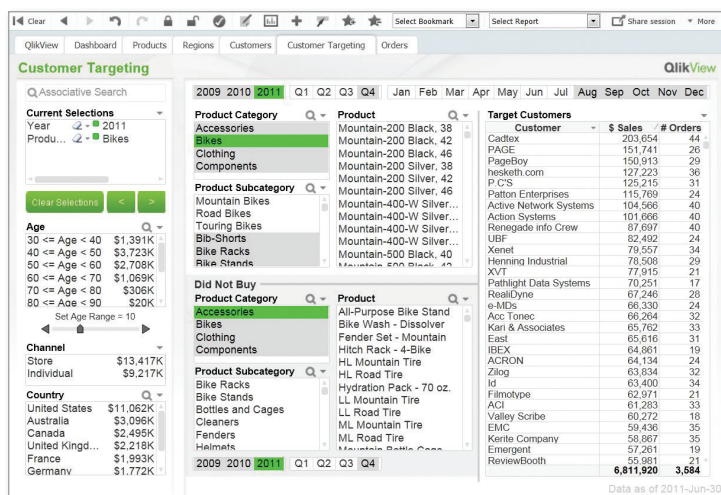# Qlik Q

QlikView® for sales enablement

QlikView is used across industries to help sales organizations improve the quantity and quality of their customer interactions. Traditional tools can produce pre-defined reports centrally, but allowing business users to gain their own insights based on individual criteria is not possible. With QlikView, all this changes. Users such as salespeople, sales managers, and even third parties can now freely explore customer and sales data to better pinpoint prospects for cross-sell and up-sell opportunities, promotions, and new products. The result is a highly tuned outbound sales effort with increased call volume, call quality, conversion rates, and revenue.

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Improved customer targeting

Sales users are often challenged to identify the right customer targets with the highest propensity to buy. When new products or promotions are available, individual reps or local sales departments often lack the ability to fully take advantage. With QlikView®, users can quickly assess their customer and prospect base to find the right 'fits' for cross sell and up sell opportunities, based on customer demographics, buying histories, and company strategy.

Key product features

QlikView offers Business Discovery™ capabilities that unlock the power of information for sales targeting & enablement

- **The associative experience**
  Allows ordinary users to explore by making selections and getting instant feedback on what data is associated and what's unrelated

- **Global search**
  Offers keyword search across entire data set, to identify customers that match unique sales criteria

- **Comparative analysis**
  Allows a user to identify customers meeting their criteria that have purchased groups of products but not other products

- **QlikView on Mobile**
  Allows mobile salespeople to take business discovery with them on tablets or smartphones

- **Extranet deployment**
  Offers business discovery over the internet, for third-party agents and distributors

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Higher quality customer interactions

Whether in the home office or on a mobile device, QlikView helps users better prepare for customer interactions. Users gain critical insights about customer needs and potential product offers, leading to higher quality meetings and improved conversion rates. And with QlikView's extranet capability, customer information and insight can be made available to users outside the organization, such as third party agents and distributors.

More value from Salesforce.com and CRM

CRM platforms such as Salesforce.com are central to the selling efforts of most organizations. But as strong as these systems are in enabling sales processes, they often don't provide the same level of capability when it comes to data analysis and exploration. QlikView is the perfect companion to Salesforce.com, unlocking the power of CRM information for better decisions. QlikView connects to Salesforce.com through an optimized connector, allows for CRM data to be combined with additional data sources, and provides business discovery apps that can be embedded directly in the Salesforce.com user interface.

For more information, visit www.qlik.com

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