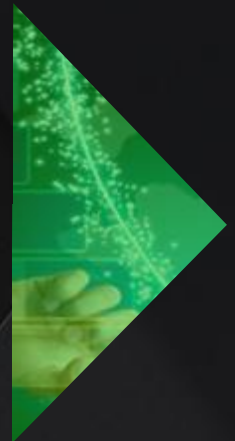# Account Scoring & Activity Tracking Feature

August 2020

SalesChoice
Predict. Prioritize. Pace.

What's Inside:

- Introduction to Account Scoring & Activity Tracking
- How Does It Work
- Benefits for Your Sales Organization
- Business Impact

A. Introduction

Timely and effective action is everything in sales. It is what keeps the customer engaged and increases odds of closing new customers or preventing accounts from a churn loss. Keeping track of not only the frequency of client interactions, but also the types of interaction channels and understanding the impact of those interactions on nurturing, growing and converting clients is critical to increase top-line revenue growth of business models.

B. How Does It Work?

The SalesChoice Account Scoring & Activity Insights solution follows a multi-tiered analysis, providing real-time insights on the state of engagement by office, account executive and account in an integrated management dashboard to easily measure performance goals.
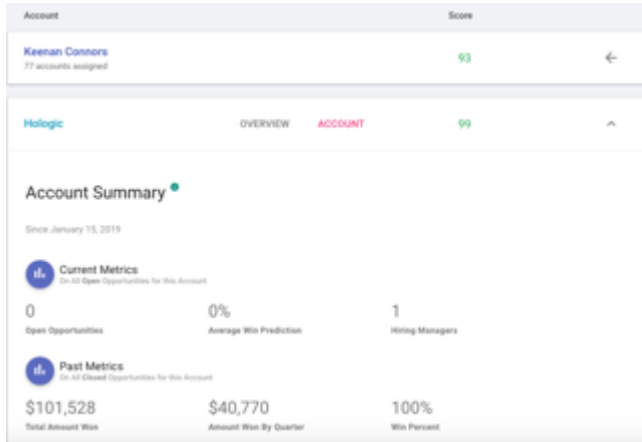
The insights include real-time visibility into not only the volume of activities – both past and upcoming – but also the contacts and sales opportunities associated to each account. The SalesChoice Insight Engine™ processes all the data insights to score the office/region/territory/account executive performance, and also reveals the best and worst performing accounts in each category. The account insights also provide a comparison of historic client value with ongoing and estimated values, revealing accounts at risk of churn and least influenced by AE's activities and engagements.

C. Benefits for Your Sales Organization

The combination of account and activity insights not only improves the diligence of the sales team in managing relationships, but also the evaluation of the effectiveness and efficiencies of the sales team's efforts. The combination of insights provides strategic insights on both healthy or unhealthy account dynamics.

D. Business Impact

Activity Efficiency: A direct correlation of activity levels by type with the pipeline drip helps sales teams understand what ways of engagement are more effective than others, what the engagement trends have been historically with an account, or who the most diligent and productive account executives, thereby providing coaching opportunities.

Account Retention: Decreasing pipeline contribution from an account in comparison to the past or an absence of engagements with an account are both indicative of reducing interest or relationship quality, which can lead to eventual churn. A sales team can respond by increasing the engagement levels, while also monitoring its effectiveness to increase the account's score over time.

More Information on SalesChoice:

SalesChoice Insight Engine™ is an Artificial Intelligence (AI) driven sales forecasting platform that predicts sales outcomes reliably at up to 95% accuracy.

Our Promise:

End revenue uncertainty and sales inefficiency

Benefits:

Achieve revenue confidence – SalesChoice insights unlock new abilities for you to see the future as well as the true state and history of your revenue operations.

• Recognize and reduce risk across the deal lifecycle, for new sales and renewals

• Increase your sales velocity and hit your revenue targets

• Deliver a forecast you can bank on

• Through the lens of AI, see your customers in a whole new way

Eliminate sales inefficiencies – AI modernization brings many benefits, especially by increasing your managers and reps' focus and Sales IQ.

• Streamline forecasting efforts across your organization

• Better manage your pipeline and forecast

• Replace pipeline reviews with deal coaching sessions

• Achieve 99% data completeness

• Get more from your CRM without requiring more learning

Partners:

More Resources:

http://www.saleschoice.com/resources/

Book a Demo:

http://www.saleschoice.com/contact-us/

See Our Product:

https://www.youtube.com/watch?v=jsbss1_eFMM

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www.saleschoice.com

Reasons to Believe in Us:

"Capable of predicting with up to 95% accuracy whether a deal will close." - IDC

"SalesChoice better targets best opportunities that are likely to win & avoid deals that have low odds of closing." – 2020 Sales Mastery AI for Sales Solutions Guide

"Hot Vendor to watch in sales enablement." – Aragon Research

Over 17 Industry Leadership Awards including:

• Top 20 Technology Companies in Canada 2020
• MindbridgeAI Impact Leader of the Year Award 2019
• Digital Transformation Award for AI Disruption in Canada 2018
• Startup Canada National and Regional Entrepreneurial Award Winner 2018
• EY CATA Sara Kirke Award for Entrepreneurship and Innovation 2017
• Top 25 Most Empowering Big Data Company Award 2016