

The uniquely effective knowledge-based consultative selling system that ensures a sustainable presence in a dynamic market place by enabling the creation of a truly consultative selling relationship with the customer

Many industries today are facing rapid changes in technology, business processes and legal & regulatory environment. Among these industries are telecommunications, financial services, electric & gas utilities and transportation.

New products & services and new providers are entering the market place on a more frequent and regular basis. The internet, cable and other online channels are all significantly impacting the buying behavior of customers. For example, a substantial number of customers prefer a combination of self-service and sales assistance in completing a transaction. At the same time, customers, particularly businesses, are becoming ever more exacting and results focused about their purchases.

As a result, a fundamental shift is taking place in these industries: providers are having to transform themselves from being primarily product oriented to one where they have to focus on providing solutions that more precisely meet the increasingly dynamic needs and preferences of customers.

SRO enables a provider's sales interfaces, telephone, field sales forces, and the online channels to truly understand the needs and buying preferences of customers. It combines the in-depth knowledge of customers with self-service and sales assistance capabilities to facilitate the building of more rewarding and lasting sales relationships between businesses and their customers.

THE OBJECTIVE

Develop truly consultative selling relationship with the customer or prospect by enabling the telephone, field sales force and online channel to have in-depth knowledge of the customer or prospect's objectives, needs, priorities and preferences in order to offer the "best fit solutions".

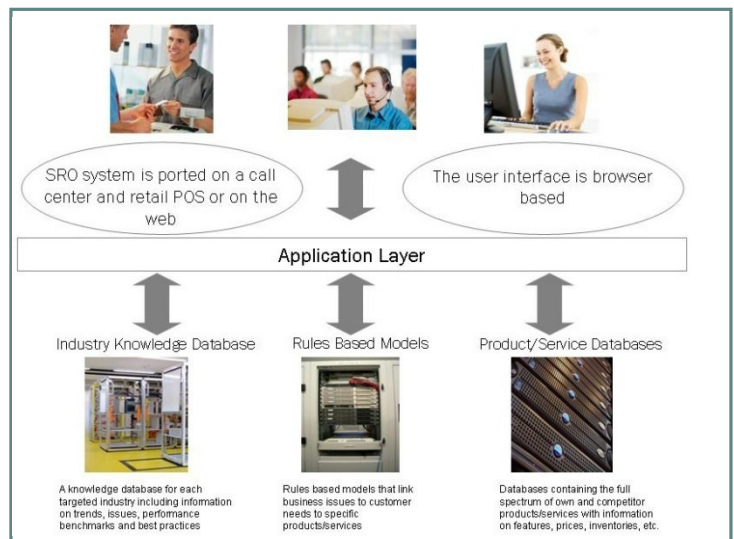
THE SOLUTION

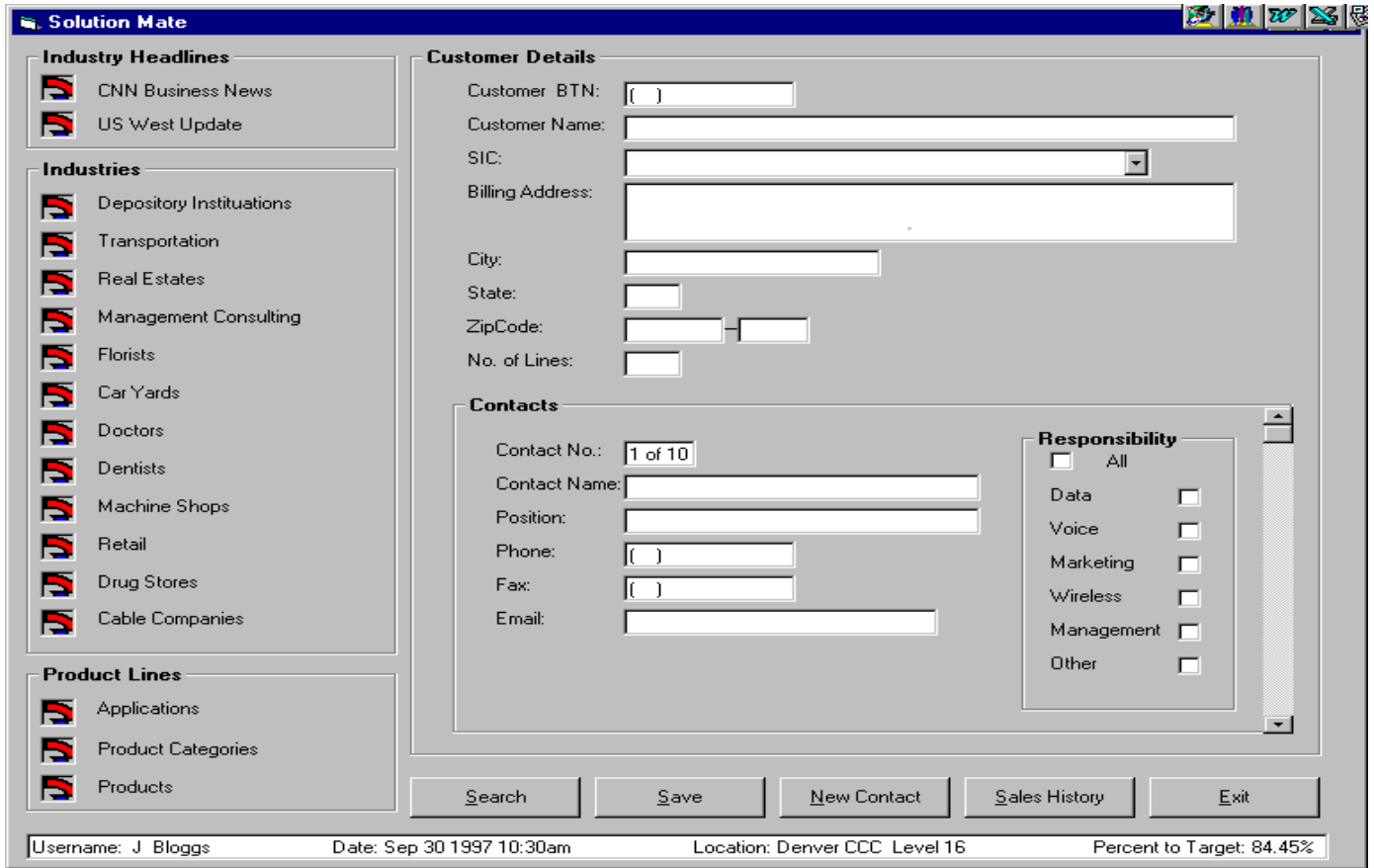
A knowledge-based consultative selling system that enables focused, customer knowledge driven sales interactions that greatly increases productivity of the sales effort. The customer, industry, product/service and competitor knowledge bases working with the rules based models of the system yield tailored solutions to fit each customer or prospect's unique situation.

RESULTS

- Higher return from each sales effort
- Increased sales revenue and market/wallet share
- Customers focus on value not price
- Lasting relationship with customer
- Enables optimal customer acquisition, retention, expansion and win-back

SYSTEM SCHEMATIC





SRO combines existing knowledge and capabilities of sales personnel with a knowledge-based, rules engine driven system to obtain a sale in a truly proactive, consultative manner

THE SALES PROCESS

