



B2B SALES INTELLIGENCE

SECRETS REVEALED

Get insights into the elusive world of AI,
data, and tech, in this tell-all ebook.

Unlocking the power of sales intelligence: a guide for manufacturers, wholesalers, & distributors

Let us have a quick chat around the digital campfire before we start. In the data-crowded, rapidly evolving world of business, it is easy to get a bit lost. The markets shift, and suddenly your supply chain feels like a game of blindfolded darts.

That is where sales intelligence comes in.

For manufacturers, it is about fine-tuning production to the T. Wholesalers, it is your ticket to anticipating demand. Distributors, think of it as a clearer roadmap for your supply chain. This eBook strips back the jargon and dives into the essentials of sales and customer analytics. Informative yet easy to read, insightful without being tedious, if you want to make sense of your sales data, this eBook is for you.



Sales intelligence

Debunking the mystery

Manufacturers, wholesalers, and distributors, let's talk shop about sales intelligence. Think of it as that friend who is always ready to lend a hand, to make your day that much better. When done right, it is like gifting your sales team with X-ray glasses to see the real game in the field.

Why sales intelligence is synonymous with success



You get the inside scoop on customers

Dive deep into the CRM archives and you will get the inside story on your client's buying habits, likes, and those pesky issues they tell you about, but you don't act on. That is gold when tailoring your pitch.



Identify opportunities

It is like sorting the wheat from the chaff. With sales intelligence, you are giving the nod to those leads that actually sparkle.



Crafts the perfect game plan

Notice a trend? Something that is flying off the shelves in a particular market? That's your cue to tweak your strategy and ride the wave.



Glimpses of the future

With the right data and some nifty predictive analytics, your sales forecast is so accurate it's like 1955 and you're Marty McFly .



Peeks over the fence

While you might not get insights into your competitors' play book, you will be able to spot which customers are most at risk of leaving you for the other guy. Keeping one step ahead has never been easier.



Swifter sales

Know your customers inside out and you'll whizz through the sales funnel, addressing concerns before they even arise.



Supports marketing

When sales and marketing hold hands, magical things happen. All thanks to our trusty sidekick, sales intelligence.

And how do we create all this goodness out of sales data and CRM nuggets? With some seriously smart sales intelligence software. As tech moves at warp speed, harnessing these data-driven delights is not just a luxury; it's the way forward in the B2B sales realm. So, ready to turn the dial up on your sales game?

SETTING THE STAGE

Welcome to the real drama of data

In the sprawling landscape of B2B sales, data plays the role of a protagonist. It is the hero around which every plot twist and turn revolves. However, like any good drama, our hero often faces challenges that can hinder its quest for clarity and insight. Enter the distraction of fragmented business tools.

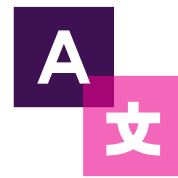
Many tools, one goal

(or so we thought)

Most businesses pride themselves on their arsenal of tools: ERPs for enterprise planning, accounting software to keep finances in check, CRM systems to manage customer relationships, and a variety of specialised apps to handle every imaginable task. Each tool promises efficiency in its domain, and rightfully so. But when these tools don't speak the same language, you're left playing a tedious game of translator.



The backstage challenges of fragmented data systems



Lost in translation

With different tools storing data in various formats, extracting meaningful insights becomes a cumbersome task. It's like trying to get to your destination when the GPS is in a foreign language!



Stale data, old insights

Without real-time data integration, your insights might be based on outdated information. Making decisions on last year's data? That's like choosing today's outfit based on last year's weather.



Time-consuming manual integrations

Entering data from paper to spreadsheets, or from chat apps to your ERP, and to your accounting software, sounds like madness. But many companies do it every day. When systems don't communicate seamlessly, businesses often resort to manual data transfers. This not only wastes valuable time but exposes your company to some dodgy data, and questionable conclusions, to say the least.



Lost opportunities

Disparate, non-communicative systems are like having a few powerful guests over for dinner, but none of them can speak the other's language. Awkward meal of note. The worst thing, though, aside from a silent dinner party, is that it all equals wasted time, wasted resources, and lost opportunities.



The siloed vision issue

Each tool offers a limited view of business operations. The ERP might show inventory details, the CRM might show customer interactions, but without integration, getting a holistic picture is challenging. It is like watching a movie with half the scenes missing.



Increased costs

Maintaining multiple systems, especially without integration, can lead to increased IT costs and more extended training periods for staff.

Beyond the clutter

The quest for clarity

But all hope is not lost! In the heart of this drama lies the potential for a harmonious solution. By realising the limitations of fragmented tools, businesses can start their journey towards smart, agile solutions. The goal? To ensure our hero, data, shines in its full glory, and guides businesses to more informed decisions and triumphant sales tales.



MEET SALES INTELLIGENCE

Your data's powerful ally.

Imagine for a moment a world where sales teams march confidently into every customer visit, equipped with profound insights. They are equipped with profound insights about their clients. They understand their products, and market dynamics. A realm where the guessing game is passé, and they are armed with sharp, data-informed strategies. This isn't some utopian vision; it's the real, tangible world brought to life by "Actual Sales Intelligence".

Who is this Sales Intelligence, anyway?

We'd like you to think of Sales Intelligence as a digital wingman. Just as a good wingman knows your strengths, understands your type, and guides you through a night out, Sales Intelligence does much the same for your sales journey.

Before we kick our shoes off, let's get a formal introduction out of the way. Sales Intelligence isn't just another corporate buzzword to be thrown around in meetings to sound impressive. It's the process of gathering, analysing, and applying a vast array of data to supercharge sales efforts, and ultimately, impact revenue.

The true worth of an elite Sales Wingman



Knows your type - Client insights:

The correct sales intelligence deep dives into historical data to provide a 360-degree view of your potential clients. Preferences, past purchases, challenges – it's all laid bare. With this treasure trove of information, customer attention becomes second nature.



Matchmaking prowess

Sales Intelligence analysis makes sure you invest energy in the leads most likely to yield results. No more shooting in the dark; this is a targeted, precision-based outreach.



Trendsetting capabilities

Always one step ahead, a good Sales Intelligence tool notices business patterns, and helps you adjust your strategies with agility. It's like having a fashion-forward friend who ensures you're always dressed to impress.



The power of foresight

While it may not possess insights into the future, the predictive analytics capabilities within Sales Intelligence come close. They give you information that allows you to plan, strategise, and prepare for different market eventualities

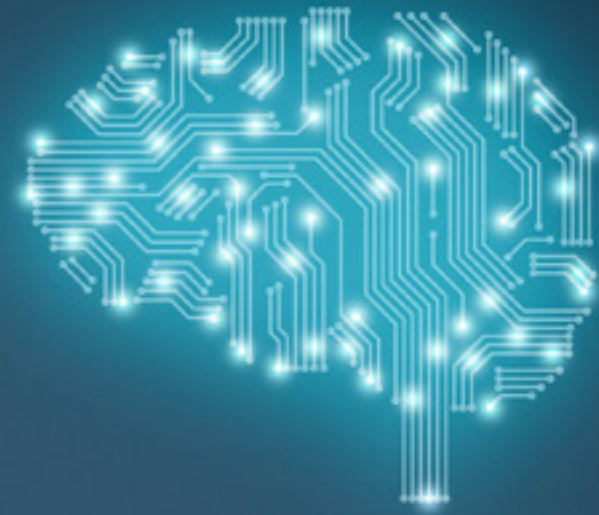
In the dynamic dance of B2B sales, having a smart Sales Intelligence tool is invaluable. It elevates the game from mere guesswork to a strategic symphony, where every move is calculated, every pitch is personalised, and every sale is a testament to the power of data-driven insights.

ACTUAL INTELLIGENCE IN AN ARTIFICIAL WORLD

Artificial intelligence (AI) is everywhere right now. Want to code an app? Ask AI. Want to write a song? Prompt AI. Want world peace? Ok, we are not quite there yet. Because, while artificial intelligence might be good for theoretical solutions, it lacks the empathy, insights, and human touch needed to solve real-world problems.

You can't run a business on artificial intelligence; you need actual intelligence to make actual profit. So, sales intelligence isn't just about collecting data and running it through a GPT-bot; it's about making real-world sense of your critical sales data for real-world profits.

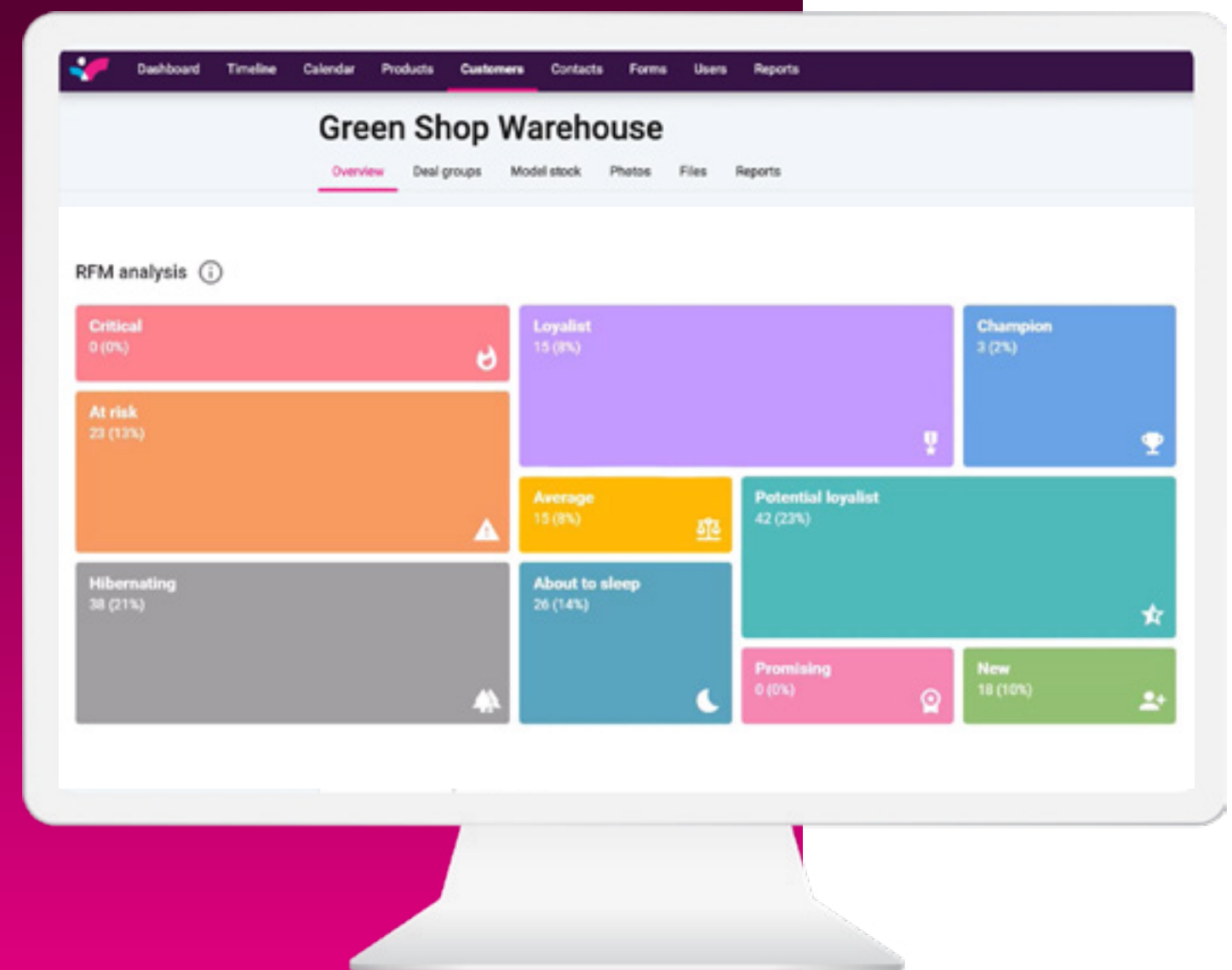
To do so, your sales intelligence tool must be built on a well-thought-out, mathematical, and scientific foundation to decipher the reams of disparate sales and customer data to give you what you want: clarity, and genuine insights. This is actual intelligence.



Introducing Skynamo RADAR

Actual Intelligence for smart sales teams

All hope is not lost! In the heart of this drama lies the potential for a harmonious solution. By realising the limitations of fragmented tools, businesses can start their journey towards smart, agile solutions. The goal? To ensure our hero, data, shines in its full glory, and guides businesses to more informed decisions and triumphant sales tales.



Sales vs visits: A real metric of business health

Here is a riddle for you: if a salesperson visits 10 clients in a day but makes no sales, how productive was their day? Ok, it was an easy riddle.

The sales mantra of "always be closing" wasn't just a catchy phrase from a film—it echoes a profound truth about the sales game. You see, in the world of sales, it's not just about the hustle. It's about the results. A hundred client visits with minimal sales? That's a lot of steam with little sizzle. Comparatively, 20 visits with 15 sales? Now, that's a gourmet meal!



Profitability

By understanding the relationship between sales and visits, you can allocate resources more efficiently. Which clients or regions are yielding results? Where might a little extra training make a difference? A proper analysis of this ratio helps you minimise overhead costs associated with high footfall but low sales and refocus their efforts on strategies that convert visits into actual revenue.



Market share

Consistent tracking of sales against visits provides insights into market penetration. If visits are high but sales are low, it might indicate that while your marketing is effective in attracting potential customers, there's a missed opportunity in converting them. In contrast, competitors who successfully convert their visits gain a larger chunk of the market share.



Competitive advantage

By effectively analysing the sales-to-visit ratio, businesses can identify and rectify bottlenecks in their sales funnel. Streamlining this process gives you a competitive edge, as they're able to provide a smoother, more compelling customer experience from visit to purchase.

Top customers: Who keeps your boat afloat?

When we talk about 'top customers', we're not just tipping our hat to the high rollers. We're acknowledging the backbone of your business—the loyal fans who keep the lights on, the wheels turning, and the party pumping.

Through its ability to highlight your top customers, RADAR helps you protect your predictable revenue streams, and reduce your marketing costs.



Profitability

If 80% of your revenue comes from 20% of your customers, you see why understanding your top customers is key to maximising profitability. These customers often account for a significant percentage of overall revenue. Ensuring their needs are met, their feedback is considered, and their loyalty is rewarded can significantly boost profit margins.



Market share

Top customers can serve as influential brand ambassadors. Their satisfaction and advocacy can lead to organic growth through word-of-mouth referrals, effectively expanding your market presence without the heavy costs of acquisition campaigns.



Competitive advantage

Catering specifically to your top customers creates a personalised customer experience. In a market saturated with generic, one-size-fits-all approaches, a tailored experience can set a business apart, securing its place as a preferred choice.

Year on year analysis: Growth, plateau, or decline?

Ever wished for a time machine? Good news: with RADAR, you've got one. Its Year on Year Analysis is less "Back to the Future" DeLorean, and more a clever way of looking in the rearview mirror to steam ahead with confidence.

RADAR's year on year analysis gives you a chance to learn from yesteryear, spot annual trends, predict the oncoming bends, and navigate the business journey with a mix of wisdom and foresight. Buckle up! Future successes are just around the corner when you've got a keen eye on the past.



Profitability

Year on year analysis helps businesses spot profitability trends. Recognising periods of growth allows you to leverage successful strategies. Identifying moments of stagnation or decline triggers a reassessment, and prompts cost-saving measures or strategic shifts to restore profitability.



Market share

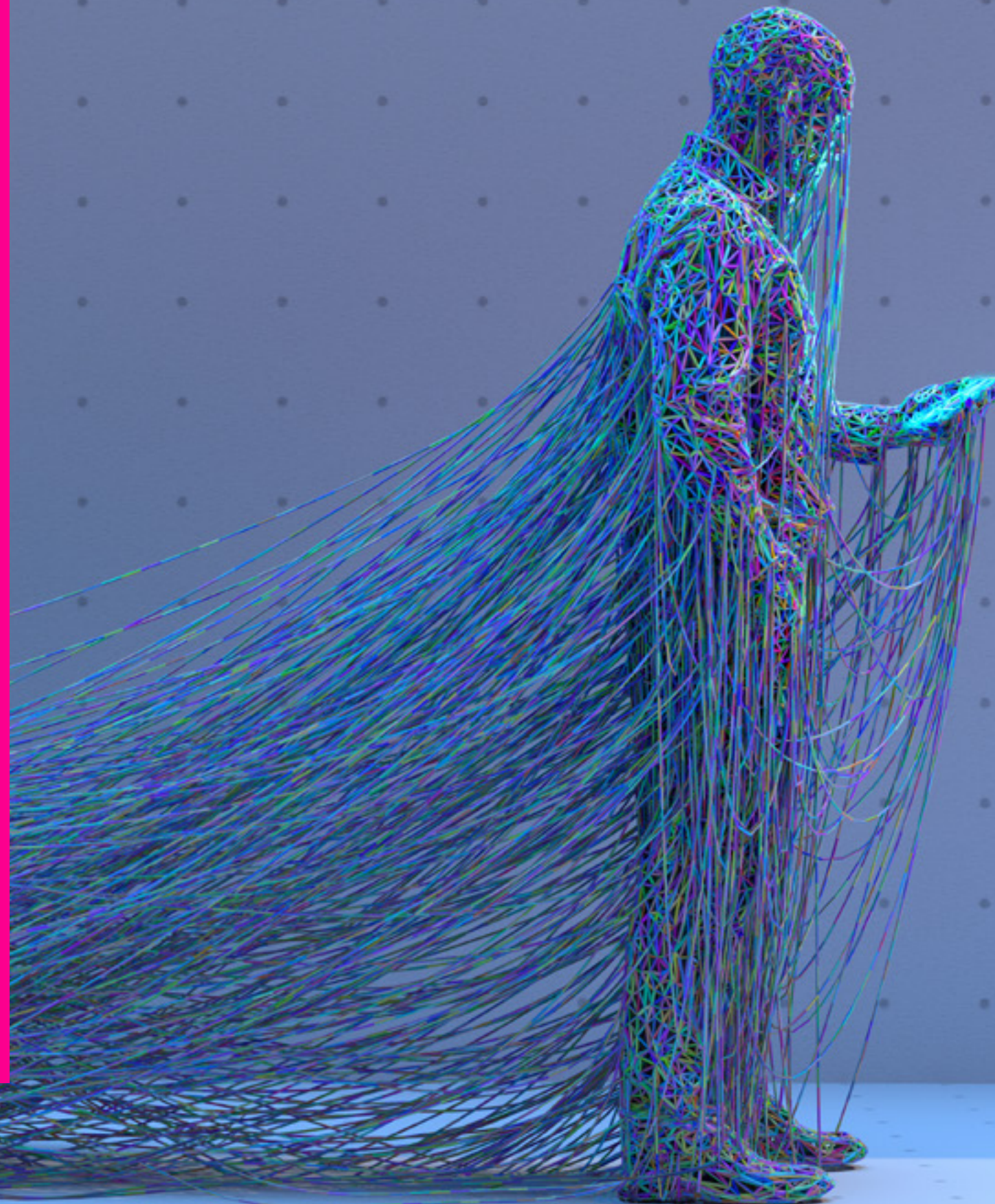
By examining annual performance, you can ascertain how your market share is evolving. Growing market share year on year is indicative of a dominant position, while a shrinking share suggests the rise of competitors or a need to revisit the business strategy.



Competitive advantage

Continuous year on year analysis enables businesses to stay agile. In the ever-changing business landscape, the ability to adapt based on past performance data ensures a company remains at the forefront, consistently outpacing competitors.

Data isn't just numbers on a spreadsheet; it's the lifeblood of strategic decision-making. The more precise and intelligent the data, the sharper and more impactful the decisions. In the realms of profitability, market share, and competitive advantage, it's not just about having data; it's about having the right data. RADAR immediately gives you that.



Skynamo RADAR

Actual Intelligence through smart algorithms, predictive insights, and data integration

Data is not the problem here. You have an overflow of data. The real challenge is turning that data into actionable insights. With Skynamo's RADAR, you get a tool that provides a window into the state of your business that gives you crystal-clear clarity to make the right decision at the right time.

Pinging the RADAR blips on your sales trajectory

At the heart of Skynamo RADAR lies the very essence of sales intelligence we discussed earlier: the desire to provide actionable insights from the vast ocean of sales data. Let's break down the "how" behind this remarkable tool.



1

Automated segmentation

Targeting Like a Pro: Imagine being able to zero in on your audience with the precision of a marksman. RADAR's automated segmentation capabilities do just that, allowing businesses to generate higher sales by targeting their pitches perfectly.



2

From past to present - The real-time advantage

While many tools provide post-mortem analyses, Skynamo RADAR is always in the present. It alerts you in real-time if customers buy less, change their buying patterns, or halt their purchases. This means you can adjust your sights while the target is moving.



3

A deep dive into RFM analysis

Skynamo's RADAR provides a unique perspective on customer behaviour with its RFM analysis, measuring Recency, Frequency, and Monetary value. This method scores each metric on a 1-5 scale, offering insights that are relative to your own customer base, not some industry standard or external benchmark. It's a direct reflection of your business' health and where it stands.

- a. **Recency (R):** Ever wondered when a customer last made a purchase? No more guesswork.
- b. **Frequency (F):** Track the regularity of a customer's purchases, allowing for predictive stocking and inventory management.
- c. **Monetary Value (M):** Gauge the financial impact of each client. Bigger spenders might need a more personalised touch, after all!

Clicking through the system allows for an interactive experience, letting users see their customer profiles and understand which segment each falls under. Terms like 'at risk' or 'loyalist' are not just labels; they are insightful classifications that show you where to concentrate your efforts.



4

The clarity of interactive dashboards

Visual data often speaks louder than sheets of numbers. Skynamo RADAR offers interactive, drill-down dashboards that provide a bird's-eye view of sales metrics while also allowing deep dives into specific areas of interest



5

The true worth of your customers

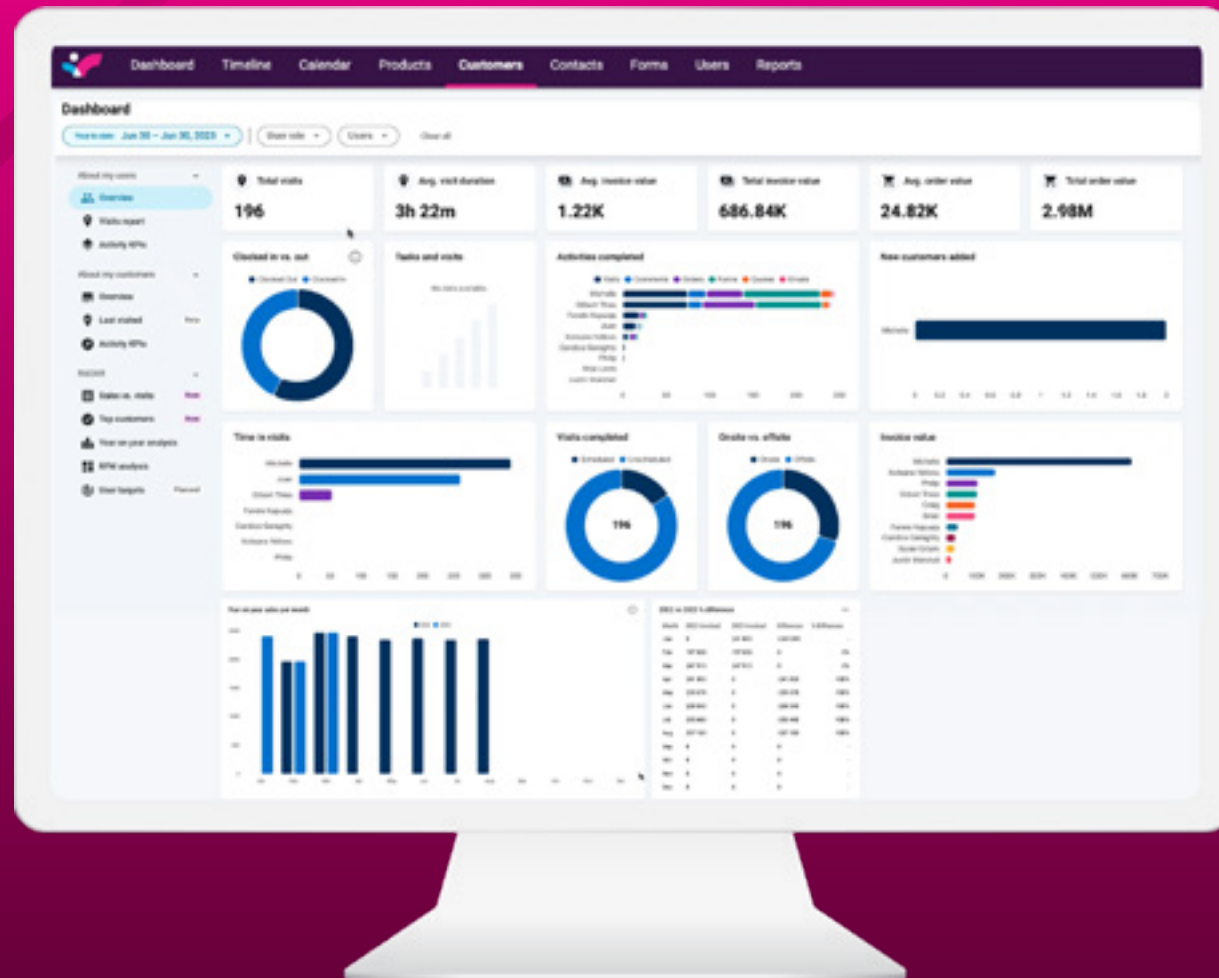
With RADAR's breakdown, it becomes crystal clear where your business's revenue is coming from. If a significant portion of your income is generated by customers now classified as 'at risk', it's a glaring sign that intervention is needed.



6

Enhancing the ERP experience

Many ERP systems are robust in data collection but fall short in visual presentation and analysis. Skynamo's RADAR bridges this gap. Instead of merely pulling raw data, it offers visual feedback and a clear comparison between metrics. By presenting invoice data from the ERP in a comprehensible manner, RADAR ensures that the entirety of your sales picture is considered, not just orders placed within Skynamo.



The pinnacle of Sales Intelligence

RADAR's power unveiled



Respond rapidly

With insights at your fingertips, RADAR ensures that businesses can act promptly, whether it's an opportunity knocking or a potential crisis looming.



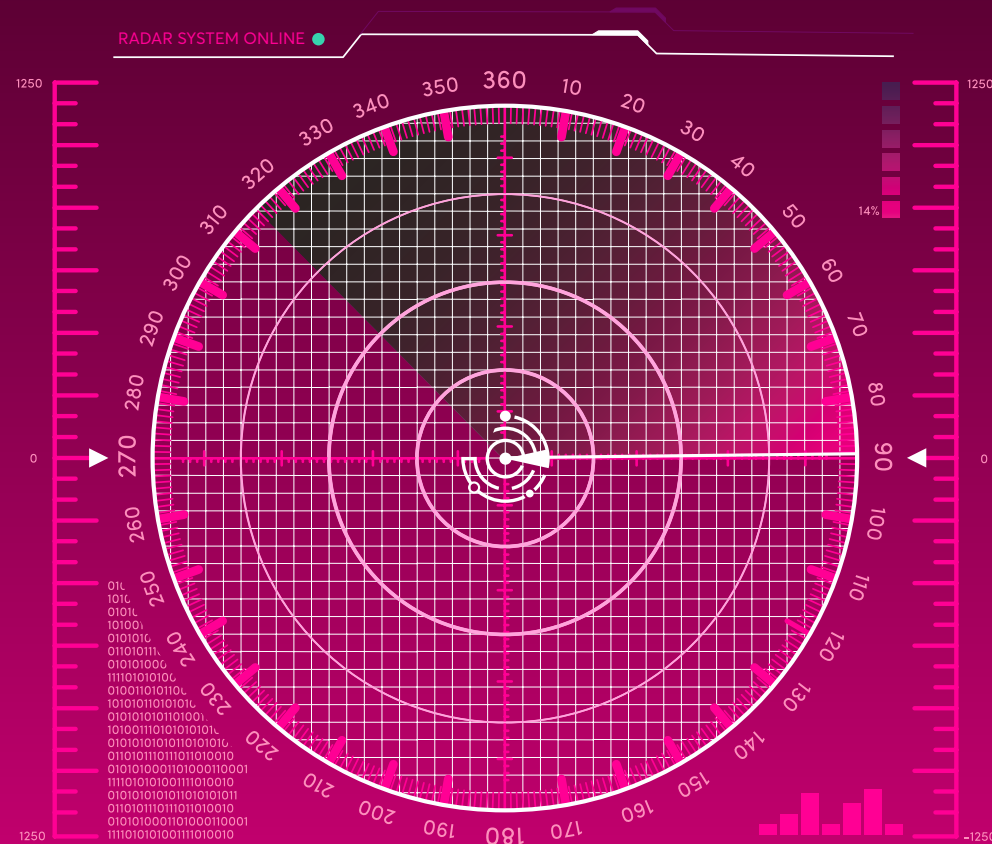
Customer retention made easy

The age-old adage says it's cheaper to retain an existing customer than to find a new one. RADAR's analytics are tailored to ensure existing clients remain engaged and satisfied.



Foster loyalty

It's one thing to make a sale; it's another to create a loyal customer. With data-driven insights, businesses can foster deeper connections with their clientele, ensuring long-term relationships.



Final thoughts

Sales intelligence isn't just about hoarding data; it's about wielding it wisely. RADAR offers a systematic, savvy approach to illuminating sales and customer clarity.

In the digital avalanche of data, finding actionable nuggets is the real game. Skynamo RADAR isn't just another tool; it's your business's North Star. Isn't it time to let the intelligent choice guide you? Choose Skynamo RADAR – Actual intelligence.