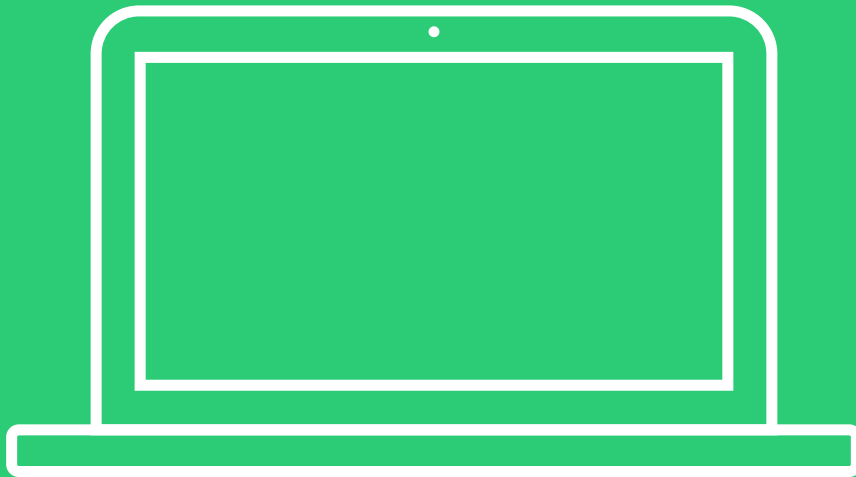


SALES PULSE FROM QUESTBACK



Solution Sheet: Questback Sales Pulse

CLOSE MORE SALES WITH INTEGRATED FEEDBACK USING SALES PERFORMANCE MANAGEMENT SOFTWARE

Use data to power your company's sales process and increase overall sales performance with Sales Pulse.

Do you know what makes your top performing salespeople effective? Or why certain people close more sales than anyone else on the team?

With Sales Pulse, Questback's new sales performance management software, you can learn how and why your top sellers consistently deliver results, and what your average or low performers may be doing to lose the deal.

The difference can be found in your feedback.

Sales Pulse provides sales leaders with critical insight into every sales meeting. By providing prospects with an easy-to-use evaluation, you can learn what's working, what's not and identify issues with potential customers quickly.

IMPROVE INDIVIDUAL PERFORMANCE

Sales Pulse gives each salesperson valuable feedback on how they execute their sales meetings. This insight can be used to consistently improve their performance, identify skills gaps and determine where they may require further training and development.

LEARN WHAT YOUR PROSPECTS ARE REALLY THINKING

If you've ever wished you knew what your prospective customers were really thinking, Sales Pulse can help. Using feedback surveys, you can understand how the customer perceives your product, your company and your salesperson at each phase of the sales process.

GET POTENTIAL CUSTOMERS ENGAGED

People do business with people they like and trust. Asking for feedback helps set you apart from your competition, gives your customers a voice and helps to breed trust early on in the relationship.

EFFECTIVE SELLING AND IMPROVING YOUR HIT RATE IS ALL ABOUT PRACTICE

To increase your chances of closing more deals you have to practice on the most important tasks and areas in your sales

process. The sales meeting is one of the most important arena you have to master. Sales Pulse gives you vital feedback on how you execute each step in the sales meeting, what works, and where to change. Only then you can train effectively.

OPTIMIZE THE PERFORMANCE OF YOUR ENTIRE SALES TEAM

Determine patterns and trends across your entire sales team, benchmark their performance, identify areas where the team needs improvement or where your sales process may need further development.

“With Sales Pulse solution we are able to concentrate on improving the quality of sales process instead of just increasing the amount of customer calls. We can monitor whether or not the sales reps are concentrating on relevant issues, do they prepare for meetings, and how they spend the customer's valuable time. It enables us to train our sales reps accordingly, and enhance the entire team's performance.”

— Juha Harjula, Director, Marketing & Sales,
DHL Global Forwarding Finland

SALES PULSE: HOW IT WORKS

We built Sales Pulse on a foundation of over 15 years of experience in the feedback management space. It was designed in consultation with our existing customers and leaders in sales performance.

What makes Sales Pulse different is that it provides a complete feedback process for sales meeting evaluations, from automated invitations to feedback surveys, to online and real-time reporting of findings. It's meant to be embedded in your team's daily routines, with automated workflows and insights being generated automatically.

DATA MANAGEMENT IN THE SOURCE SYSTEM

All sales meetings are registered, typically in a CRM or another time management system. Even if you don't have a CRM system we can set up routines for manual data capture.

AUTOMATED TRIGGER

After the meeting, it's marked as completed in the system where it was registered.

INVITATION TO FEEDBACK SURVEY

Sales Pulse initiates an email invitation to all meeting participants to provide feedback on the sales meeting.

RESPONSE TO FEEDBACK SURVEY

The meeting participants answer the survey and provide feedback on the sales meeting.

ENHANCED FEEDBACK

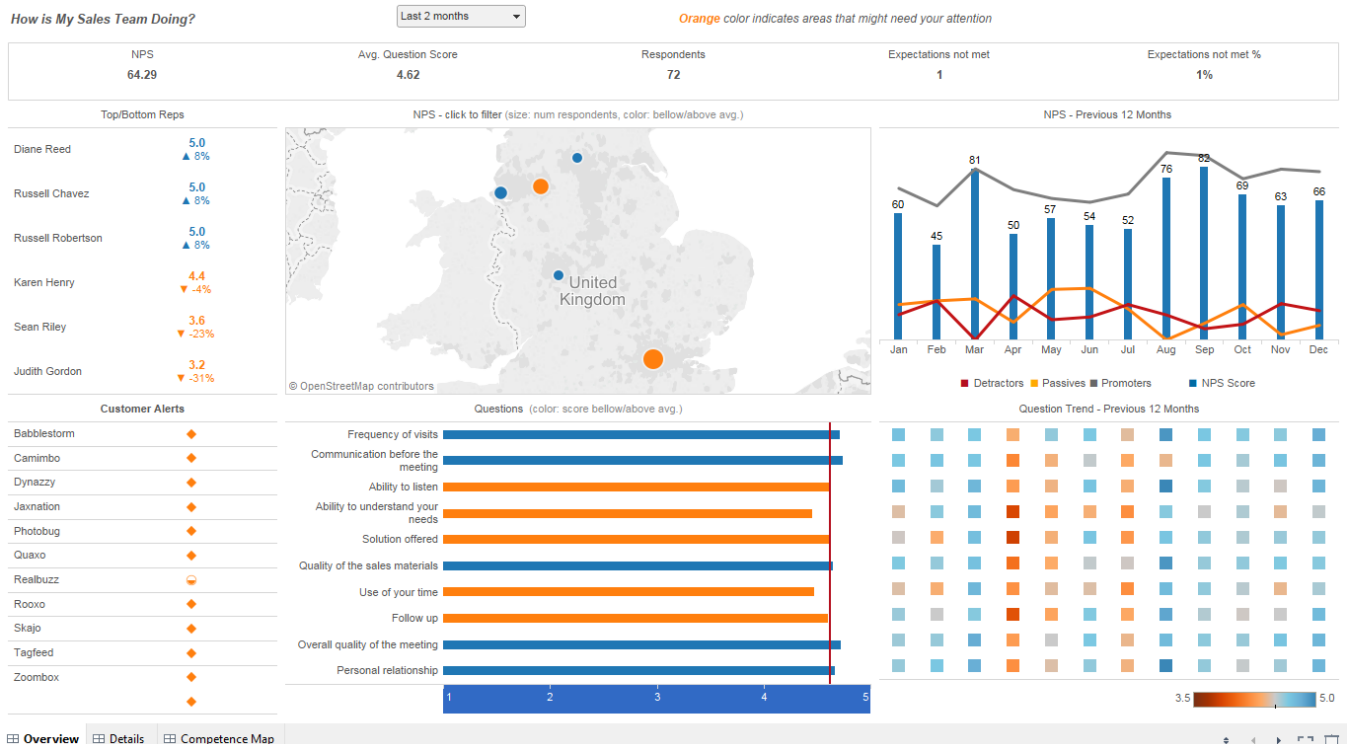
Incoming responses are automatically linked to key data from the sales meeting, such as the location, salesperson, industry and other key details.

PRESENTATION OF THE FEEDBACK AS INSIGHTS

The enhanced feedback is then analysed and presented as insights in your Questback online dashboard in real time.

REVIEW AND ANALYZE FEEDBACK

All members of the sales organization get individual logins to the dashboard to view feedback, to drill down to underlying data, and to view trends and developments over time.



WHAT OTHERS HAVE TO SAY ABOUT QUESTBACK

“We invested in Questback as it is the most developed system on the market, and also because it is extremely easy to use and it is good value for money..”

— Gerry Anderson, Vision Marketing Analyst

“Questback has provided us with the ability to maintain two-way communication with our customers, using a highly professional, easy to use service.”

— Anna Carless, MarCom Director

“The success of our business requires a system like Questback to deliver great experience for our customers...”

— Turid Nyeggen, marketing director at thon hotels

“By using Questback to evaluate our projects we get the ability to follow up on areas of improvement, as we constantly strive to create better experiences for participants at our events.”

— Ann Charlotte Udland, Gyro

“At Hilti, overall customer satisfaction and loyalty are key success indicators. They also affect the pay of many of our employees up to the management level”

— Andreas Dobler, head of corporate market research, Hilti

“We can stay more connected to customers and our employees, using the Questback Platform .. it’s helping us deliver customer experience that sticks”

— Tobias Birkholz, Quality Management Mercedes-Benz Cars, Quality Market and Product

“Questback is an important channel for gathering insight and is a significant factor to the continued success to our events.”

— Cecilie Langnæs Hellebostad, Marketing Specialist, Microsoft

A FEW OF OUR CLIENTS:



GET SALES PULSE TO IMPROVE YOUR SALES TEAM'S HIT RATE.

Talk to your Questback representative to close more sales with the power of integrated feedback. Contact us today.

LEADING SUPPLIER

Questback is the leading online feedback platform helping companies, large and small, understand customers, engage employees and outperform markets. The Questback experience matches powerful technology with human expertise to deliver our clients the most value.

INNOVATIVE AND USER-FRIENDLY SOLUTIONS

Based on user feedback, Questback invests in continuous innovation. We are always asking what next as we work to deliver the best possible products and services for our customers. Questback is web based, intuitive to use, and there's nothing to install.

FIRST CLASS SECURITY AND DELIVERABILITY

Questback takes security very seriously. Advanced technology, carefully controlled work processes, and our BSI-certified data protection program mean your data is safe and belongs only to you. Our services regularly undergo compliance tests by external security providers.

UNIQUE KNOWLEDGE PROVIDER

Questback offers proactive knowledge transfer. Our Customer Success Advisors will assist you with everything from survey quality assurances to enterprise feedback management solutions. Questback gives you best practice templates that adapt easily to your organisation's information needs, and our training centre offers courses in classroom settings, online tutorials, and webinars.

ACCESSIBLE USER SUPPORT

Questback Support is available to help with any questions you have about the platform. We deliver high quality, short response times, and world class support management. Contact support by phone, email, or directly from the Questback platform.

MORE INFO:

www.questback.com

sales@questback.com

+1800-974-8784

[linkedin.com/company/questback](https://www.linkedin.com/company/questback)

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