



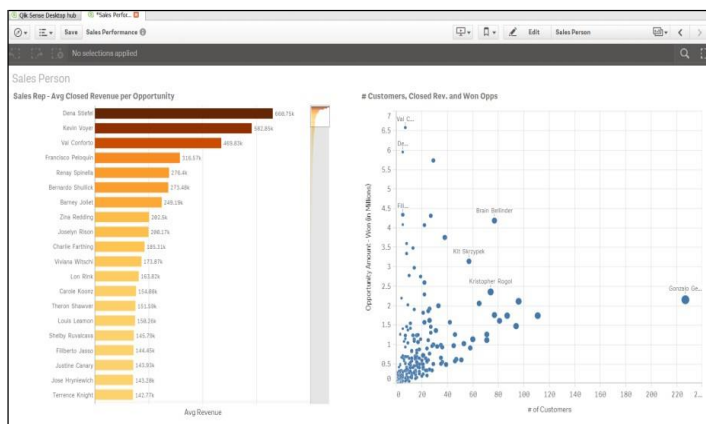
Qlik® for sales representatives

Real-time visual analytics that improve customer interactions.

Qlik sales solutions are used across industries to help organizations improve the quantity and quality of their customer interactions. Traditional tools can produce pre-defined reports centrally, but allowing sales representatives to gain their own insights based on individual criteria is not possible.

With Qlik, all this changes. Salespeople can now freely explore customer and sales data to better pinpoint prospects for cross-sell and up-sell opportunities, promotions, and new products. Personalized target lists can be created and analyzed on the fly while still improving the preparation for, and effectiveness of, customer interactions.

The result is a highly tuned outbound sales effort with increased call volume, call quality, conversion rates, and revenue. Sales organizations can see the whole story that lives within their data, regardless of the data sources, through interactive applications where actionable insights lead to better decision-making and outcomes.



©2016 Qlik

For more information, visit www.qlik.com.

qlik.com

Key solution benefits

Sales is often challenged to identify the right customer targets with the highest propensity to buy.

Improved customer targeting

- With Qlik, 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

Higher quality customer interactions

- Whether in the home office or on a mobile device, Qlik 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

