▬▬ Sales Force Builder™

Maximize sales and productivity with our powerful distribution management tool

In today's stagnant market, it is increasingly challenging to grow sales and capture share. Many traditional sales organizations rely on gut feeling to make critical business decisions which rarely materializes in a breakthrough. Successful sales organizations, however, combine in-house data with business experience for insight-driven sales growth.

A component of our Sales and Marketing Suite, the **Sales Force Builder** utilizes a powerful algorithm to identify profitable underpenetrated market segments. It accurately estimates sales-personnel headcount and determines locations needed to enhance coverage in prioritized markets. It can make predictions across variables, including geographic region, channel, and customer type. With forecasts by month, quarter, and year, the **Sales Force Builder** is always up-to-date with management's latest initiatives.

With the **Sales Force Builder**, distribution executives gain a clear picture of the potential for new business in every sales region, as well as the effectiveness of their distribution model, even as it evolves. Distribution organizations can now utilize a much needed data-driven approach to focus their sales force and maximize distribution effectiveness.

> "The Sales Force Builder™ was instrumental in finding underserved markets. Focusing our field agents increased sales by 35%."
>
> - EVP Distribution, Leading US Carrier

Analyze geographies to characterize local markets

Predict sales opportunities based on historical performance and anticipated market trends

Design sales territories to optimize sales efforts

Determine optimum distribution of your sales force

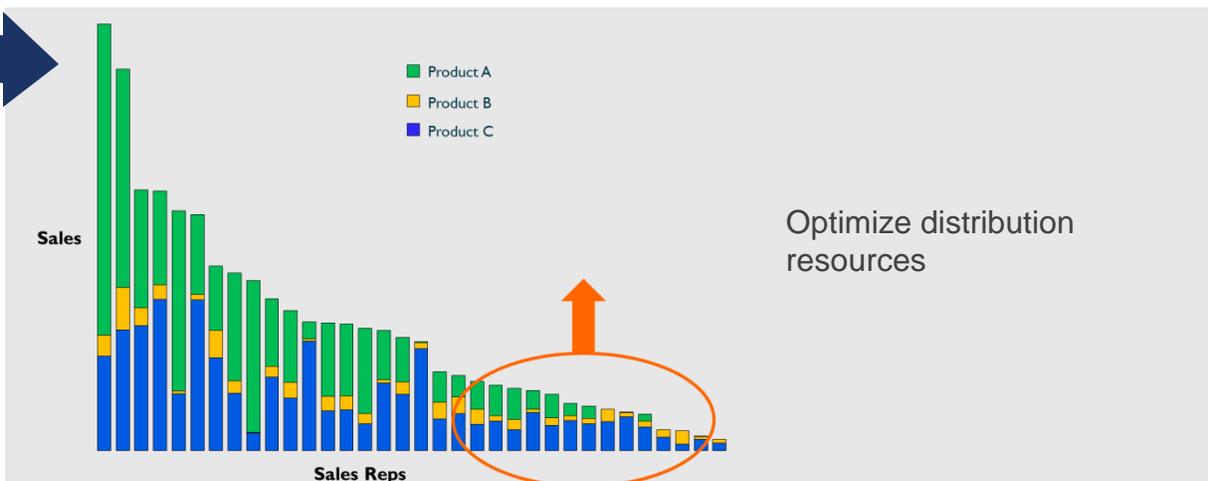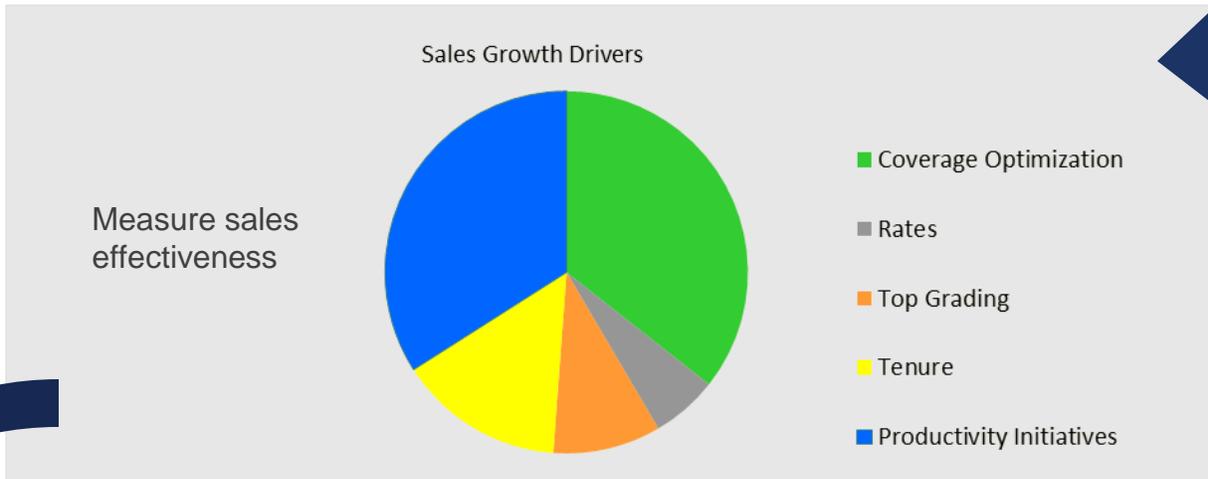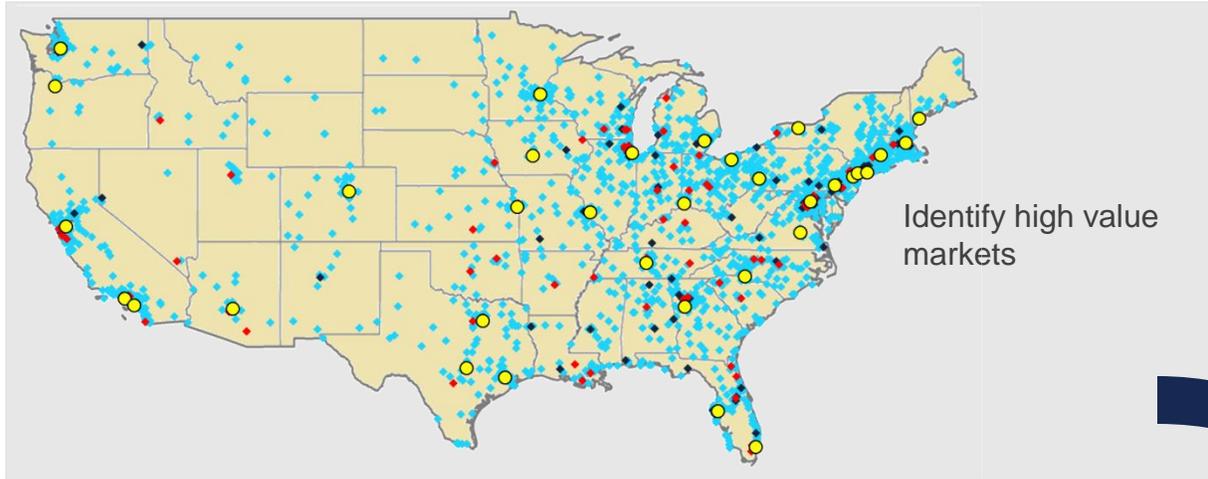**Evaluate agent productivity** to find outlier / underperforming producers

Forecast revenue by territories and regions

✓ **Maximized new opportunities with optimized sales force**

Sales Force Builder™

Executive Dashboard (ILLUSTRATION)

SPINNAKER ANALYTICS

Identify high value markets

Measure sales effectiveness

Sales Growth Drivers

- ■ Coverage Optimization
- ■ Rates
- ■ Top Grading
- ■ Tenure
- ■ Productivity Initiatives

Optimize distribution resources

- ■ Product A
- ■ Product B
- ■ Product C

Sales

Sales Reps

About Spinnaker Analytics
Spinnaker Analytics builds highly accurate predictive models. We combine historical business data and robust algorithms with our domain expertise to create customized solutions. The result: accurate forecasting and superior decision making.