



Sales Alpha™

An Anthem Marketing Solution

Optimize Your B2B CRM System

Sales Alpha™ is an in-depth companion to Salesforce.com and other CRM platforms that will increase the impact of your B2B sales and marketing efforts. This Anthem Marketing solution will enhance your existing CRM program using a multi-step approach that leverages data you are currently capturing to deliver custom plans and insights.

Better Integrate Marketing and Sales Efforts

- Link marketing campaigns with sales goals
- Utilize webinars and social media to generate leads
- Leverage marketing campaigns to reduce sales cycles
- Receive fully customized CRM reports

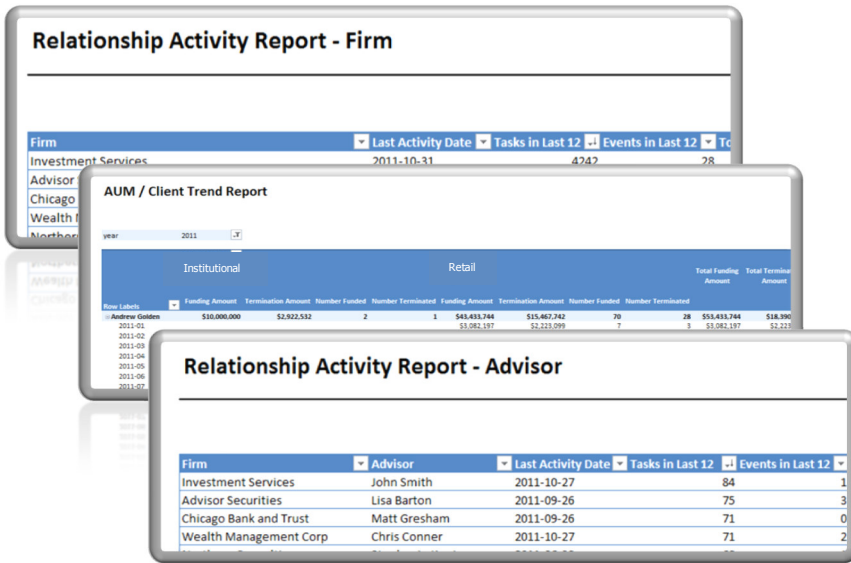
Reach the Right People

- Target high value prospects and clients
- Develop relationship plans to achieve sales goals
- Translate plans into monthly activity levels – and measure results
- Get feedback and insights, fast

Improve and Automate Management Reporting

- Create customized sales, pipeline, and relationship reports
- Generate recurring reports without endless cutting and pasting
- Turn disparate data into actionable insights
- Save time and effort
- Generate accurate reports reflecting refreshed data at your fingertips

Sales Alpha™ enhances your CRM system to maximize sales effectiveness. It's fast, specialized and efficient.



Sales Alpha™ allows you to:

1. Configure your CRM system to reflect your sales process
2. Benchmark current sales and marketing efforts against objectives
3. Analyze and segment customers and prospects
4. Build custom management reports and dashboards

For more information or a free demo, call us at 1.312.441.0382 x 715
or email us at solutions@anthemedge.com

