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Charting Sales Success: How to Navigate Customer Relationships to Win Deals Faster

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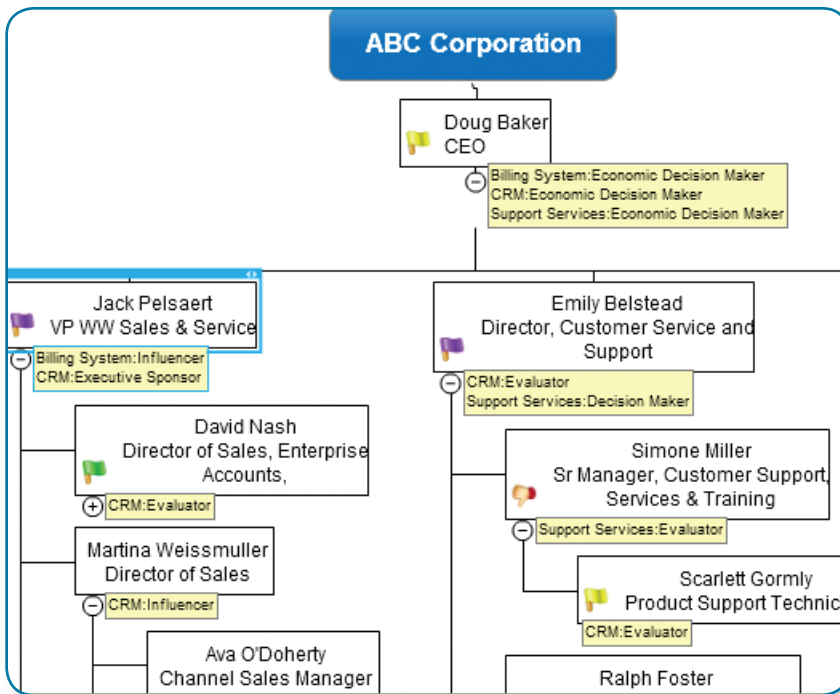
Research suggests that the functions of the human brain can be limited by linear thinking. When people begin to work with charts and graphs, however, their field of awareness expands, and they're able to manage greater levels of complexity in a shorter period of time. Interactive charts that visually arrange different elements around a central concept dramatically increase the brain's capacity to understand, analyze, and manipulate data to reach conclusions. Such charts are commonly used in business meetings to take notes, solve problems, classify ideas, or facilitate decision making.

Today, a rapidly growing number of account managers are leveraging a tool called Mindjet Deal Navigator to shorten sales cycles, manage customer accounts more effectively, and strengthen customer relationships. Firmly rooted in the science of visualizing information, Deal Navigator arranges and displays the organizational landscape of the customer's company and allows sales teams to gain instant insight into each account and collaborate more efficiently.

In essence, Deal Navigator shines the spotlight into an area that was previously kept in the dark: the social and organizational power structure of the customer organization. In the past, the process of mapping customer relationships was cumbersome and haphazard. These maps existed only in the heads of the account managers, who had to use inefficient and time-intensive tools like whiteboards and PowerPoint slides to

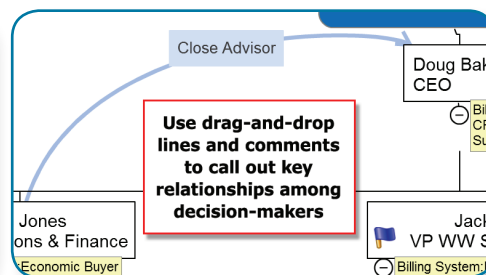
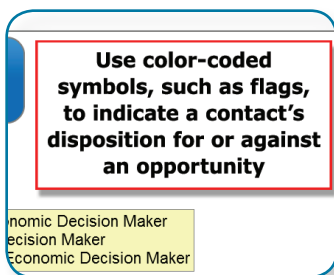
explain dozens of times to their team the complex relationships within the account.

Mindjet's Deal Navigator locates data about the customer organization within the account manager's salesforce.com account to create a clear and editable org chart. The chart functions as a valuable collaboration tool that helps the sales manager coach the deal. With a compelling, visual presentation of the customer's power structure, the sales manager will get a clearer sense of how the deal is moving forward and can better assist the account manager with focused and strategic advice. For example, a sales engineer may post a comment about a key contact's call to the support line. Another team member may point out a hidden relationship between two key decision influencers that the account manager may not have been aware of. The result: a more creative way to collaborate, which in turn leads to a more customer-focused mind-set.



clearly see all customer connections and contacts on the Deal Navigator map, the vendor company can execute a winning sales strategy without running into major obstacles.

With a clear map of all players and their roles, account management becomes more efficient. In fact, when selling into complex customer organizations, account managers find the Deal Navigator application a huge time saver when keeping track of the rapid organizational shifts. As a result, the sales-support team can immediately address sudden changes in personnel and strategy.



Contrast this with the old way: The sales rep creates a detailed document explaining what's currently known about the account and then adds to that document as more information emerges. Not only is such information difficult to compile, the document can quickly balloon to dozens of pages. (A similar issue occurs when a team uses email to communicate; vital details can quickly become lost amongst all the back-and-forth.) Because the information is presented as a linear band of text and graphics, it's more difficult and time consuming for others to absorb its meaning and take the appropriate action. As a result, the process of what needs to happen next (i.e., who should be called, what meeting must be set up, etc.) exists only in the mind of the sales rep. While a CRM system can track the major steps in this process, the burdens of 1) creating an action plan, 2) coordinating team activity, and 3) keeping everyone informed and focused fall entirely on the sales rep.

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This shared visual representation of the customer organization helps the account manager see how the customer's company is structured and the roles that various individuals play in the decision-making process. That helps the sales team focus on what needs to happen next and how to use its resources most effectively to move the sale forward.

In the field of national-accounts management, Deal Navigator often turns into a deal-saving tool. For example, when a vendor of supply-chain software sells an inventory-management system to a pharmaceutical firm, the effort typically involves individuals from the vendor's sales, engineering, and finance groups selling to various individuals from the pharmaceutical firm's manufacturing, IT, finance, and HR groups. Because all stakeholders can

With Deal Navigator, account managers can focus on their role as the "orchestra leader," who gets the entire organization to act as one to create a winning customer experience. •



Mindjet

Deal Navigator™

Mindjet offers industry-leading software and SaaS applications that help users efficiently organize and act upon ideas, information and resources to solve business problems and collaborate effectively. Mindjet's visual mind mapping and purpose-built applications, including Deal Navigator, improve the usability of systems such as salesforce.com® while providing an intuitive framework to help users get more done.

Used by more than 1.5 million professionals globally and 48 of BusinessWeek's 50 "World's Most Innovative Companies," Learn more about Mindjet at www.mindjet.com or **Mindjet Deal Navigator on the salesforce.com** Appexchange marketplace. For sales information call (415) 229-4300 in the US and UK: +44 208 261 8240.