

# SalesGorilla™

Strategic Account Management



Strategic Account Management System (SAMS)

## SAMS



SAMS is designed expressly for strategic account teams. It is a day-to-day working environment that seamlessly integrates collaboration, best-practice processes, and a comprehensive knowledgebase.

SalesGorilla's Strategic Account Management System (SAMS) connects globally dispersed sales teams, letting them work together seamlessly and naturally . . . without boundaries. SAMS is tuned to the needs of strategic account teams, providing them with collaborative tools, best-practice processes, and comprehensive knowledgebases that give them the edge in a complex and competitive global sales environment .

### Collaboration

Collaboration is critical to the success of account teams who compete in the fast-paced and dynamic world of strategic account selling. In the SAMS environment, collaboration is tightly integrated to the account management process. Team members collaborate around documents, action items, best-practice templates, or any account related issue.

By providing direct links to e-mail systems, team members can collaborate using any e-mail-capable device, such as a PDA or cell phone. SAMS captures all communications to ensure that the entire team stays in the loop.

### Processes

SAMS is an open platform that supports a wide range of processes, including the OpenAPM (Open Account Process Management) methodology, as well as methodologies from alliance partners such as The Forum Corporation and Robert Tolar Marketing. And because SAMS is highly customizable, it can be easily modified to support internal processes and tools.

### Knowledgebase

The Knowledgebase that supports the account planning process must be tightly integrated with each step in the process. By linking relevant information to each process step, team members are only a click away from tools and assistance to help them move forward.

Knowledge also comes from the day-to-day experiences and interactions of the team. Dialogue threads around action items, process steps, and documents represent a valuable source of unstructured — but practical — data. SAMS provides the ability to customize the knowledgebase by enabling links to specialized knowledge at specific steps in the process.

## The Business Benefits of SAMS



Strategic accounts represent one of your most important company assets. They can generate from 40% to 80% of your total revenue. Even slight improvements in the performance of strategic account teams deliver significant bottom-line results.

SAMS improves the performance of strategic account teams because it...

### **...increases revenue**

SAMS helps sales teams develop solutions that are focused on customer needs. It leverages the collective intelligence of the sales team and your internal/external partners.

### **...reduces cost**

By decreasing travel, coordination, and communication costs, SAMS increases account team efficiency and effectiveness.

### **...increases customer satisfaction**

By developing focused solutions, and by providing seamless execution and fast collective response to customer issues.

### **...reduces sales cycle time**

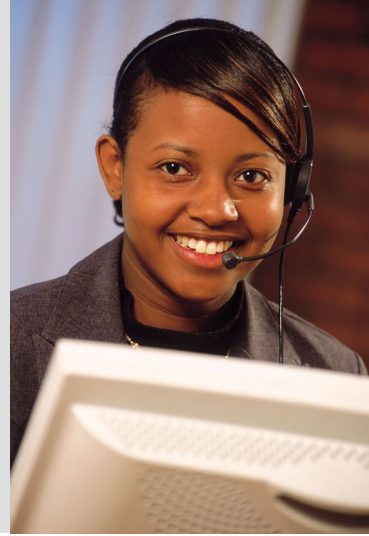
By utilizing best-practice tools and methodologies.

SAMS is available with the OpenAPM methodology, as well as strategic account management processes from alliance partners such as The Forum Corporation and Robert Tolar Marketing. However, SAMS is an open platform that can be easily customized to support internal processes and training programs. SAMS enables you to leverage your training investment by embedding best-practice processes and tools into a day-to-day working environment.

### **SAMS Application Features**

- Tight integration of collaboration, processes, tools, and knowledgebase.
- Internet architecture.
- E-mail integration.
- On-line/Off-line capabilities.
- Document check-in/check-out.
- Team-based collaboration, action item management, and document management.
- Best-practice processes and tools for account/opportunity planning and execution.
- Customizable processes and tools for customer/industry-specific environments.
- Enterprise-scaleable.
- Built on Java and the industry-leading Oracle® database.

For more information, contact:



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