



*the selling force
in advertising*

For Corporate

What if there were a sales tool that let you see what's really going on in your operation? That could measure and maximize productivity across the enterprise? That could help you chart and implement a strategic direction for your company? That's exactly what adSails can do for you. By standardizing the sales process from the ground up, you can finally enforce best practices, cut costs and increase efficiencies, and generate powerful analytics that focus your strategic vision. adSails makes sales operations leaner, more efficient, and more profitable. That's not just a return on investment, it's a quantifiable increase in your bottom line.

Single-point Solution

Projections

Flexible Customization

Data Ownership

Standardization

Best Practices

Account List Management Tools

Rapid Deployment, Low Cost

Scalability

Data Replication

- Global application consolidates the entire sales process
- Provides complete control over sales practices
- Analyze whether operations are meeting budget using a rigorous, scientific tool
- Forecast using actual, rather than invented, data
- Well-defined vertical means functionality is already tailored to industry needs
- Customization costs are leveraged across the industry, giving our clients greater functionality at less cost
- We work with clients at the corporate level to report data to company specification
- Corporate ownership of data
- Retain information warehouse in spite of AE churn
- Standard reporting and forecasting protocols
- Standardize image, proposals, and product
- Project one central message rather than many individual ideas of that message
- Functionality built on analysis of the sales process
- Total integration of features forces compliance with best practices
- Improve sales staff training and retention
- View and report by clients, business types, sales groups, and regions
- Data mining
- Exceptional, well-documented compliance rate
- Rapid installation and training from professionals who know the industry
- No ramp-up time for VAR customization
- Thin-client application serving (ASP) model reduces hardware costs
- Application can be scaled from local to national levels
- Relational data structure is flexible enough to follow advertising sales into the age of the multi-platform sales force
- Set up to move mission-critical data to your corporate data warehouse
- Allows the reporting you want from different data sources