

akoonu

CHANGE THE GAME

Better results don't come from doing
the same things the same way

SALES REALITY

50% Less than **50%** of forecast deals actually close

52% Of top Sales Execution Challenges, **52%** stem from Sales process gaps

2X Ramp times have **doubled** for sales reps in the past decade

Source: CSO Insights 2016 Sales Enablement Optimization Survey, 2016 Sales Performance Optimization Study

The First Buyer-Aware Platform for Opportunity Management on Salesforce®

The game changer for Account-Based Selling lies in using data and data science to understand buyers and buyer engagement. Integrating buyer-awareness and your sales process into opportunities let's you:

- Drive Forecast Accuracy
- Get Deal and Pipeline Transparency
- Increase Opportunity Win Rates
- Reduce Sales Rep Ramp time
- Improve Rep Productivity

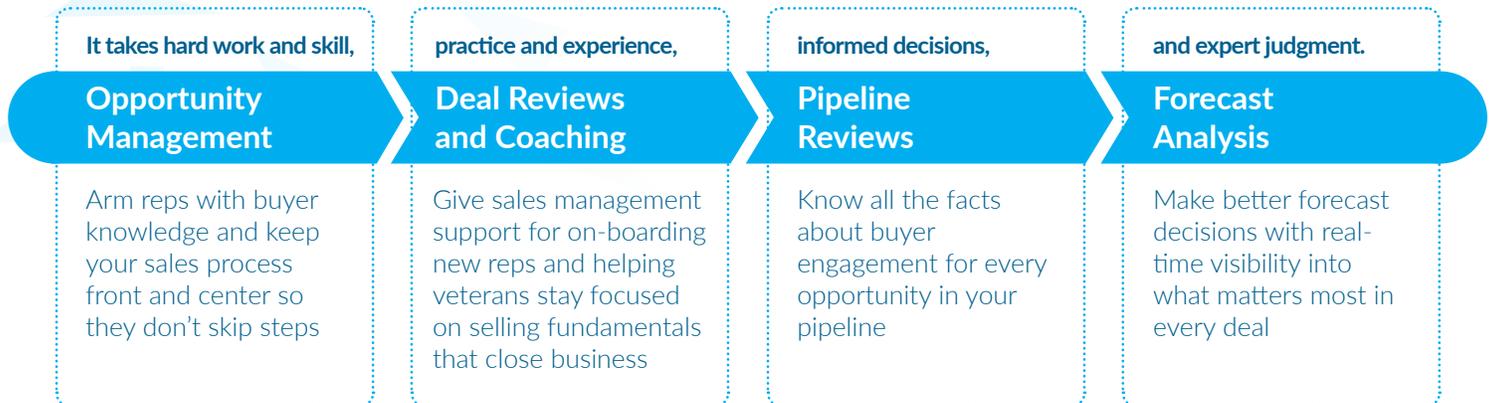
“ By integrating buyer signals...into visual opportunity maps that track the progress of buyers through their buyers journey and our sales process, my new reps can on-board faster, and my seasoned reps can be more productive ”

Shirin Oshidari
VP Sales and Services
STREETLIGHTDATA



Increasing sales is more than a numbers game

- Which deals can close this quarter?
- Are the right buyers engaged?
- Are the right steps being followed?
- Will you make the forecasted number?



Give reps and managers instant, actionable context without leaving Salesforce®

Akoonu for Sales helps sales teams understand the buyer engagement patterns that signal winning deals. Get reps meeting quota with integrated selling steps and plays to engage the right buyers at every stage.

