

Sales.



For sales leaders, the ability to communicate about the progress of your team in an informative way is essential.

In the age of big data, drawing **insights** from your information becomes even more difficult as you may not know where to focus. Sales reports are a key feature of this process and sales analytics have become an important, if not the dominating element of any sales report. Sales analytics provide the ability to break sales down into actionable information and allow businesses to examine exactly what is working and what needs improvement.

Below, we outline some of the common statements we get from Sales executives before they purchase business intelligence. We provide a rebuttal based on the experiences of the many Sales leaders who have made the switch to Phocas business intelligence.

Knowledge is power – get the product, pricing and customer facts to lead the conversation

STATEMENT

I don't need anything to help me or my team sell more. I know that my team knows their customers well and their customers know us well. Our customers are loyal and we have the best sales team in the world.

REBUTTAL

There may be lots of opportunities you are missing. When was the last time you ran a gap analysis? What you don't know can be hurting you. After introducing Phocas to their sales team, it took **LED Autolamps** just 3 days to sell more than they ever had in a whole month.



“In 3 days using Phocas we were able to sell more of our commodity product than we did previously in our busiest month.”

Maurice Bibb, managing director for LED Autolamps.

STATEMENT

I don't know how to use a 'data analytics tool'. That sounds very complex - only someone with a technical degree knows how to work with data and analytics systems.

REBUTTAL

Sales leaders from a variety of backgrounds get value from Phocas. Phocas is well known in the industry for being easy to use. It is easier to use Phocas than it is to manipulate spreadsheets.

Information you can use to increase sales and manage performance will be at your fingertips.

STATEMENT

I manage the sales team. I don't need something else to learn. I am managing all my staff effectively.

REBUTTAL

You might be getting the sales in but are you checking the margins? Are your team selling closer to the bone to make their targets? If they are off target, how can you tell your staff where they need to concentrate? **Phocas helps you become a better leader by directing your team to the growth [opportunities](#).**



Make decisions based on fact rather than intuition and lead your team to real growth



“Phocas is the best tool available to review on-demand customer sales, profitability, trends and opportunities. It has increased our ability to react when required. **I use Phocas to drive sales productivity** which has seen mind set changes within our sales team.”

Darrell Aitken, Sales Manager for Ardex Australia.

STATEMENT

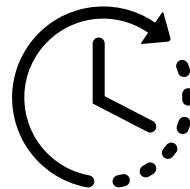
Reporting. Data. We're doing this already. My IT team gives me my reports whenever I ask for them.

REBUTTAL

How long do reports take to get to you? Wouldn't you like the opportunity to do this yourself? How about empowering your team to hunt for opportunities effectively and efficiently? Phocas allows sales people to analyse the data that is important to their role.

As a result, they can make strategic business decisions that can positively affect the business.

A fully mobile solution for a mobile workforce



Real-time data



At your fingertips

STATEMENT

It's not in my sales budget.

REBUTTAL

Unlike most BI tools, Phocas is extremely affordable. Our **subscription** model with no fixed or long term contracts ensures that implementing Phocas is low risk and high return.

Whilst we understand budgets are strict, using Phocas is guaranteed to make you money.



We have helped business **increase sales** by

35-45%

through the **opportunities** we have revealed.



Phocas.