

INTEGRATE SALES PROCESS AND CRM FOR IMPROVED RESULTS

Miller Heiman's *Sales Access Manager*SM for salesforce.com provides sales organizations with a proven approach to navigating complex customer interactions through an interface integrated with salesforce.com.

*Sales Access Manager*SM brings the planning worksheets of Miller Heiman's popular *Strategic Selling*®, *Conceptual Selling*®, and *Large Account Management Process*SM methodologies into the salesforce.com application. This winning combination provides the tools, information, and ease-of-use required to help your sales team win more business consistently.

*Sales Access Manager*SM provides sales management visibility into sales opportunities and required actions throughout the sales organization. Account updates are more productive by helping sales management and sales professionals focus on key activities required to move opportunities forward. For sales professionals, *Sales Access Manager*SM provides quick and easy access to Miller Heiman planning worksheets, including the Blue, Green and Gold Sheets. It also allows information to be readily transferred between the different worksheets.

BENEFITS

- Quick access to Miller Heiman's planning worksheets
- Improve visibility to sales funnels and activities
- Strengthen utilization of Miller Heiman sales methodologies
- Increase user adoption of CRM
- Efficiently allocate resources to the right opportunities at the right time

SALES ACCESS MANAGERSM CURRENTLY SUPPORTS THE FOLLOWING PLANNING WORKSHEETS BY MILLER HEIMAN.

Strategic Selling® - Blue Sheet

Strategic Selling® and the Blue Sheet planning tool empowers sellers to build and maintain a strategic approach to pursuing opportunities. The Blue Sheet gives sales people an easy and user-friendly way to build strategies for individual opportunities moving them to close faster.

Conceptual Selling® - Green Sheet

Conceptual Selling® and the Green Sheet planning tool focuses sellers on the effective management of their individual sales calls helping them properly position their products. The Green Sheet give sales people a consistent process for leveraging every customer interaction as they move through the sales cycle.

Large Account Management ProcessSM (LAMP®) – Gold Sheet

LAMP® and the Gold Sheet planning tool enhances the sellers' ability to build lasting relationships with their largest customers. The Gold Sheet gives sales teams a repeatable and reliable way to exchange information and build 1-3 year strategies to grow their most profitable customers.