

SOLUTIONS

# Sales Motion Optimizer Solution

**Sales motion is the lifeblood of the selling process.** While each company has its own sales motion, the ultimate goal of each one is to close more deals with larger price tags. Focusing on the customer and their experience supports opportunity growth and win rates. The Sales Motion Optimizer from Alchemer works with your sales process and CRM to make both much more effective and customer-centric, without changing the way you do business or the systems and processes you use.

The Alchemer Sales Motion Optimizer Solution engages the customer throughout your sales process. Your customer's feedback in turn helps you to tailor your sales process to better meet the customer's needs and expectations, and provide them with the hyper-personalization they are seeking. This leads to closing more deals because you're better solving their challenges.

## SALES PORTAL

Centralize and standardize customer-centric processes with a Sales Portal. From the portal, sales reps can select and personalize a customer assessment that aligns with the correct stage in the sales process.

## CUSTOMER FEEDBACK

Capture real-time feedback data from customers so that sales leaders and teams can quickly gauge how to best engage with customers, how to prioritize opportunities, and how to pinpoint areas of improvement.

## CRM INTEGRATION

The solution is fully integrated with either Salesforce or Microsoft Dynamics. Customer and sales rep details are pulled into the assessment from the CRM, saving the sales rep time while personalizing the message to the customer. All captured data is pushed back into the correct record, and the sales rep is notified of the update.

To get the most from your sales motion, you need to understand your customers' expectations and how to act on that insight, then you need all that information in your CRM for your team to follow.

## The Solution for Sales Leaders

The Sales Motion Optimizer Solution lets you deliver a hyper-personalized sales experience to your customers. Now close more deals and increase your deal size by putting your customer at the center of your selling process.

**Learn more by calling  
800.609.6480.**

## The Alchemer Sales Motion Optimizer Solution Offering

The Sales Motion Optimizer Solution is a complete package that includes a Sales Portal for sales teams with pre-configured customer-centric assessments, workflows, and emails, and is fully integrated with Salesforce or Microsoft Dynamics. With all feedback data captured into a CRM, sales leaders can quickly up-level their teams, sales process, and pipeline.

Here is what's included:

Component	Description
Sales Motion Portal	<ul style="list-style-type: none"> <li>• Centralized portal for sales team to access</li> <li>• 10 pre-configured customer engagement assessments</li> <li>• Pre-configured workflows with email notifications</li> <li>• CRM integration</li> </ul>
Surveys	<p><b>Pre-Configured Surveys:</b></p> <ul style="list-style-type: none"> <li>• Qualification Call Notes</li> <li>• Pre-Demo</li> <li>• Post Demo</li> <li>• Buying Process</li> <li>• Closed Lost</li> <li>• Closed Won</li> <li>• Onboarding</li> <li>• Business Review</li> <li>• Why Did We Lose You?</li> <li>• Customer Contact Verification</li> </ul>
Integrations	CRM integration included with either Salesforce or Microsoft Dynamics
Customer Success	Gold Customer Success Services
Thought-Leadership Guides	<ul style="list-style-type: none"> <li>• System configuration user guide</li> <li>• Salesforce Integration user guide</li> <li>• Microsoft Dynamics Integration user guide</li> <li>• Setting up email campaigns</li> <li>• Branding user guide</li> </ul>

**Call your account manager or 800.609.6480 to learn more.**

**Alchemer**  
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